

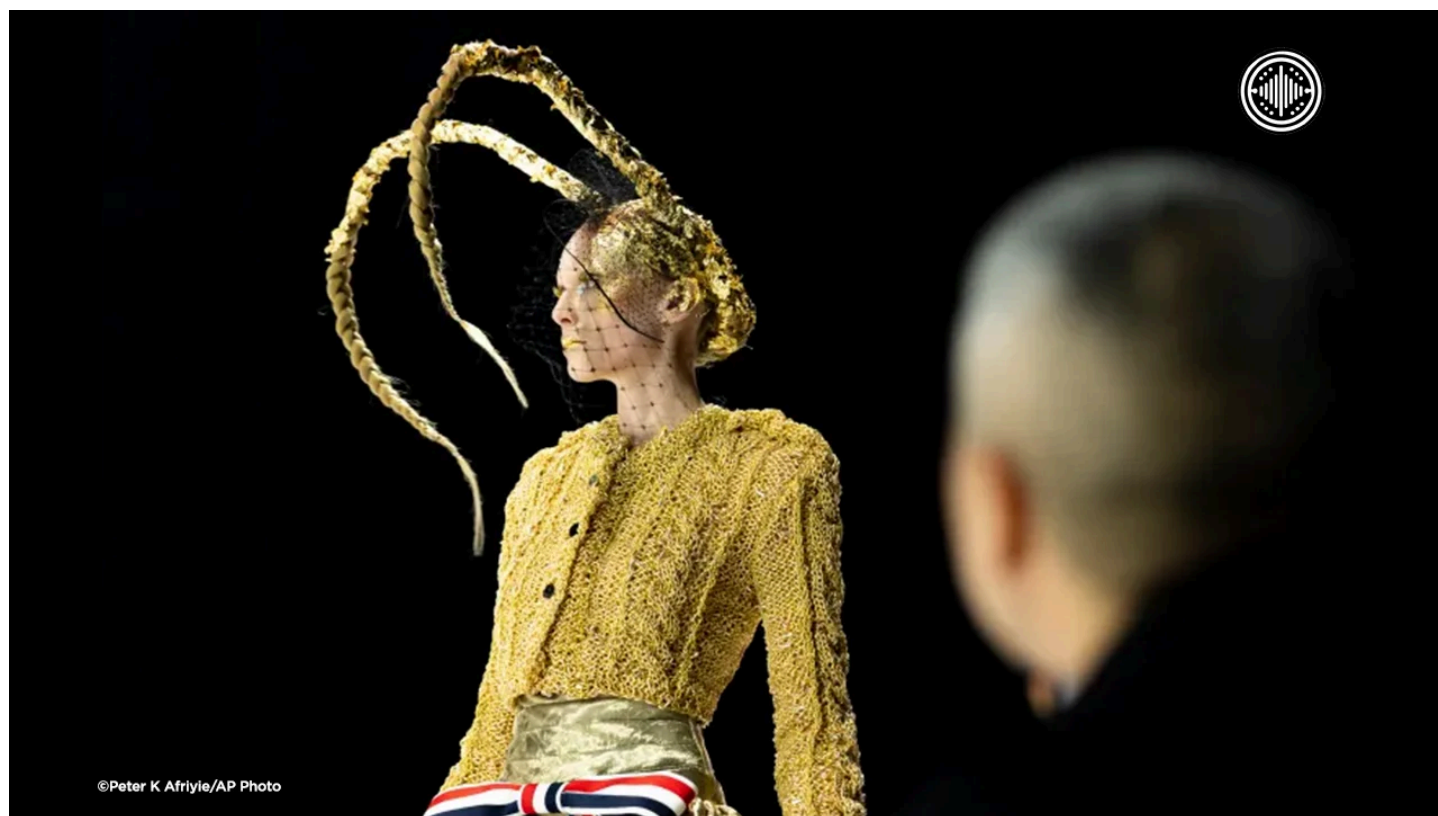
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Trump Administration Revives Third-Country Deportation Strategy as EU Brands Brace for U.S. Tariffs

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The Trump administration has resumed a controversial immigration strategy that includes threatening migrants with deportation to third countries before ultimately sending them back to their home nations. Meanwhile, European beauty and fashion brands are struggling to adjust to new U.S. tariffs, and voice actors across Europe say recently adopted artificial intelligence (AI) rules fall short of protecting their livelihoods.

Under a renewed focus on border enforcement, migrants arriving at the southern U.S. border are increasingly being told they may be deported to a safe third country, often Mexico or Guatemala, before being returned to their countries of origin. The tactic, previously employed during the Trump presidency, is aimed at deterring illegal crossings and discouraging the abuse of the asylum system. Although the migrants are ultimately sent back to their home countries, the threat of third-country deportation is used as leverage to encourage voluntary departure and reduce legal appeals.

Critics of the approach argue it causes unnecessary confusion and trauma, while supporters contend it is an effective deterrent against unlawful entry. Former officials from the Department of Homeland Security (DHS) state the policy is consistent with the broader goal of restoring integrity to the immigration process and alleviating pressure on U.S. border facilities.

In a separate but related international issue, European beauty and fashion brands are facing steep new U.S. tariffs on cosmetics and luxury goods, prompting concern among manufacturers and retailers. The tariffs, part of an ongoing trade dispute between the United States and the European Union (EU), have forced some companies to weigh the choice between absorbing the costs or passing them on to American consumers.

Industry experts warn that sustained tariffs could damage transatlantic trade relationships and harm small- to mid-sized European exporters disproportionately. Larger firms may have the financial flexibility to adjust supply chains or shift production to U.S. facilities, but smaller brands often lack that capability, leaving them vulnerable in an increasingly protectionist climate.

Meanwhile, a new set of AI regulations adopted across Europe is drawing criticism from voice actors and creative professionals, who argue the measures fail to provide adequate safeguards against the unauthorized use of their voices by AI systems. While the rules introduce transparency requirements for companies using synthetic voices and mandate labeling of AI-generated content, many in the industry say enforcement mechanisms remain weak and legal protections insufficient.

European voice artists are calling for stronger intellectual property laws to prevent the replication of their voices without explicit consent. Concerns over deepfakes and the use of voice cloning in commercial content have surged in recent years, with some fearing that automation could eventually replace human talent altogether.

The developments underscore ongoing tensions over migration, international trade, and technology regulation, as Western governments attempt to balance economic interests

with national sovereignty and labor rights.