



2016

ANNUAL REPORT





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Our aim

Ensure a **growth-oriented business and investment climate in the EU**

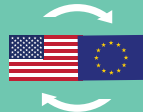
What we want to be

The most valued lobbying force in the EU

Who we are

American companies
**committed to
and invested
in Europe**

What we want



To maintain
and strengthen
**the transatlantic
relationship**



To build a
stronger and
more united EU

What we stand for



Trust



Expertise



Excellence



Transparency

Our five-year vision 2014-2019

AGENDA FOR ACTION



Build skills for the
future



Drive integration to
create an attractive
internal market



Embrace
revolutionary
change for industrial
leadership



Develop new models
of innovation and
entrepreneurship



Lead by example
towards global
integration

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Foreword



Karl Cox

Chair, AmCham EU

2016 was a year of both change and challenge in the European Union and transatlantic environment, as the vote on Brexit in June, the election of Donald Trump in November, mounting populism and threats to the EU Single Market brought new levels of uncertainty for US business operating in the EU.

AmCham EU was up to the challenge. Externally we remained steadfast in our advocacy of a policy framework to promote growth, jobs, innovation and environmental sustainability in the EU. Internally we sought to be fit for the future – nimble in our positions even when external factors proved unpredictable. Consequently, we revamped the way we work internally, developed new structures, hired more staff and added resources where they were most needed. I believe we have succeeded and proved resilience in our role as the leading voice for US business in Europe as evidenced by the positive results of our perception survey.

AmCham EU has long been recognised for our engagement in the development of specific EU legislative proposals while we often aspired to speak more effectively on the so-called ‘horizontal’ issues. On this front, we made excellent progress with the creation of two new task forces, Single Market and Brexit, which began their work in early 2017.

In addition, the launch event of the Gender Initiatives Task Force in February 2016 with Commissioner Jourova was a step towards discussing societal issues from the perspective of business. Our circular economy brochure illustrated case studies on innovative ways of harnessing the circular economy, marking the commitment members have to the future sustainability and competitiveness of Europe.

We continued to position ourselves strongly on the digital economy, with Commissioner Oettinger delivering the keynote at our fourth annual Digital Economy conference. Meanwhile, we stepped up our work on the Energy Union and the impact of COP21, monitoring tax rulings and the Capital Market Union as well as the potential of healthcare innovation through transatlantic cooperation.

It was a very busy year for outreach, we hosted and took part in more than 50 events, from our Young Professionals networking event, Transatlantic Week, to the presence at the ALDE Congress and outreach to the presidencies of Slovakia and Malta. You can read more about all of the activities we undertook in 2016 in the rest of this report.

Looking forward, 2017 is already shaping as a decisive year for the role business plays in the transatlantic relationship. American companies are dedicated to support and maintain a strong Europe, and AmCham EU will be their voice.

AmCham EU leadership

BOARD OF DIRECTORS



Karl Cox
Chair
Oracle



Karim Lesina
Vice-Chair
AT&T INC.



**Salomé Cissal
de Ugarte**
Vice-Chair
Crowell & Moring LLP



Liam Benham
Chair, Policy Group
IBM



Melanie Faithfull Kent
Chair, Communications
and Marketing Group
Hill+Knowlton Strategies



Patrick Xhonneux
Chair, Operations Group
SAS



Zeger Vercouteren
Member-at-Large
Johnson & Johnson
As of June 2016



Louise Harvey
Member-at-Large
FTI Consulting



Susan Danger
Managing
Director
AmCham EU

COMMITTEE CHAIRS



AGRICULTURE & FOOD
**Marta Zuluaga
Zilbermann**
Cargill Europe



COMPETITION
Gabriel McGann
Co-Chair
The Coca Cola Company



COMPETITION
Mathew Heim
Co-Chair
Qualcomm



CONSUMER AFFAIRS
Imelda Vital
Amway



**CUSTOMS &
TRADE FACILITATION**
Walter Van der Meiren
UPS



DIGITAL ECONOMY
Pastora Valero
Cisco



EMPLOYMENT AND
SOCIAL AFFAIRS

Elke Duden

Linklaters LLP



ENVIRONMENT

Leah Charpentier

First Solar



EU TAX

William Morris

GE



FINANCIAL SERVICES

Richard Kaye

J.P. Morgan Chase & CO



HEALTHCARE

Alexander Roediger

MSD



INSTITUTIONAL AFFAIRS

Renato Addis

EPPA



INTELLECTUAL PROPERTY

Vincent Jamois

Time Warner Europe



SECURITY & DEFENCE

Rudy Priem

United Technologies
Corporation



TRADE & EXTERNAL AFFAIRS

Mark van der Horst

UPS



TRANSPORT, ENERGY &
CLIMATE

Jérôme Bandry

Caterpillar

TASK FORCE CHAIRS



GENDER INITIATIVES
TASK FORCE

Beatrice Flammini

Liberty Global
Europe

As of July 2016



TRANSATLANTIC
TASK FORCE

Nicholas Hodac

IBM



EUROPEAN
PARLIAMENT
OUTREACH

Maxime Bureau

3M

EXECUTIVE COUNCIL



Christian Morales

Chair

Intel



Kirsty Macdonald

Chief Sherpa

Intel

Listing reflects the status for the majority of 2016

160+

member companies
from a broad range of sectors

750+

active professionals
involved

400

committee and
outreach meetings

60+

position papers

2016

in numbers

85

press mentions
and several opinion pieces

50

events

15

delegations

Learn more:

amchameu.eu



Highlights

2016 was an exciting and busy year for AmCham EU. From events, to study launches, to delegations and much more. This is a snapshot of our year.



Commissioner Jourová helped launch the Gender Initiatives Task Force

17 February

AmCham EU launched its Gender Initiatives Task Force with the participation of **Věra Jourová**, European Commissioner for Justice, Consumers and Gender Equality. Throughout 2016, the Gender Initiatives Task Force worked to build awareness and foster dialogue on how to best promote gender diversity in the workplace.



Transatlantic Week 2016 explored 'The Transatlantic Relationship in a Changing World'

14-18 March

The Annual Transatlantic Week brought together members, representatives from the AmChams in Europe (ACE), EU institutions, Permanent Representations, NGOs and other organisations.

Transatlantic Reception

The Transatlantic Reception was hosted by **David McAllister, MEP**, at the European Parliament. The reception provided an opportunity for **Joseph Quinlan**, Senior Fellow, Center for Transatlantic Relations, Johns Hopkins University to launch and present the key findings of the 2016 edition

of the **Transatlantic Report** to around 30 Members of the European Parliament and other key stakeholders.

Transatlantic Conference

The annual Transatlantic Conference at The Hotel in Brussels featured keynote addresses from **Xavier Bettel**, Prime Minister of Luxembourg, **David O'Sullivan**, EU Ambassador to the US and the Honorable **Anthony L. Gardner**, US Ambassador to the EU. The speakers emphasised the importance of transatlantic relations and how crucial it is for the EU and US to work together. Also speaking at the Conference were **Jean-Luc Demarty**, Director-General of DG Trade; **Michael Punke**, Deputy US Trade Representative and US Ambassador to the WTO and **Joseph Quinlan**, Senior Fellow, Center for Transatlantic Relations, Johns Hopkins University who presented the transatlantic economy figures from the 2016 Transatlantic Report.



Meeting with Sigmar Gabriel at the Hannover Messe

25-26 April

A delegation of members attended Hannover Messe, the world's largest trade fair for industrial technology. For the first time the US was the partner country of the Messe leading to increased attention from US government and companies. The highlights of the AmCham EU delegation were the meetings with **Sigmar Gabriel**, Vice-Chancellor of Germany and Minister for Economic Affairs and Energy and **Bruce Andrews**, US Deputy Secretary of Commerce. These provided unique opportunities to present our policy priorities.



Annual Delegation to Washington, D.C.

Week of 16 May

The annual delegation to Washington featured a series of high-level meetings on issues such as TTIP and wider transatlantic economic relations. Highlights included meetings with **David O'Sullivan**, EU Ambassador to the US; **Dan Mullaney**, Assistant United States Trade Representative for Europe and the Middle East; **Catherine A. Novelli**, Under Secretary for Economic Growth, Energy, and the Environment; and **Stefan Selig**, Under Secretary of Commerce for International Trade.



Trade Under Fire: Transatlantic Dialogue on Challenges and Opportunities

31 May

AmCham EU participated in a panel focused on 'Trade Under Fire' at BusinessEurope. The panel, moderated by **Susan Danger**, included **Markus J. Beyrer**, Director-General, BusinessEurope; **Myron Brilliant**, Vice-President and Head of International Affairs, US Chamber of Commerce; **Liam Benham**, Vice-President Government and Regulatory Affairs, IBM Europe and Chair of the AmCham EU Policy group; and **Wolfgang Weber**, Vice-President EU Government Relations, BASF.



Gala 2016 at the Concert Noble

2 June

The Gala took place at the Concert Noble in Brussels. The event kicked off with a welcome reception and remarks by **Susan Danger**, Managing Director, AmCham EU and **Karl Cox**, Chair, AmCham EU. This was followed by the presentation of the eleventh AmCham EU Transatlantic Business Award to **David McAllister**, MEP. A highlight of the evening included a concert by the laureates of the Queen Elisabeth International Music Competition, Piano.



2016 Annual General Meeting (AGM) with the US Ambassador to the EU

20 June

The 2016 AGM took place at the Palais des Académies. The AGM was an opportunity to look back on the year and to look forward to future priorities. The highlight of the AGM was the lively discussion with the Honorable **Anthony L. Gardner**, US Ambassador to the EU, over a seated dinner. The Ambassador engaged with members on some of the challenges facing US industry in Europe and encourage business to demonstrate the many ways in which it contributes to the European economy.

Launch of 'The Circular Economy: Innovative business solutions and how to go further'

28 September

AmCham EU held a launch event for its circular economy publication in September. Speaking at the event **Jyrki Katainen**, Vice-President for Jobs, Growth, Investment and Competitiveness, European Commission, said *'Developing business schemes favourable to the circular economy will help address the global challenges we are currently facing and will enable the EU economy to be competitive and resilient'*.



Commissioner Andriukaitis discusses the future of healthcare in Europe

21 October

The Healthcare Committee hosted a breakfast on 'Shaping the Future of Healthcare in Europe: Key Challenges and Opportunities'. **Vytenis Andriukaitis**, European Commissioner for Health and Food Safety, delivered a keynote address followed by a Q&A and discussion with members.



33rd Competition Policy Conference focuses on the digital economy

26 October

The 33rd annual Competition Policy Conference featured a keynote address by **Johannes Laitenberger**, Director-General, DG COMP, European Commission. He spoke about tackling the issues that matter to consumers in EU mergers. The event also included two panels on Big Data and antitrust and competition in e-commerce. **Sir Philip Lowe**, Senior Advisor, FTI Consulting, provided his perspectives on Brexit in the concluding remarks.



AmCham EU and Invest Europe event reaffirms 'The Case for Investing in Europe'

29 November

AmCham EU and Invest Europe hosted an event entitled 'The Case for Investing in Europe' as part of Invest Week, a series of events focused on the European investment and growth agenda. At the event, AmCham EU's Executive Council launched its 'Case for Investing in Europe' 2016 report by **Joe Quinlan**, Senior Fellow, Center for Transatlantic Relations, Johns Hopkins University, followed by two high-level panel discussions on why Europe remains an attractive destination for American investment. **Jyrki Katainen**, Vice-President, Jobs, Growth, Investment and Competitiveness, European Commission, participated as one of the speakers.



Commissioner Oettinger delivers keynote at fourth annual Digital Economy Conference

8 December

With over 120 participants, the Conference featured a keynote by **Günther Oettinger**, European Commissioner for Digital Economy & Society, and three panels focused on infrastructure, data flows and transatlantic cooperation. The Conference closed with a high-level panel discussion between Deputy Chief of the US Mission to the EU **Adam Shub**, and Maltese Deputy Permanent Representative **Neil Kerr** on the political outlook for digital policy and transatlantic cooperation.

Advocacy

KEY MILESTONES

In 2016, our advocacy work included over **400 outreach meetings** and more than **60 position papers**. In this section, we highlight the key milestones, grouped by our five **Agenda for Action** areas:



Build skills for the future



Drive integration to create an attractive internal market



Embrace revolutionary change for industrial leadership



Develop new models of innovation and entrepreneurship



Lead by example towards global integration



Build skills for the future

Launch a dialogue on the skills needed

ISSUE

Business is best placed to understand the skills tomorrow's workers will need; companies must relay this to policy-makers driving the skills agenda.

ACTION

- AmCham EU has been a long-standing partner of JA Europe, and hosts an annual **Youth Entrepreneurship Award**.
- The Employment and Social Affairs Committee hosted a plenary on **Building Skills for the Future** with the OECD, the Commission's DG CONNECT, and a **keynote by the Director-General of DG Employment and Social Affairs**.

RESULT

AmCham EU has positioned itself as a credible bridge between the business and policy-making community in determining the skills needed for the future.



Drive integration to create an attractive internal market

Build the Digital Single Market to transform the European economy

ISSUE

AmCham EU supports the objectives of the Digital Single Market strategy and creating a European data economy which will bring benefits to businesses, consumers and citizens across Europe.

ACTION

- In a joint committee effort (including the Digital Economy, Consumer Affairs, Competition and Intellectual Property committees), AmCham EU closely monitored and issued positions on almost all initiatives published as part of the implementation of the DSM strategy and started to develop advocacy strategies.
- The **4th Transatlantic Digital Economy Conference** organised by the Digital Economy Committee featured **Commissioner Oettinger** and more than 120 participants.
- The Competition Committee hosted a well-attended **33rd annual Competition Policy Conference** with **Johannes Laitenberger**, Director-General of DG COMP.

RESULT

Positioned AmCham EU as a major voice on digital topics and built relationships with key stakeholders. In particular, AmCham EU was able to engage early with policy-makers ahead of the publication of key proposals.

Ensure ETS reform gives the right investment signals in Europe

ISSUE

An effective Emissions Trading Scheme (ETS) should be predictable, trustworthy and send the right investment signals to global markets.

ACTION

- The Transport Energy and Climate Committee reached a common position early 2016 and engaged with all three EU institutions with over **20 outreach meetings**.
- The Committee organised a panel debate on the issue during the March plenary meeting, where **Yvon Slingenberg** delivered the luncheon keynote address.

RESULT

Overall the file has progressed in a good direction, taking several AmCham EU concerns into consideration.

Promote the completion of the internal energy market

ISSUE

AmCham EU supports a liberalised, secure and sustainable energy market where energy policies are technology and tax-neutral, with a realistic view of market possibilities.

ACTION

- A delegation from the Transport, Energy and Climate Committee travelled to the European Parliament in Strasbourg in March and held a record **25 constructive meetings with MEPs** and parliamentary assistants from a range of political groups.
- The Committee published its position paper on the electricity market design ahead of the Commission's proposal.

RESULT

The Commission's proposal for a Clean Energy for All Europeans aims to restore market signals in EU's energy policy.

Promote a coherent and science-based chemicals policy

ISSUE

AmCham EU supports coherent and science-based policy-making, in line with the Commission's objective of better regulation.

ACTION

- The Environment Committee engaged with the European Commission and MEPs and met with the national authorities of Poland, Italy, Germany, Bulgaria and Spain on a range of issues including REACH, RoHS and endocrine disruptors.
- AmCham EU was one of the **first business associations to engage on the REFIT** of chemicals legislation, particularly REACH, by publishing several position papers and responding to the Commission's public consultation, framing the issue as a competitiveness issue.

RESULT

AmCham EU has been invited by the Maltese presidency to present its perspective on REACH and Competitiveness to a joint Competitiveness/Environment Working Party meeting in 2017.

Monitor Commission State aid investigations in relation to tax rulings

ISSUE

AmCham EU supports the enforcement of EU State Aid rules to make the Single Market work effectively. However, an ad-hoc approach via state aid cases for tax rulings could undermine certainty and jeopardise investment and job creation in the EU.

ACTION

- The EU Tax Committee participated in a roundtable discussion with a US Congressional delegation on state aid and international tax policy.
- The Committee engaged with Commissioner **Margrethe Vestager** on the Commission state aid investigations into tax rulings granted by fiscal authorities of Member States to companies pursuant to their national legal systems.

RESULT

The Committee established a constructive dialogue and provided input to the Commission on issues related to state aid investigations into tax rulings, in close collaboration with the Competition Policy Committee.

Promote the development of better regulation and implementation of the Commission Better Regulation Package

ISSUE

The Institutional Affairs Committee seeks to promote the development of better regulation and encourage implementation of existing regulations to ease bureaucratic demands on the transatlantic business community.

ACTION

- The Committee met with key stakeholders in the Commission, Parliament and Council to discuss the Better Regulation Package and the Inter-institutional Agreement on Better Law-making.
- The Committee organised a plenary meeting on the state-of-play of the Better Regulation Package one year after its release, with the keynote by European Ombudsman **Emily O'Reilly**.

RESULT

The Committee engaged and impacted the Better Regulation debate and the newly agreed Inter-Institutional Agreement on Better Law-making.

Monitor developments in the Transparency Register debate

ISSUE

The Institutional Affairs Committee seeks to promote a fair, workable Joint Transparency Register without undue bureaucratic requirements and with sufficient incentives for industry participation.

ACTION

- The Institutional Affairs Committee engaged in the legislative process by meeting with key decision-makers and developing position papers and consultation responses.
- The Committee monitored the changes to the updated **Transparency Register guidelines** and held an internal session to provide guidance to the broader AmCham EU membership.

RESULT

AmCham EU successfully participated in the debate on a reformed Transparency Register with the Commission, Parliament and Council.

Monitor the EU Action Plan on Tax Avoidance

ISSUE

AmCham EU believes the Commission's proposal for a Common Consolidated Corporate Tax Base (CCCTB) should be optional, providing for effective consolidation, and containing a commitment to administrative simplicity. An optional CCCTB could provide significant simplification for businesses and would promote the Single Market.

ACTION

- The EU TAX Committee actively engaged in the legislative process, meeting with key decision-makers, developing several position papers and consultation responses.
- AmCham EU **was successfully re-appointed as a member of the Platform for Tax Good Governance** until June 2019.

RESULT

The Committee actively engaged and contributed to the debate on the Anti-Tax Avoidance Package and the re-launch of the CCCTB with key institutional stakeholders. A positive and constructive dialogue was successfully maintained with DG TAXUD.



Embrace revolutionary change for industrial leadership

Unleash the potential of healthcare technologies

Import Value-added Tax (VAT)

ISSUE

AmCham EU supports the Commission's intention to modernise the import VAT framework, advocating for simplified rules that separate import VAT accounting from customs clearance, and strikes the right balance between liability, control and trade facilitation.

ACTION

- The committee published a position paper on simplifying VAT rules in the EU in coordination with the EU Tax Committee, which was presented to the European Commission including at a plenary meeting on cross-border e-commerce with keynote speaker **Stephen Quest**, Director-General of **DG TAXUD**.

RESULT

AmCham EU gained visibility on the issue of importing VAT and its importance to its member companies, and made its voice heard by the European Commission and key industry partners.

ISSUE

EU supports a regulatory framework that ensures safety and supports innovation and interoperability, encouraging convergence between the US and EU.

ACTION

- The Healthcare Committee provided input to the European Commission's public consultation on the next phase of EU-US cooperation on eHealth/Health IT, in cooperation with the US Mission to the EU.
- In partnership with COCIR and MedTech Europe, the Committee hosted a breakfast briefing for MEP assistants on '**Medical Devices: Perspectives on the EU negotiations**'.
- Engaged with Member States on the negotiation of the revised medical devices framework, participated in a stakeholder meeting organised by the Dutch Presidency and meet with other permanent Representatives of Member States.

RESULT

AmCham EU was a strong advocate for the potential of health technologies across sectors and made its voice heard to key stakeholders.



Develop new models of innovation and entrepreneurship

Lead the transition to a circular economy

Foster sustainable and safe healthcare systems

ISSUE

AmCham EU supports an EU health policy agenda that promotes value-based healthcare and better health outcomes, including health targets that facilitate the balance of improving health, managing expenditure and ensuring equal access to sustainable health systems.

ACTION

- The Healthcare Committee provided recommendations on improving access to medicines in the EU by: publishing a position paper, providing draft amendments to the Environment, Public Health and Food Safety (ENVI) Committee's own-initiative report and hosting a breakfast for MEP assistants.
- The Committee hosted **two workshops on strategic approaches to public procurement** with representatives from the European Commission's Directorate-General for Internal Market, Industry, Entrepreneurship & SMEs (DG GROW) and met with various Member State representatives to promote its position.

RESULT

The Committee positioned itself as a key policy partner in discussions on value-based healthcare and fostering sustainable, effective healthcare systems.

ISSUE

AmCham EU is committed to the circular economy and supports the EU's effort in promoting new business models and creating a market for secondary raw materials.

ACTION

- The Environment Committee produced a brochure featuring innovative solutions fostering the move to a circular economy, which was well-received by the EU institutions, including Vice-President **Jyrki Katainen** who delivered the keynote address at the launch in September.
- The Committee engaged with the institutions through meetings in Brussels and Strasbourg, positioning AmCham EU as a key stakeholder in the circular economy debate, as well as a valuable source of expertise.

RESULT

AmCham EU presented its brochure to high-level stakeholders during the Slovak Presidency's conference on the Transition to the Green Economy. The European Parliament's final report incorporated several concerns of AmCham EU, and Vice-President Katainen recognises in many of his speeches the critical role of industry in this transition.

Monitor the Implementation of Capital Markets Union, Banking Union and of Financial Services Regulation

ISSUE

The long-term vision of the Committee is to contribute to a stable and prosperous transatlantic financial marketplace and to rebuild investor confidence in the financial services sector.

ACTION

- The Financial Services Committee actively engaged in the legislative process, meeting with key decision-makers, developing position papers and securing Level I amendments. The Committee sent delegations to meet with EIOPA and ECB in Frankfurt and ECON MEPs in Strasbourg.
- The Committee focused its yearly plenary meeting in January on the Capital Markets Union. **John Berrigan**, Deputy Director-General, Directorate-General for Financial Stability, Financial Services and Capital Markets Union (DG FISMA), European Commission, delivered the keynote.

RESULT

AmCham EU positively contributed to international efforts to reform the banking sector, successfully advocating for the promotion of a level playing field for global financial services and increased transatlantic regulatory consistency.

Promoting the value of intellectual property for businesses and innovation

ISSUE

AmCham EU is committed to working with the EU institutions to further develop a strong, cost effective system for obtaining, licensing and enforcing IP rights for all parties.

ACTION

- The IP Committee closely monitored and engaged with the European Commission on copyrights reform (DG Connect), as well as met with relevant IP attachés (Netherlands, Malta).
- The Committee met with high-level representatives of the US Administration, including: **Danny Marti**, US Intellectual Property Enforcement Coordinator at the White House; **Shira Perlmutter**, Chief Policy Officer and Director for International Affairs, US Patent and Trademark Office; and **Gregory Burton**, Director, Office of European Union & Regional Affairs, US Department of State.

RESULT

AmCham EU promoted the importance of Intellectual property to US businesses invested in Europe towards key policymakers on both sides of the Atlantic.



Lead by example towards global integration

Promote the value of global and free trade

ISSUE

US companies value an open, rules-based global trade system that provides opportunities for businesses, consumers and citizens.

ACTION

- The Trade & External Affairs committee provided input to **key policymakers across the EU institutions, at the WTO and with other stakeholders** to promote the benefits of trade in a globalised world.
- The Committee increased strategic communications on social media and in other fora to spread a positive message on trade beyond Brussels and into the member states.

RESULT

AmCham EU continues to be recognised as ‘best in class’ in the trade policy environment, both in terms of technical input and communications. The membership has been at the heart of these key debates in Brussels and beyond.

Restore trust to transatlantic data flows

ISSUE

AmCham EU strongly supports the Privacy Shield agreement, which is critical to the economies of both the EU and the US.

ACTION

- AmCham EU played a **key role as mediator during the negotiations of the Privacy Shield Agreement**, bringing together key stakeholders from both sides of the Atlantic, including a plenary meeting featuring Giovanni Buttarelli, European Data Protection Supervisor.
- AmCham EU held key meetings with high-level representatives of the US Administration, including the USTR, Department of Commerce, White House and Department of State.

RESULT

AmCham EU supported the successful adoption of the Privacy Shield agreement reached in July 2016.

Support effective conclusion of ongoing trade talks

ISSUE

Effective implementation of the EU's ambitious global trade strategy is key to Europe's long-term competitiveness.

ACTION

- AmCham EU advocated effectively throughout 2016 on a range of EU free trade talks, at the EU level and within the framework of the WTO.
- The Committee worked in tandem with the TTIP Task Force to ensure coherence in messaging and to leverage shared expertise in pursuit of an ambitious TTIP agreement.

RESULT

A number of key EU trade negotiations advanced in 2016, culminating in the **signing of the EU-Canada free trade agreement (CETA)** at the end of the year.

Transatlantic Trade and Investment Partnership (TTIP)

ISSUE

An ambitious free trade deal between the EU and the US would bring a range of economic and social benefits to businesses and citizens.

ACTION

- The TTIP Task Force coordinated an association-wide outreach strategy throughout 2016, including publishing academic study and position papers and organising meetings, events, speaking opportunities and delegation visits.
- **AmCham EU spearheaded a pan-association advocacy campaign** with business associations in Brussels and across the EU in **support of TTIP**.

RESULT

Although the TTIP talks were not concluded in 2016 as had been hoped, AmCham EU emerged as the most **effective advocate in the business community** for enhanced transatlantic trade and investment.

Strengthen the transatlantic partnership

ISSUE

EU-US cooperation has and continues to be a core driver of growth, investment and stability at home and abroad.

ACTION

- AmCham EU organised a successful **Transatlantic Conference** that brought together policy-makers and stakeholders to discuss key transatlantic issues. It also launched the 2016 Transatlantic Economy Report, the most authoritative account of the EU-US economy available.
- The TTIP Task Force coordinated the annual **Washington Doorknock**, where members met with US government and industry leaders to discuss issues including transatlantic trade, energy, financial services and security.

RESULT

AmCham EU reinforced the value of the EU-US partnership on both sides of the Atlantic, putting these issues on top of the policy agenda and helping make the transatlantic economy the largest and most prosperous of its kind in history.

Ensure an effective EU framework to address responsible sourcing of minerals

ISSUE

AmCham EU supports the objective of EU policy-makers to break the link between minerals extraction and conflict.

ACTION

- The Environment Committee continued to share its experience in responsible sourcing framework (work of the OECD and Dodd-Frank Act in the US) with policy-makers from all EU institutions.
- The Committee supported the efforts of the Dutch presidency to reach a practical solution and make this issue a priority, by engaging with the **new European Partnership for Responsible Minerals** created in May 2016.

RESULT

The EU agreed to a pragmatic solution addressing any potential risks in the supply chain.

Raise awareness on Transatlantic Convergence and Extraterritoriality of Financial Services Regulation

ISSUE

Greater cooperation between the EU and US is a fundamental step towards a transatlantic level playing field in financial services contributing to greater availability of credit.

ACTION

- The Financial Services Committee provided a platform for discussion between EU and US stakeholders as part of the 2016 Transatlantic Conference.
- The Committee took part in the Washington Doorknock, to promote and advocate for transatlantic convergence in Financial Services regulation.

RESULT

The Committee successfully advocated for a transatlantic level playing field, a goal which will contribute to greater availability of credit, in turn allowing for investment, innovation and economic growth in the EU.

Union Customs Code (UCC)

ISSUE

The new framework regulation on the rules and procedures for customs throughout the EU, the Union Customs Code (UCC), came into force. Throughout 2016 AmCham EU advocated for an effective partnership between customs, traders and third parties to ensure the safe and smooth movement of goods.

ACTION

- The Committee launched a brochure on the importance of streamlined customs procedures. The brochure was shared with key stakeholders and launched at a breakfast with **Vicky Ford** MEP, IMCO Committee Chair.
- AmCham EU co-organised a customs conference at the World Customs Organization, at which **Commissioner Moscovici** spoke. AmCham EU published a position statement “Customs: making a difference to modern trade,” which was well-received by the Commission and picked up by press.

RESULT

The committee explained these processes in a tangible way to policy-makers and provided recommendations. AmCham EU profiled itself with the relevant EU actors as an expert partner on these topics.

Customs valuation

ISSUE

The UCC and its implementing provisions, which abolish the use of 'first sale' for customs valuation, should not be interpreted in a way that increases the scope for customs value to be determined on the basis of sales that take place when goods have entered the EU.

ACTION

- AmCham EU published a position paper on the Commission's customs valuation guidance - the only trade association to publish a comprehensive paper on this key issue. It also published two follow-up statements shared with the Commission on this issue.

RESULT

AmCham EU's suggestions were directly taken on board by the Commission, and **AmCham EU was cited during a Trade Contact Group meeting with DG TAXUD as a leading stakeholder on customs valuation.** AmCham EU profiled itself as an expert to the European Commission and other industry associations

Outreach activities

European Parliament

EU Presidency

Executive Council

AmChams in Europe

European Parliament

In 2016 the European Parliament Outreach Task Force continued to complement the work of AmCham EU's committees by shaping advocacy and facilitating outreach to the European Parliament, strengthening ties between AmCham EU and MEPs and developing closer relations with the national delegations and the political groups. In total AmCham EU met with over 230 individual MEPs and organised seven delegations to the plenary sessions in Strasbourg.



Young Professionals Networking evening

18 February

Young professionals from the wider Brussels community gathered together with AmCham EU staff and members for a networking evening at Quartier Leopold on Place Luxembourg. This annual event brought together young professionals from the European Parliament, the European Commission, permanent representations of Member States, as well as European and international business and trade associations, to meet and exchange views.

ALDE Congress 2016

1-3 December

A delegation from the European Parliament Outreach Task Force attended the ALDE Congress in Warsaw. Susan Danger, Managing Director of AmCham EU, participated in a discussion with Cecilia Malmstrom, European Commissioner for Trade, on 'Free Trade in an era of populist protectionism'.

The delegation held bilateral meetings with: **Hans van Baalen**, President of the ALDE Party (MEP, NL), **Cecilia Wikstrom** (MEP, SE), **Frederick Federley** (MEP, SE), **Petrus Austrevicius** (MEP, LT), **Alexander Graf Lambsdorff** (MEP, DE), **Pavel Telicka** (MEP, CZ).

Delegates also participated in roundtables with **Margrethe Vestager**, European Commissioner for Competition and **Andrej Babis**, Deputy Prime Minister of the Czech Republic.

EU Presidency

AmCham EU's Presidency Group works to influence the agenda of the European Council. It initiates substantive policy dialogues with national officials charged with the upcoming Presidency of the Council of the European Union by meeting with the relevant permanent representation in Brussels. This is followed by a delegation visit to the member state capital, during which a report with recommendations to the presidency is presented.



Delegation to Slovakia

May

With the support of AmCham Slovakia, AmCham EU organised a delegation of members to Bratislava, to present AmCham EU's Policy Recommendations to the Slovakian Presidency of the Council of the European Union. The Slovak Minister for Foreign Affairs, **Miroslav Lajčák**, gave a keynote address on 'The Priorities of the Slovak Presidency of the EU: how to make it a success' at a breakfast briefing with the delegation. Following the briefing a panel discussion took place with local government and business representatives. The delegation met with various stakeholders from government, agencies and businesses.

Delegation to Malta

October

A Presidency Group delegation travelled to Malta for a series of high-level meetings with Government Ministers with the support of AmCham Malta.

The delegation met with: Prime Minister **Joseph Muscat**; Deputy Prime Minister **Louis Grech**; Parliamentary Secretary for EU funds and 2017 Presidency **Ian Borg**; Minister for Sustainable Development, the Environment and Climate Change **Jose Herrera**; Minister for Finance **Edward Scicluna**; Minister for the Economy, Investment and Small Business **Chris Cardona**; Minister for Competitiveness and Digital, Maritime and Services Economy Emmanuel Mallia; Minister for Health **Chris Fearne**; and Minister for Social Dialogue, Consumer Affairs and Civil Liberties Hon. **Helena Dalli**.

The US Ambassador to Malta, **G. Kathleen Hill**, hosted a reception at her private residence where the delegation had the opportunity to meet with local industry representatives.

Executive Council

The Executive Council (ExCo) is a forum of senior executives responsible for the European operations of some of AmCham EU's largest member companies. The mission of ExCo is to strive for the continuous improvement of European global competitiveness, through targeted dialogue at the highest levels between its members and senior policy-makers of the EU institutions, Member States, and international organisations. The group was chaired by **Christian Morales**, Intel, along with Vice-Chairs **Harry van Dorenmalen**, IBM; **Aongus Hegarty**, Dell; **Marco Comastri**, CA Technologies; **Reiner Roghmann**, Dow Chemical; and **Pierre Dejoux**, UTC.



Spring Plenary

1-2 June

The two-day programme consisted of participation on panels at the European Business Summit, as well as a number of meetings with key EU decision-makers including: **Věra Jourová**, European Commissioner for Justice, Consumers and Gender Equality; **Günther Oettinger**, European Commissioner for Digital Economy and Society; **Matthew Baldwin**, Deputy Director-General, DG MOVE, European Commission; **Pierre Sellal**, French Ambassador to the EU; and the Honorable **Anthony L. Gardner**, US Ambassador to the EU.

Launch of the Agenda for Action Scorecard

November

The Agenda for Action Scorecard is an annual assessment of AmCham EU's five key action areas that, if implemented, will accelerate economic growth and vitality in the European Union over the course of the next five years. The conference took place in parallel with high-level meetings with key EU decision-makers including: Sir **Julian King**, European Commissioner for Security Union; **Daniel Calleja Crespo**, Director General for Environment, European Commission; **Reinhard Silberberg**, German Ambassador to the EU; the Honorable **Anthony L. Gardner**, US Ambassador to the EU; and **Alexander De Croo**, Deputy Prime Minister and Minister of Development Cooperation, Digital Agenda, Telecom and Postal Services, Belgium.



2016 AmCham EU Youth Entrepreneurship Award

The fourth annual Award, sponsored by ExCo, which is a symbol of AmCham EU's support for jobs, growth and innovation, was awarded to a Finnish start-up **MeetingPackage.com**.

AmChams in Europe

AmChams in Europe (ACE) is the umbrella body for American Chambers in Europe and Eurasia. Representatives meet two to three times per year to exchange best practices, share information on key issues facing US businesses operating in Europe and discuss opportunities for policy cooperation.

AmCham EU leads policy coordination on issues of interest to members of the AmChams in Europe network, through regular calls and policy updates, and through the support of the organisation of national AmCham events in key policy areas.



Brussels Briefing

March

AmCham EU hosted the **Brussels Briefing** for colleagues from the national American Chambers of Commerce (AmChams). 25 representatives from AmChams across wider Europe participated in the Briefing held during **AmCham EU's annual Transatlantic Week**.

The Briefing opened with a **best practices session** focused on policy and communications, followed by a **luncheon with Regional Senior Commercial Officers** from 23 US embassies in Europe. Participants also attended the **Transatlantic Reception** at the European Parliament, and participated in sessions focused on Healthcare, Environment, Transport, Energy and Climate, and Financial Services and Customs. The Briefing ended with a presentation on the politics of the European Union by **Ryan Heath** from Politico.

AmChams in Europe Washington, D.C. Conference

May

Susan Danger, Managing Director, and **Roger Coelho**, Acting Policy Director, were in Washington D.C. for the USA Conference of the AmChams in Europe (ACE) network. The ACE delegation included representatives from **35 AmChams in Europe and wider Europe**.

The delegation was hosted by the US Department of Commerce for a panel discussion on digital issues with remarks by **Bruce Andrews**, Deputy Secretary of Commerce, US Department of Commerce. The delegation also met with the US Chamber of Commerce. At the Chamber, the delegation had a series of briefings which touched upon the US elections, US economy and broader policy issues. The delegation ended with a networking reception focused on the Transatlantic Trade and Investment Partnership (TTIP).

AmCham EU secretariat

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POLICY



Andreas Galanakis
Policy Director



Roger Coelho
Acting Policy Director
Since June 2016



Adriaan Scheiris
Senior Policy Officer
Until June 2016



Stéphanie Brochard
Policy Officer



Emilia Jeppsson
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Until October 2016



Ava Lloyd
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Learn more: amchameu.eu

Listing reflects the status for the majority of 2016

AmCham EU speaks for

American companies **committed to Europe** on trade, investment and competitiveness issues. It aims to ensure a **growth-orientated business** and **investment climate** in Europe. AmCham EU facilitates the **resolution of transatlantic issues** that impact business and plays a role in creating **better understanding** of EU and US positions on business matters. Aggregate US investment in Europe totalled more than **€2 trillion in 2016**, directly supports more than **4.5 million jobs** in Europe, and **generates billions of euros** annually in income, trade and research and development.

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List accurate as of May 2017

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