



2017

ANNUAL REPORT

Dedicated to:



Andreas Galanakis



Table of contents

About us	2
Foreword	3
AmCham EU leadership	4
2017 in numbers	6
Highlights	7
Advocacy	14
Outreach activities	28
European Parliament	29
EU Presidency	30
Gender Initiatives Task Force	31
Executive Council	32
AmChams in Europe	33
Campaigns	34
Press & communications	36
AmCham EU secretariat	39

Our aim

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

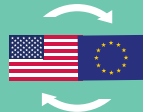
What we want to be

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

amchameu.eu

Foreword

After a challenging 2016, the European environment continued to change in 2017. We were heartened by pro-EU election results in France and the Netherlands, the ratification of CETA and the EU's continued commitment to international trade. At the same time, the triggering of Article 50 and populist and anti-business sentiment in many parts of the EU required the continued engagement of AmCham EU. In light of the external environment, we focused on four flagship issues: the Transatlantic Economic Relationship, The Benefits of Trade, Single Market and Brexit.

Additionally, we initiated communication campaigns and shared best practices from our companies. *The Case for Investing* in Europe with ten reasons why Europe remains a great place to invest was published and widely distributed. We also launched our online platform, Invested in Europe, showcasing stories of US companies positively impacting EU communities through investment and CSR.

Transatlantic Week, featured Federica Mogherini and brought together business and decision-makers from both sides of the Atlantic to discuss the future of the transatlantic relationship and the future EU-UK relationship.

We continued to position ourselves strongly in specific policy areas. We published our *Security and Defence Together* publication with Julian King, European Commissioner for the Security Union, while Roberto Viola, Director General of DG CONNECT addressed our fifth Annual Transatlantic Digital Economy Conference.

Outreach and engagement remained a priority as we hosted more than 50 events, including a delegation of 60 members to a Strasbourg Parliament plenary. We remained equally engaged with the European Commission, the Estonian and Bulgarian Council Presidencies, and gave input to consultations ranging from taxation to mobility.

2017 was also a year of recognition; AmCham EU won the European Public Affairs Awards for best trade body and best campaign (Single Market), together with the AmChams in Europe (ACE) Creative Network Award for Invested in Europe. You can read more about this and other highlights from 2017 in this report.

With the election of a new Chairman in October, 2017 we passed the 'leadership baton' and will continue to ensure that AmCham EU maintains its reputation as a bridge builder and the premiere advocacy network for US business in Europe. Heading into 2018, we see a year of many challenges, but also opportunities and we look forward to delivering outstanding results to our members once again.



Karl Cox

Oracle

Chairman, October 2014-2017



Maxime Bureau

3M

Chairman as of October 2017

AmCham EU leadership

BOARD OF DIRECTORS



Karl Cox
Chairman
Oracle
Until October 2017



Maxime Bureau
Chairman
3M
As of October 2017



Pastora Valero
Vice-Chair
Cisco



Salomé Ciscal de Ugarte
Vice-Chair
Crowell & Moring LLP
Until July 2017



Meglana Mihova
Vice-Chair
EPPA
Since July 2017



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



Louise Harvey
Member-at-Large
FTI Consulting



Susan Danger
CEO
AmCham EU

COMMITTEE CHAIRS



AGRICULTURE & FOOD
Marta Zuluaga Zilbermann
Cargill Europe



COMPETITION
Bertold Bär-Bouyssière
DLA Piper UK LLP



COMPETITION
Jay Modrall
Norton Rose Fulbright LLP



CONSUMER AFFAIRS
Noëlia Souque Caldato
Avon Products



CUSTOMS & TRADE FACILITATION
Walter Van der Meiren
UPS



DIGITAL ECONOMY
Claudia Selli
AT&T INC.

Listing reflects the status for the majority of 2017



EMPLOYMENT AND
SOCIAL AFFAIRS

Elke Duden

Linklaters LLP

(until June 2017)



ENVIRONMENT

Leah Charpentier

First Solar



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



TAX

William Morris

GE



TRADE & EXTERNAL AFFAIRS

Mark van der Horst

UPS

(until November 2017)



TRANSPORT, ENERGY &
CLIMATE

Jérôme Bandry

Caterpillar

TASK FORCE CHAIRS



BREXIT

**Zeger
Vercouteren**

Johnson &
Johnson



GENDER INITIATIVES

**Beatrice
Flammini**

Liberty Global
Europe



SINGLE MARKET

Barbara Wynne

Accenture



TRANSATLANTIC

Nicholas Hodac

IBM



EUROPEAN
PARLIAMENT
OUTREACH

Alberto Zilio

AT&T INC.

As of April 2017



EXECUTIVE
COUNCIL

Aongus Hegarty

Chair

DELL EMC



EXECUTIVE
COUNCIL

William Parker

Chief Sherpa

DELL

EXECUTIVE COUNCIL

Listing reflects the status for the majority of 2017

155+

member companies
from a broad range of sectors

1,300+

active professionals
involved

330+

committee and
outreach meetings

60+

position papers

2017
in numbers

120+

press mentions
and several opinion pieces

40

events

19

delegation
visits

3

awards

EuroPAwards 2017: Best Professional
Body of the Year and Best Trade
Body Campaign; AmChams in
Europe Creative Network Award


Highlights

2017 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.

How should the negotiations be conducted?


During this process, we are calling for:

- A **constructive and long-term approach** from all parties
- Transparency** and opportunities for **business input**
- Transitional arrangements** to provide certainty for companies and to limit disruption



'I'd like to put on record my appreciation to AmCham EU for their diligence and fresh thinking. A thorough analysis was provided by their briefing – but more importantly some potential solutions and ideas also raised, which helped inform the amendments I tabled in the House of Commons.'

Chris Leslie MP, January 2018



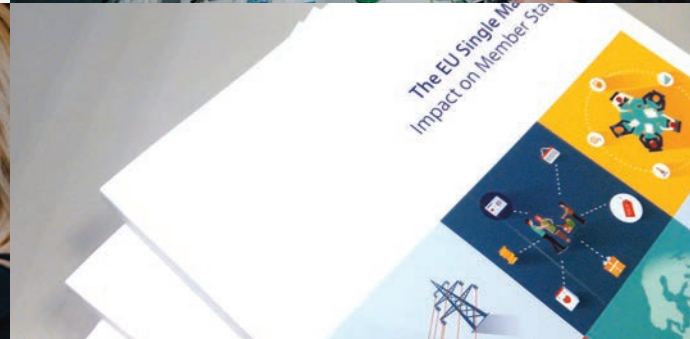
Brexit Task Force advocates for continued comprehensive access for US companies to EU and UK markets

Highly active throughout 2017, the Brexit Task Force advocated for an ambitious Brexit outcome in multiple meetings with senior officials from the EU and UK negotiating teams. It welcomed a **delegation of 11 MPs from the UK House of Commons' International Trade** committee, and met with representatives from some **15 Member States** and other key decision-makers. The Task Force also published four position papers – including an authoritative position on the negotiations with input from 15 AmCham EU committees – as well as press releases and other communications. Coverage of the Task Force's advocacy was **featured in leading news outlets including the BBC, Financial Times and Politico.**

Security and defence: the transatlantic partnership is as vital as ever

6 February

At the launch of AmCham EU's brochure 'Security and Defence – Together for European Growth', **Sir Julian King**, Commissioner for the Security Union, stressed the important role the transatlantic relationship plays in security and defence. Commissioner King welcomed industry's engagement with policy-makers, and set out the key priorities for building the Security Union.



Strasbourg delegation strengthens ties with MEPs

14-15 February

AmCham EU hosted a delegation of **65 members** from **60 member companies** at the European Parliament's monthly plenary meeting in Strasbourg, where participants exchanged views with more than **90 MEPs** from across the political spectrum. The delegation served as a reminder to decision-makers that AmCham EU members are dedicated to the transatlantic relationship as a vehicle for growth and prosperity, both in the EU and the US, even in times of uncertainty.

Launch of Single Market study and ongoing campaign

The delegation also marked the release of the AmCham EU study, **'The EU Single Market: Impact on Member States'**. Following an introduction to the study by the author, Patrice Muller of London Economics, leading MEPs from the five main political groups discussed its findings in a panel entitled, **'The Single Market of Tomorrow'**. The study, featuring a foreword by **Jyrki Katainen, Vice-President for Jobs, Growth, Investment and Competitiveness**, European Commission, measures the Single Market's impact on Member State economies in country-by-country analyses. AmCham EU continued its Single Market campaign throughout 2017, including the launch of an **interactive online platform** integrating the results of the Single Market study.



Transatlantic Week: Room for three? The implications of Brexit on the EU-US relationship

Transatlantic Reception

8 March

Marietje Schaake (ALDE, NL) gave the keynote address at the Transatlantic Reception, where she spoke about the value of the transatlantic relationship in a time of uncertainty and change. In her remarks, she concluded that the future transatlantic relationship will be increasingly based on links between companies, citizens and civil society rather than purely government-to-government relations.

Transatlantic Conference

10 March

The Transatlantic Conference examined **the implications of Brexit on the EU-US relationship**, and featured a number of panels and keynote speakers on the subject. The event saw the launch of the annual **Transatlantic Economy Survey of Jobs, Trade and Investment** between the US and Europe, which showed that despite many global challenges and uncertainties, both regions are experiencing growth, confident markets and decreasing employment rates.

The annual **Transatlantic Award** was presented to **The Honorable Anthony L. Gardner, US Ambassador to the EU**. The award is given to an individual who, in the view of AmCham EU members, has significantly contributed to the transatlantic relationship.



Invested in Europe: Our Stories

20 March

In March, AmCham EU officially launched **Invested in Europe.eu**, which demonstrates the commitment of American businesses to European citizens and communities. Through storytelling, the website highlights AmCham EU member companies' corporate social responsibility initiatives and investments throughout Europe. AmCham EU was presented with the AmChams in Europe (ACE) **Creative Network Award** for Invested in Europe.eu on Friday, 13 October in Dublin. The Creative Network Award was created in 2014 with the aim of incentivising AmChams to share creative initiatives and projects for the benefit of AmChams throughout the ACE Network.

Visit to New York and Washington, DC: Assessing the political climate and its potential impact in Europe

New York

4-5 May

Susan Danger, CEO, travelled to New York City on behalf of AmCham EU. While there, Ms Danger spoke on a panel for **AmCham Ireland's** 'Transatlantic Conversation' event with the **International Irish Business Board**, had outreach meetings with **British American Business**, the **United States Council for International Business** and **AmCham Finland's** New York Office. Ms Danger also met with EU Ambassador to the UN, **João Vale de Almeida** and **Klaus Sorensen**, former European Commission Director-General.



Gala 2017 celebrates youth, entrepreneurship and the arts

8 June

AmCham EU welcomed more than **250 government officials, member companies** and other stakeholders to the Concert Noble for a celebration of youth, entrepreneurship and the arts. The event included the presentation of the 5th annual Youth Entrepreneurship Award by **Nando Cesarone**, President, UPS Europe. The winner of this year's award, **Oculus**, a Romanian start-up founded by 18-year-old Tudor Popa, created the Mitra glasses, device that provides essential aid and safety to visually impaired people during movement. Another highlight of the evening included a cello concert by the laureates of the **Queen Elisabeth International Music Competition**.

Washington, DC 8-9 May

The following week, Susan Danger, CEO, and Tim Adamson, Senior Policy Adviser, joined the **AmChams in Europe delegation to Washington, DC**, where the **US Chamber of Commerce** hosted a reception at their offices for the AmChams in Europe, featuring an address by **Dan Mullaney**, Assistant United States Trade Representative for Europe and the Middle East. While in Washington, AmCham EU also participated in meetings with representatives of the **Departments of State and Commerce**, the **United States Trade Representative** and a series of meetings on the Hill. They also met with the **EU Ambassador to the US, David O'Sullivan**, and attended the **Europe Day** reception at the Ambassador's residence.



Annual DC delegation focuses on the transatlantic relationship

Week of 26 June

A delegation of AmCham EU members embarked on a visit to Washington, DC for a series of meetings on the transatlantic relationship, with a focus on financial services. Highlights included meetings on Capitol Hill with **Congressman Joe Wilson**, Co-Chair of the EU Caucus; **Congresswoman Nancy Pelosi**, House Minority Leader; and a congressional reception, co-hosted with the **US Chamber of Commerce** and **Congressman Dave Reichert**, Chairman of the House Ways and Means Subcommittee on Trade. Meetings were also held with the **White House administration**, including **National Security Council representative Julia Friedlander**; representatives of the **Departments of State, Commerce** and the **Office of the US Trade Representative**; meetings with the **EU Ambassador to the US, David O'Sullivan** and his delegation; and other industry associations.

A new era for EU trade policy?

17 October

Throughout 2017, AmCham EU ran an advocacy campaign focused on building bridges between business and other stakeholders on **the role of trade in society**. A key highlight of this work was hosting a **panel on EU trade policy** with representatives from civil society, government and business alike. In the context of rising populism, protectionism and a fast-changing global economy, speakers discussed the future for EU trade. The panel was followed by a conversation with **Maria Åsenius, Head of Cabinet to EU Trade Commissioner Cecilia Malmström**, who reaffirmed the European Commission's goal of an ambitious future EU trade policy. While a transatlantic trade deal has not come to fruition, EU-US trade continues to be robust, and Ms Åsenius called on companies speak out more on the benefits of trade.



Executive Council members meet with top French officials in Paris

20-21 November

AmCham EU Executive Council's fall plenary was held in Paris, where **members met with several senior French government officials** from a range of ministries to discuss the role of France in Europe. The members were received by a forward-looking administration determined to put France at the forefront of the digitalisation of the global economy. The meetings were jointly organised with **AmCham France**, an excellent example of cooperation with the national AmChams in Europe. While there, the Executive Council also participated in an **event** hosted by the Paris Region and AmCham France on investing in the region, France and Europe.

Embracing the Digital Transformation

29 November

AmCham EU hosted its fifth annual Transatlantic Digital Economy Conference '**Embracing the Digital Transformation**', welcoming 120 participants. **Roberto Viola**, Director General for DG Connect, European Commission, delivered the opening keynote address. He highlighted the crucial role transatlantic cooperation has in strengthening the Digital Single Market and catalysing the digital transformation. The panels focused on creating a smart policy environment for innovation, investment and competition, free flow of data and the benefits of the Internet of Things. The event concluded with a closing address from **Adam Shub, Chargé d'Affaires**, US Mission to the EU, who outlined key priorities on EU digital policy, including data flows, privacy, standards and cybersecurity.

Advocacy

KEY MILESTONES

In 2017, our advocacy work included over **330 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 convey 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 AmCham EU Board has identified **skills** and **education** as a flagship priority and communication campaign for 2018.

RESULT

AmCham EU has positioned itself as a 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 unlock the potential of the digital transformation

ISSUE

The removal of market barriers for digital services, the adoption of a technology-neutral and future-proof regulatory framework and consistency among legal instruments are absolutely key to enabling businesses of all sizes and sectors to tap the potential of digital technologies.

ACTION

- AmCham EU committees have been proactive in monitoring and positioning AmCham EU on key Digital Single Market files impacting their sectors by publishing position papers, amendments and infographics.
- The 5th annual Transatlantic Digital Economy Conference '**Embracing the digital transformation**' featured **Director General Roberto Viola**, MEPs and more than 110 participants.
- The Digital Economy Committee met with about **15 key MEPs** (including a delegation to Strasbourg), **16 officials** from the **European Commission** and **attachés from 15 Member States**.

RESULT

AmCham EU is recognised as a major player in digital policy discussions.

Ensure Emissions Trading System (ETS) reform gives the right investment signals in Europe

ISSUE

AmCham EU believes that an effective ETS needs to be predictable, trustworthy, send the right signals to investors and remain competitive on global markets.

ACTION

- The Transport, Energy and Climate Committee continuously **tailored its position** on the ETS reform to adjust to the evolution of the trilogue discussions.
- The Committee actively **engaged with the Council and the Parliament** throughout the negotiations.

RESULT

The final agreement reflects several of AmCham EU's recommendations particularly on benchmarks, qualitative assessment and dynamic allocation.

Ensure the Clean Energy Package delivers a gradual and cost-efficient decarbonisation in Europe

ISSUE

AmCham EU supports consistent price and investment signals in the EU energy sector to drive investments in infrastructure and low-carbon technologies.

ACTION

- The Transport, Energy and Climate Committee produced a position paper and created an energy webpage highlighting key messages and incorporating visuals.
- The Committee **focused on energy efficiency in buildings** and **Power Purchase Agreements** and developed detailed position papers and visuals on these issues.
- Actively **engaged with all three EU institutions** on the **Clean Energy Package**, particularly during its **two delegations to Strasbourg**, with **over 20 meetings**.

RESULT

The Parliament's ITRE Committee vote reflected the majority of AmCham EU's priorities for the Energy Performance of Buildings Directive (EPBD) and the Renewable Energy Directive (RED).

Promote science-based policy-making

ISSUE

AmCham EU continuously advocates for science-based policy decisions that fully consider risks and weight of evidence.

ACTION

- The Environment Committee has advocated for robust, science-based criteria to identify endocrine disruptors, through a multitude of meetings with the European Commission, MEPs and other stakeholders.
- By invitation of the Maltese presidency, the Committee **gave a presentation on REACH's impact on competitiveness**.
- The Agro-Food Committee organised its **4th Risk Roundtable** on uncertainty in risk analysis with the European Commission's DG for Health and Food Safety, the US Department of Agriculture and the US Food and Drug Administration.

RESULT

AmCham EU consistently and rigorously advocated strengthening science-based policy-making to the EU institutions throughout the year.

Promote a single market for electronic communication services to foster gigabit connectivity and a flourishing digital economy

ISSUE

AmCham EU has argued the importance of: legal certainty for investments in a high-speed broadband network (Electronic Communications Code); the digitalisation of the wider economy by accelerating 5G deployment; and tackling regulatory fragmentation to reduce costs.

ACTION

- AmCham EU published a number of documents, including amendment proposals and factsheets to defend its views.
- Continuously engaged with key policy stakeholders, which included a **breakfast briefing** with telecoms attachés from seven Member States, five European Parliament assistants and advisers, and had a series of meetings with MEPs and met with **Anthony Whelan, Director, DG Connect**.

RESULT

The Digital Economy Committee has been actively engaged throughout the policy discussions, with tangible results in the European Parliament and Council.

Monitor the implementation of the BEPS Action Plan in the EU

ISSUE

AmCham EU has consistently supported measures to strengthen the Single Market including administrative simplification; greater incentives for innovative activity; a better dispute resolution process; and opportunities for aggressive tax planning.

ACTION

- The Tax Committee organised a Plenary meeting on the OECD Action Plan and invited **Pascal Saint-Amans, Director, Centre for Tax Policy and Administration, OECD**, to deliver the keynote speech.
- The Committee monitored the implementation of the OECD BEPS Action Plan and potential unilateral actions in Member States, including the implementation of the Commission on Anti-Tax Avoidance Package (ATAP) and the evolution of the Common Consolidated Corporate Tax Base (CCCTB) proposals, actively engaging in the debate.
- The Committee reached out to MEPs, the Commission, Permanent Representations and Member States to convey the possible consequences and inconsistencies of the Commission Country-by-Country reporting (CbCR) proposal.

RESULT

The Committee actively advocated for the implementation of BEPS in the EU. It contributed to the debate on the Anti-Tax Avoidance Package, the re-launch of the CCCTB and the CbCR proposal. A positive and constructive dialogue was maintained with the EU institutions and the OECD.

Strengthen Europe's competitiveness through life sciences

ISSUE

With global competition on the rise, the life sciences industries have experienced weak growth and lowered the average R&D investment in Europe. AmCham EU is pushing for a broader dialogue with stakeholders across the life sciences sectors for an integrated policy approach to drive investment in healthcare and overcome health inequalities.

ACTION

- The Healthcare Committee published a position paper on **safeguarding IP incentives for pharmaceutical innovation** and promoted its recommendations to the European Commission and other industry stakeholders.
- Published a position paper advocating for a **cross-industry approach to fighting Antimicrobial Resistance (AMR)**, encouraging the development of new incentives to conduct research and develop new antibiotics, vaccines and diagnostics.

RESULT

The Committee positioned itself as a key proponent of better regulation, predictability and R&D investment across the healthcare industry. It demonstrated the importance of the life sciences industry to support the objectives of the current Commission to overcome health inequalities.

Ensure proper protection of EU consumers

ISSUE

AmCham EU promotes proper enforcement of existing consumer law and believes that harmonised EU rules must be interpreted, implemented and applied similarly across Member States to ensure a well-functioning Single Market.

ACTION

- The Consumer Affairs Committee provided its position on the REFIT of the consumer acquis through the public consultation on the revision of EU consumer law directives.
- Partnered with the US Chamber, BusinessEurope and Eurochambres for **an event on collective redress with Commissioner Jourová** as keynote speaker.

RESULT

AmCham EU gained significant visibility on the issue and established a positive dialogue with the Commissioner and her cabinet.



Embrace revolutionary change for industrial leadership

Invigorate the potential of healthcare technologies

ISSUE

To fully exploit the benefits of cutting edge healthcare technologies, AmCham EU supports a regulatory framework that ensures safety and supports innovation and interoperability while encouraging convergence between the EU and US.

ACTION

- The Healthcare Committee provided input to the European Commission's public consultation on the Transformation of Health and Care in the Digital Single Market (DSM).
- Maintained close cooperation with Member States, particularly those hosting the Council Presidency, including visits to Bulgaria and Estonia; this included **meeting with the Estonian Permanent Representation** and hosting a briefing session on eHealth with the AmChams in Europe.
- The Committee hosted a **briefing session** on the European Reference Networks for Rare Diseases.

RESULT

AmCham EU strongly advocated to enhance the potential of health technologies across sectors to key stakeholders: the Council (including Presidency of the EU), the European Commission and the European Parliament.

Encourage value-based healthcare to foster sustainable and safe healthcare systems

ISSUE

AmCham EU advocates for an EU health policy agenda that supports value-based healthcare and better health outcomes. This includes setting health policies that are designed to balance improving health, expenditures and equal access to sustainable health systems.

ACTION

- The Healthcare Committee promoted its recommendations on value-based procurement during its plenary meeting on life sciences in the EU's future industrial policy with **Antti Peltomaki**, Deputy Director General, Internal Market, Industry, Entrepreneurship & SMEs (DG GROW), **Lieve Wierinck MEP** and other policy-makers.
- Hosted two workshops on strategic approaches to public procurement with representatives from DG GROW.
- The Committee met with **Dominik Schnichels, Head of Unit, Medical products - quality, efficacy, innovation, DG Health and Food Safety (SANTE)** to discuss strengthening cooperation on Health Technology Assessment (HTA).
- Hosted a briefing session with **Yves Verboven**, Director, MedTech Europe, on value-based procurement for medical technologies.

RESULT

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



Develop new models of innovation and entrepreneurship

Be a key player in the Circular Economy discussions

ISSUE

AmCham EU is committed to the Circular Economy and supports the EU's efforts in promoting new business models and creating a market for secondary raw materials.

ACTION

- The Environment Committee produced a position paper and a one-pager on the **Plastics Strategy**, highlighting the benefits of plastics and the important role it could play in Europe's Circular Economy.
- The Committee organised a plenary meeting with **Daniel Calleja-Crespo, Director-General DG Environment**, as keynote speaker.

RESULT

AmCham EU has positioned itself as a credible partner to the EU institutions and as a leader in the transition to a Circular Economy.

Support the European Data Economy by ensuring the free flow of non-personal data

ISSUE

AmCham EU strongly supports the principle of free flow of non-personal data across with the EU.

ACTION

- In a joint industry association effort, AmCham EU **called for a legislative proposal to ban localisation requirements for non-personal data** and warned against prescriptive and hasty regulation of the data economy. The call for a '5th freedom' featured as a key request as part of the AmCham EU Single Market advocacy. A meeting was organised with **P. O'Donoghue, Director, DG Connect**.
- Published a public consultation response and a position paper ahead of the proposal, as well as press release to welcome and provide feedback on the proposal.

RESULT

The European Commission published a legislative proposal in September 2017, and AmCham EU is well-positioned to constructively advocate on this file. A good Council compromise was agreed upon in COREPER in December 2017, avoiding the full exclusion of public data.

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

ISSUE

The Financial Services Committee monitored and provided input to the discussions on the development of a Capital Markets Union. The Committee aims to contribute towards a stable and prosperous transatlantic financial marketplace and to rebuild investor confidence in the financial services sector. Given Brexit, Capital Markets Union is needed more than ever.

ACTION

- The Committee actively engaged in the legislative process, meeting with key decision-makers, developing several position papers and securing Level I amendments.
- The Committee organised delegations, meeting with **ESMA in Paris**, **EIOPA and ECB in Frankfurt**, and **ECON MEPs in Strasbourg**.

RESULT

The Committee 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.

Convey importance of Intellectual Property (IP) to business 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 all three institutions on key IP files, including copyright reform, the IPRED review and Brexit and closely cooperated with the Consumer Committee on the geo-blocking regulation.
- Engaged with key agencies, including the EPO, the EU IPO and the UK IPO, including a meeting with **Benoit Battistelli, President of the European Patent Office** to discuss the future of the Unitary Patent.

RESULT

AmCham EU promoted the importance of intellectual property to US businesses invested in Europe and maintains access to key EU policy-makers on this issue.

Promote non-prescriptive, principles-based privacy rules for electronic communications services
(Proposal for an e-Privacy Regulation)

ISSUE

AmCham EU calls for innovation-friendly e-privacy rules and alignment with the General Data Protection Regulation.

ACTION

- The Digital Economy Committee drafted a **series of advocacy documents**, including a comprehensive position paper, amendment proposals and an infographic illustrating concrete examples of the impact on the data economy in different sectors.
- Organised targeted and regular outreach with key stakeholders from all institutions, including: a **breakfast briefing event with Telecoms attachés from nine Member States**; a **Plenary meeting with Despina Spanou, Director DG Connect**; and meetings with **Permanent Representations from six Member States**.

RESULT

AmCham EU is positioned as a key player with stakeholders in discussions on the e-privacy proposal and successfully made the case for both tech and non-tech companies through its outreach efforts.

Ensure a harmonised and balanced implementation of the General Data Protection Regulation (GDPR)

ISSUE

AmCham EU has continued to closely engage with the Working Party 29 (Member State Data Protection authorities), was represented in all stakeholder meetings and has been preparing responses to the consultations on WP 29 guidelines.

ACTION

- The Digital Economy Committee reached out to the **Cabinet of Vice-President Ansip** and **Commissioner Jourovà** to ensure US business views were represented in stakeholder discussions.
- **Isabelle Falque Pierrotin, Chairwoman of the WP29 and CNIL** came to AmCham EU to meet with members.

RESULT

AmCham EU is recognized as a key stakeholder in discussions on GDPR.



Lead by example towards global integration

Consider anti-trust implications of the Digital Single Market

ISSUE

The Competition Policy Committee advocates on potential anti-trust implications on aspects of the Digital Single Market, including the competition inquiry into the e-commerce sector, geo-blocking proposals and other initiatives.

ACTION

- Engaged closely on the Commission's e-commerce sector inquiry, hosting **Thomas Kramler, Head of the Digital Single Market Task Force** who conducted the inquiry.
- Hosted a discussion with the European Commission to discuss anti-trust aspects of the Commission's data package.
- Organised panel discussions on cooperation and information exchange and Big Data and algorithms during the **34th edition of the annual Competition Policy Conference**.

RESULT

Positioned AmCham EU as a major voice in anti-trust discussions on digital topics and raised the visibility of both the issues and stake and its members. Built and developed relationships with key stakeholders in the European Commission.

Promote the value of global and free trade

ISSUE

AmCham EU members value an open, rules-based global trading system that provides opportunities for businesses, consumers and citizens.

ACTION

- AmCham EU engaged in a **broad outreach and communications campaign to promote the benefits of trade to society** and to position itself as a constructive partner in these policy discussions.
- Engagement was stepped up at global level, notably on the **critical importance of the World Trade Organization (WTO)** to US companies and to the global economy.

RESULT

AmCham EU has been at the heart of public policy debates in Brussels and globally on the role of trade and globalisation, providing practical input to policy-makers and stakeholders across the political spectrum.

Promote an ambitious future EU-UK relationship

ISSUE

The EU and UK are critical partners for US business. It is imperative they agree on an ambitious new relationship after the UK has left the EU.

ACTION

- The Brexit Task Force coordinated an active advocacy and outreach strategy, including a **comprehensive, cross-sectoral position paper on the negotiations** and holding multiple meetings with policy-makers on both sides of the Channel.
- AmCham EU became **increasingly vocal on key US business requests** including the need for a transitional arrangement and the fundamental importance of avoiding a 'no-deal' scenario.
- **UK MP Chris Leslie commended AmCham EU** on its exceptional work on its Brexit position paper.

RESULT

AmCham EU positioned itself as the leading international business voice on Brexit in Brussels, London and across the EU.

Maintain trust in transatlantic data flows

ISSUE

AmCham EU supports the implementation of the Privacy Shield agreement as a key tool to ensure transfer of personal data across the Atlantic.

ACTION

- AmCham EU **called for a constructive dialogue and commitment between the EU and US ahead of the first annual review** through their outreach to Commissioners Ansip and Jourovà during the high-level industry meetings, and supported joint industry efforts to gather business intelligence ahead of the review.
- AmCham EU **engaged with the European Commission** on several occasions and maintained a close and regular dialogue with the US Mission to the EU.

RESULT

AmCham EU remains a strong advocate on international data transfers and Privacy Shield in particular; the first annual Privacy Shield review yielded positive results.

Support an effective conclusion of ongoing trade talks

ISSUE

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

ACTION

- The Trade and External Affairs Committee advocated on a range of free trade talks at the EU level and within the framework of the WTO.
- Provided **constructive input to EU policy-makers on the future architecture of EU trade policy**, encouraging creative solutions that could help speed up implementation of ambitious trade deals.

RESULT

AmCham EU positioned itself as a key supporter of a series of EU trade negotiations advanced in 2017, including a political agreement reached with Japan and the ratification of the EU-Canada (CETA) deal.

Strengthen transatlantic industrial defence cooperation

ISSUE

AmCham EU supports transatlantic cooperation in the defence sector and advocates for a more inclusive approach in EU defence policy-making.

ACTION

- The Security and Defence Committee developed a series of comprehensive papers highlighting the benefits of transatlantic industrial defence cooperation and the interconnectedness of EU and US defence companies.
- The Committee **organised several outreach meetings** with Member State representatives, the European Commission and European Parliament.

RESULT

AmCham EU was able to closely follow the progress of key defence dossiers and profiled itself as a reliable partner to the institutions.

Strengthen the transatlantic economic relationship

ISSUE

Maintaining and strengthening the transatlantic relationship at a time of uncertainty is key to the success of US companies in Europe and globally.

ACTION

- AmCham EU advocated on both sides of the Atlantic on **the importance of cultivating strong transatlantic ties** to promote global growth and stability.
- Organised another **well-attended Transatlantic Conference**, launched the **annual Transatlantic Economy report** and coordinated a well-attended **member delegation to Washington, DC** to meet key US government and industry leaders.

RESULT

AmCham EU is increasingly seen as a bridge across the Atlantic and remains a constructive partner in Brussels and Washington on EU-US issues.

Raise awareness on Transatlantic Convergence and Extraterritoriality of Financial Services Regulation

ISSUE

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

ACTION

- The Committee's plenary meeting on Transatlantic Financial Services featured **John Berrigan, Deputy Director-General, Directorate-General for Financial Stability, Financial Services and Capital Markets Union (DG FISMA)**, as keynote speaker.
- Met with EU and US policy-makers on the **Joint EU-US Financial Regulatory Forum**.
- The Committee participated in the Washington delegation visit to promote and **advocate for transatlantic convergence in Financial Services regulation**.
- **Hosted a congressional delegation** from the House Committee on Financial Services, led by Chairman Hensarling.

RESULT

The Financial Services Committee 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.

Implement the Union Customs Code

ISSUE

The Union Customs Code (UCC) came into force in 2016. Throughout its implementation AmCham EU has strongly advocated for an effective partnership between customs, traders and third parties to facilitate the safe and smooth movement of goods.

ACTION

- The Committee sent a letter to MEPs in the European Parliament's Internal Market and Consumer Protection (IMCO) Committee on the UCC that was **quoted by several MEPs during the debate**.
- **Met with representatives of DG TAXUD** to share AmCham EU's position on the UCC implementing provisions.
- Published a position paper on the proposed definition of exporter, which was taken into account by the European Commission.
- AmCham EU was **consistently represented at the Commission expert group meetings** to raise the organisation's profile and visibility and convey its position to EU officials.

RESULT

AmCham EU reinforced its status as a key stakeholder and information provider on this issue, profiling itself with the relevant EU actors through position papers, letters and outreach meetings.

Ensure a smooth trade facilitation framework

ISSUE

AmCham EU monitors and advocates on customs-related issues affecting the flow of goods including trade facilitation, trade agreements, IPR enforcement, cargo security, customs penalties, mutual recognition of trusted trader systems and electronic customs.

ACTION

- The Customs Committee hosted a plenary meeting on the impact of Brexit on customs and the future EU-UK trading relationship with **MEP Anneleen Van Bossuyt, Chair of the European Parliament's IMCO Committee**, the UK Government and industry stakeholders.
- The Committee **advocated extensively on Brexit** through engagement with the Commission, Parliament, Member States (notably the UK) and other industry groups.
- Published a position paper on the modernisation of the EU-Turkey Customs Union, which was well-received by stakeholders in both the EU and Turkey and formed the basis for an ongoing joint association statement.
- Met with representatives from the US Department of Commerce, US Department of Homeland Security and World Customs Organization to discuss mutual recognition and international customs cooperation.
- Met with **Lina Papamichalopoulou, DG TAXUD's Head of Risk Management and Security** to discuss security issues.

RESULT

AmCham EU positioned itself as a key stakeholder and information provider on trade facilitation issues to a broad range of audiences both within and outside the EU.

Improve EU merger control

ISSUE

AmCham EU supports the ongoing efforts of the European Commission to make the EU Merger Regulation (EUMR) more efficient, remove unnecessary red tape and focus scarce resources on merger transactions that truly merit analysis.

ACTION

- AmCham EU published a consultation response on the evaluation of procedural and jurisdictional aspects of EU merger control.
- The Committee met with the European Commission to discuss innovation-related theories of harm in EU merger control.
- Met with **Michele Piergiovanni, Head of Unit, Mergers, Information, Communication and Media, DG Competition, European Commission** to discuss gun-jumping and incorrect information in EU merger control
- Hosted panel discussion on innovation and merger control at the 34th Annual Competition Policy Conference, which featured keynote addresses from **Johannes Laitenberger, Director-General, DG Competition** and **Bruce Hoffman, Acting Director, Bureau of Competition, Federal Trade Commission**.

RESULT

AmCham EU continued to position itself as a key stakeholder in the debate on merger control reform, including emerging issues around innovation.

Outreach activities

European Parliament

EU Presidency

Gender Initiatives Task Force

Executive Council

AmChams in Europe

European Parliament

In 2017 the European Parliament Outreach (EPO) 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 **134 individual MEPs** and organised **seven delegations to the plenary sessions in Strasbourg**.



EPP Congress

29-30 March

Susan Danger, CEO, AmCham EU, **Maxime Bureau**, former Chair of the EPO Task Force (3M), and **Sophia Chrysopoulou**, Vice-Chair of the EPO Task Force (The Coca-Cola Company) travelled to the EPP Congress in Malta to represent AmCham EU.



S&D Together Conference

15 September

AmCham EU representatives also attended the S&D 'Together Conference' in Valencia. While there, they held a series of meetings to discuss AmCham EU's flagship initiatives and the work of the European Parliament Outreach Task Force.



ALDE Congress

1-3 December

A delegation from the European Parliament Outreach Task Force attended the 38th ALDE Party Congress in Amsterdam, The Netherlands. The delegates held bilateral meetings with several MEPs, including **Hans van Baalen**, President of the ALDE Party, **Fredrick Federley**, **Martina Dlabajová**, **Norica Nicolai** and **Angelika Mlinar**. Susan Danger, CEO, AmCham EU, participated in a roundtable discussion on transatlantic trade with **Marietje Schaake** MEP, **Ola Elvestuen** MP and **Timmy Dooley** TD.

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 Tallinn

29-31 March

The AmCham EU Presidency Group travelled to Estonia for a series of meetings with the Estonian Ministerial Cabinet and other stakeholders to discuss the Estonian Presidency of the Council of the European Union. Priorities included an open and innovative European society, a digital Europe, a safe and secure Europe, and an inclusive and sustainable Europe. The delegation was also honoured at the **AmCham Estonia 20th Anniversary Gala** where **Karl Cox**, Chair of AmCham EU, provided a keynote address.



Delegation to Sofia

1-3 October

The AmCham EU Presidency Group travelled to **Sofia, Bulgaria** for a series of meetings ahead of the upcoming Bulgarian Presidency of the Council of the EU. In a country with 60,000 people employed by American affiliates, Ministers recognised the role American business has played in stabilising the Western Balkan region. The delegation met with **Prime Minister Boyko Borissov** who outlined the Bulgarian Presidency priorities: consensus, competitiveness and cohesion. He reiterated Bulgaria's commitment to the EU and support for the transatlantic relationship. Meetings were also held with several other Cabinet members. AmCham EU also participated in the **AmCham Bulgaria Digital Conference** where the discussion focused on the future of the EU data economy.

Gender Initiatives Task Force



The Gender Initiatives Task Force, under the leadership of **Beatrice Flammini**, Liberty Global, as Chair and two new Vice-Chairs, **Goedele Van der Linden** from Marsh & McLennan and **Elizabeth Krahulecz** from EY, continued their outreach plan in 2017 through their breakfast series and other activities. The Gender Initiatives Task Force aims to build awareness and foster dialogue on how to promote gender diversity in the workplace.

The breakfast sessions, held approximately every two months, covered a wide range of diversity topics, from **Preventing violence against women** to the **Pension and pay gap** and **Women in entrepreneurship**. GITF also worked together with **MEP Pinero-Rodriguez** on gender policies in trade deals and spread its message of support with Susan Danger on International Women's Day.



Executive Council

The Executive Council (ExCo) is a forum of senior executives responsible for the European operations of some of AmCham EU's largest 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 **Aongus Hegarty**, Dell EMC, along with Vice-Chairs **Marco Comastri**, CA Technologies, **Reiner Roghmann**, Dow Chemical and **Pierre Dejoux**, UTC.



Spring Plenary

19-20 June, Brussels

The two-day programme was packed with high-level meetings, including **Valdis Dombrovskis**, European Vice-President for the Euro and Social Dialogue, also in charge of Financial Stability, Financial Services and Capital Markets Union; **Cecilia Malmström**, European Commissioner for Trade; **Dimitris Avramopoulos**, European Commissioner of Migration, Home Affairs and Citizenship. A private meeting between ExCo and **His Majesty King Philippe of the Belgians** was the highlight of the programme.

Fall Plenary

20-21 November, Paris

With the new French administration, ExCo took their fall plenary to Paris to meet with key ministries to discuss both national and European priorities of the Macron government. The group met with **Mounir Mahjoubi**, Secretary of State for Digital Affairs; **Emmanuel Miquel**, Economic Adviser to the President; **Roland Lescure**, President of the French Parliamentary Committee on Economic Affairs; **Frederique Vidal**, Minister of Higher Education, Research and Innovation and **Jean-Baptiste Lemoyne**, Secretary of State for European and Foreign Affairs. ExCo was also hosted for a panel discussion and reception at the Paris Region on the evening of Monday, 21 November. The event launched the **Case for Investing in Europe 2017** and was introduced by **Valerie Pecesse**, President of the Paris Region.



2017 Youth Entrepreneurship Award: The fifth annual Award, sponsored by ExCo, was given to a Romanian start-up **Oculus** at the AmCham EU Gala. The winners received a cash prize and an 18-month mentorship programme with a number of ExCo members.

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.

Activities

Comprises **44 American Chambers of Commerce** in **44 countries** throughout Europe and Eurasia

Communicates the **importance of the transatlantic economy**

Advocates on a number of policy issue areas in **Member States**

Brussels Briefing

8-9 March

As part of our Annual Transatlantic Week, AmCham EU welcomed **37 representatives** from **23 AmChams** across Europe to exchange views on advocacy and ways to cooperate beyond Brussels. This year's Brussels Briefing focused on the **Single Market** and how to communicate its benefits at Member State level.



Member State outreach



20 April

The American Chamber of Commerce Bulgaria, in partnership with AmCham EU, organized a conference "**EU Single Market: Achievements and Challenges Ahead**," featuring **Antonio Amendola**, Vice-Chair of the Single Market Task Force of AmCham EU, who presented the results of the Single Market study.



24 May

The American Chamber of Commerce in Spain launched the **Transatlantic Economy 2017 report** in Madrid, hosted at the European Commission Representation in Madrid.

Campaigns

Single Market

Over the course of 2017, AmCham EU led a strong Single Market campaign at EU and Member State level.

Content

Study

Study on 'The EU Single Market: Impact on Member States':

- Overview of the current state of Single Market integration
- 28 individual Member State profiles
- Foreword from **Vice-President Katainen**



Toolkits

Toolkits explaining the study and how to promote it to stakeholders and media provided to:

- Members
- AmChams in Europe
- AmCham EU Executive Council



Videos

- "The Future of the Single Market" video series with ITN Productions
- Video message from Vice-President Katainen



Online

- Online **interactive platform**, with a series of **tailored tweets** targeting Member States



Impact



Launch

- Launch **event in European Parliament in Strasbourg**
- Study presented to **100+ MEPs**
- **Video series** featured at **European Business Summit**



Reach

- Study circulated to **1,500+ stakeholders**
- **30,000 Twitter video views** in week following study launch



Outreach

- Presented to a range of **senior officials**
- **Described** by Vice-President Katainen as a '**significant contribution**'



Member States

- **Nine events** in six Member States
- Close **collaboration with AmChams in Europe network**



Press

- **18 press mentions** in nine Member States
- Featured in **Wall Street Journal, POLITICO, EurActiv, Il Sole 24 Ore and De Standaard**



Online

- **Tailored online campaign** targeting Member States
- **150,000 video views** in week following online launch

Invested in Europe

Investedineurope.eu

In March 2017, AmCham EU launched 'Invested in Europe: Our Stories' to showcase the commitment of American companies to European citizens and communities. Through storytelling, our member companies share stories about their corporate social responsibility and investment initiatives across Europe.

Content



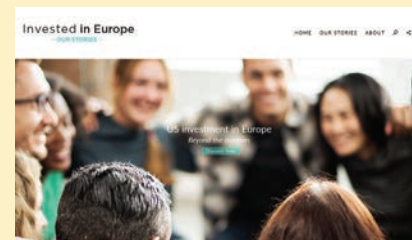
Gathered stories

from 20 participating member companies about corporate social responsibility and investment programs across Europe

Created an online platform

InvestedInEurope.eu

to showcase these stories and reach beyond our typical Brussels-based audience



Impact



Launch

- Launched in March with 12 initial stories, growing to 25 stories by the end of 2017
- Online launch included a targeted Twitter and email campaign to a range of stakeholders in Brussels and beyond



Reach

- The site has seen over 8,000 page views from 2,500 visitors
- The launch campaign on Twitter received 400,000 impressions (number of times a Tweet is seen)



Outreach

- AmCham EU integrated these positive stories in speeches, advocacy and outreach meetings throughout the year



Member States

- AmCham EU launched a second targeted email and Twitter campaign, by sending stories based in Member States to the local AmCham, national policy-makers and others stakeholders in the Member State



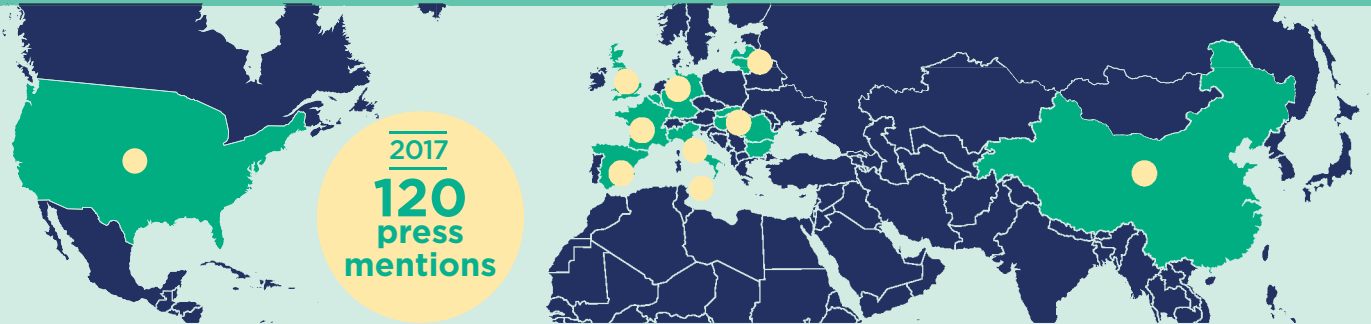
Award winner

- The AmCham EU team was presented with the AmChams in Europe Creative Network Award, which recognises creative initiatives and projects within the ACE Network

Press & Communications

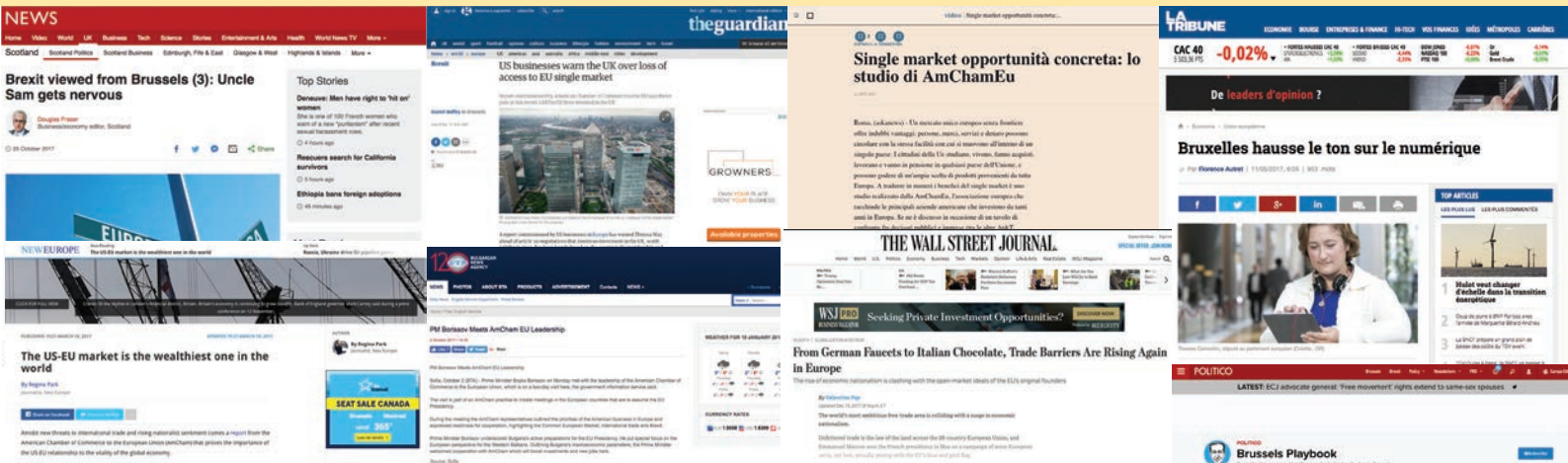
Press highlights amchameu.eu/press-highlights

In 2017 AmCham EU received significant press coverage, including **120 mentions** on topics such as Brexit, digital issues, Single Market, entrepreneurship, trade, tax and transatlantic relations.



on key issues for our member companies:

Brexit | digital | entrepreneurship
Single Market | tax | transatlantic relations



Communications highlights

In light of the uncertain political and business environment, in 2017 AmCham EU optimised its communications tools, including a revamp of the Weekly Bulletin newsletter; website improvements aimed to cater to an external audience; and targeted social media campaigns on key issues including Single Market and trade.

Website

An increase of 60% of website visits from readers based in the US compared to 2016

Twitter

About 25% more followers from last year

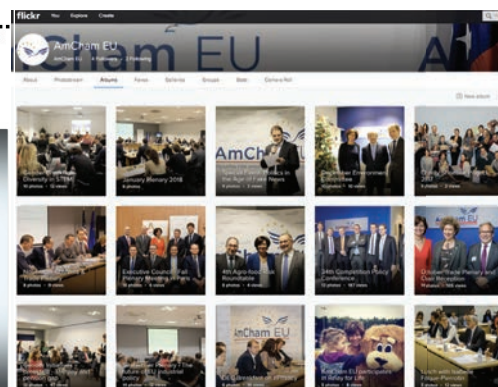
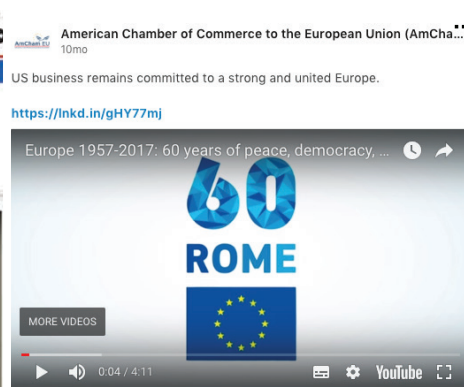
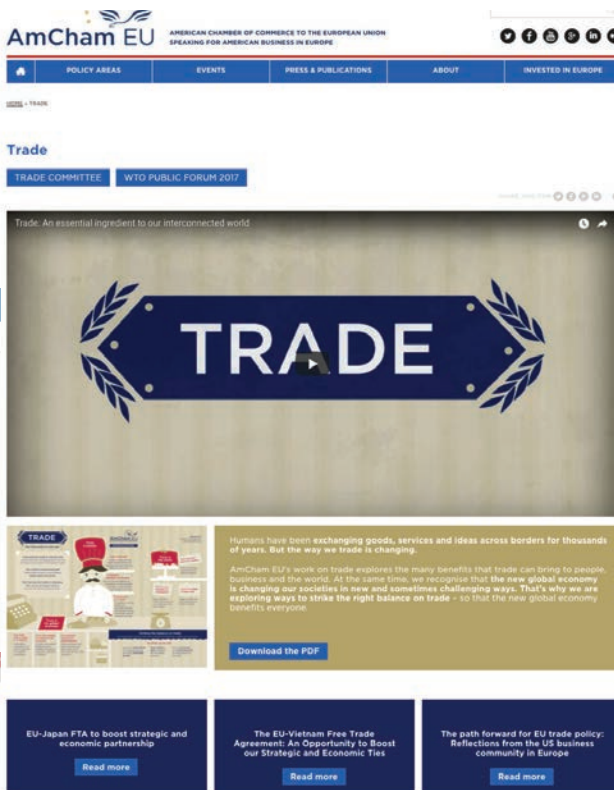
Followers: 5,800+

Profile visits: 41,000

LinkedIn

Followers: 2,223

About 15% more followers from last year





amchameu.eu/join

Member-led & Member-driven



Your benefits as a member:

amchameu.eu/join

- Access & relationships
- Influencing the EU agenda
- Information & intelligence
- Corporate branding & profiling

AmCham EU secretariat

ADVOCACY LEADERSHIP



Susan Danger
CEO



Roger Coelho
Acting Policy Director



Tim Adamson
Senior Policy Adviser



Stéphanie Brochard
Senior Policy Adviser



Ava Lloyd
Senior Policy Adviser



Brendan Moran
Policy Adviser to the CEO



Maika Föhrenbach
Policy Adviser



Stefano Marmo
Policy Adviser



Thibaut L'Ortye
Senior Content Adviser



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MARKET ENGAGEMENT



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Events & Marketing Manager



Stephanie Schretlen
Business Development Manager



Marykate Collins
Senior External Relations Adviser



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External Relations Adviser



Brigit Carroll
Communications Specialist



Carine Pauly
Senior Data and Information Systems Specialist



Clara Ros
Design and Production Specialist



Françoise Soudaz
Events and Marketing Coordinator

OPERATIONS



Maximiliano Santy
Operations Director



Conny Dekens
Operations Manager



Rosa Sciaccaluga
Senior Operations Coordinator



Federica Boddi
Operations Coordinator
Since April 2017

Learn more: amchameu.eu

Listing reflects the status for the majority of 2017

STAY
UPDATED

amchameu.eu



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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 2017**, directly supports more than **4.8 million jobs** in Europe, and **generates billions of euros** annually in income, trade and research and development.

amchameu.eu



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List accurate as of February 2018

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