

COVID-19

2020

Annual

Report



European
Green Deal



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 €3 trillion in 2020, 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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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

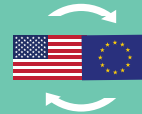
Who we are

American companies
committed to
and invested
in Europe

What we want



To build a
stronger and
more united EU



To maintain
and strengthen
the transatlantic
relationship

What we stand for



Trust



Expertise



Excellence



Transparency

5 year vision 2019-2024

AGENDA FOR ACTION

Empowering
people

Boosting
the Single
Market

Leading global
cooperation

Investing in
the future

Foreword - 2020: a year like no other

2020 was a year like no other. Back in January, as the new European Commission mandate kicked off in earnest, AmCham EU stood ready to work towards a stronger, more competitive and united Europe in the global marketplace, while continuing to push for a strengthened Single Market. However, the general optimism for a new political mandate coupled with a new decade quickly gave way to renewed crisis when in January, the first cases of the novel coronavirus COVID-19 landed on European shores.

Amid the emergency, AmCham EU strove to ensure business continuity by adapting quickly and nimbly to the pandemic. In a US election year, AmCham EU has sought to promote transatlantic dialogues, with two new virtual event series appearing on our calendar: our Town Halls and American Hour series. A total of 62 events were held with high-profile guests from both sides of the Atlantic. In spite of the tumult, AmCham EU was able to deliver exclusive access to the highest level of European policymakers, by holding meetings with 24 of the 27 cabinets of the College of Commissioners.

All in all, in very challenging circumstances, AmCham EU worked to continue to provide value for its members by adapting to the unique context. We continued to deliver our key messages to stakeholders, increased our outreach and influence among high-level decision makers, and we furthered our reputation as an influential voice on the transatlantic relationship. As the most uncharted of years moved into the records of history, we will always reflect on 2020 with pride in all we managed to achieve. The pages that follow provide a snapshot of how AmCham EU continues to be the best representative for US business committed to and invested in Europe.



Maxime Bureau

3M

Chair

until October 2020



Zeger Vercouteren

Johnson & Johnson

Chair

since October 2020

AmCham EU leadership

BOARD OF DIRECTORS



Maxime Bureau
Chairman
3M
until October 2020



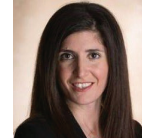
Zeger Vercouteren
Chair
Johnson & Johnson
since October 2020



Taggart Davis
Vice-Chair
J.P. Morgan



Meglana Mihova
Vice-Chair
EPPA



Cristina Falcone
Chair, Policy
Group
UPS



Joris Pollet
Chair, Operations
Group
Procter & Gamble



Leah Charpentier
Chair, Communications
& Marketing Group
First Solar



Claudia Selli
Member-at-Large
AT&T INC.



**Tanguy
Van Overstraeten**
Member-at-Large
Linklaters LLP



Susan Danger
CEO
AmCham EU

COMMITTEE CHAIRS



AGRICULTURE & FOOD
Julie Vermooten
MSD INC.



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 2020



ENVIRONMENT
Leah Charpentier
First Solar



FINANCIAL SERVICES
Catherine Davidson
Morgan Stanley



HEALTHCARE
Andrea Chiarello
Pfizer



INTELLECTUAL PROPERTY
Benjamin Neyt
LVMH



SECURITY & DEFENCE
Rudy Priem
RaytheonTechnologies



TAX
William Morris
PwC



TRADE & EXTERNAL AFFAIRS
Carsten Dannöhl
Caterpillar



TRANSPORT, ENERGY & CLIMATE
Audrey Douspis
Michelin North America INC.

TASK FORCE CHAIRS



BREXIT
Zeger Vercouteren
Johnson & Johnson



EUROPEAN PARLIAMENT OUTREACH
Alberto Zilio
AT&T INC.



EXECUTIVE COUNCIL
Angus Hegarty
Chair
DELL Technologies



FUTURE OF WORK, EDUCATION & SKILLS
Serge Thines
McDonald's



DIVERSITY & INCLUSION
Elizabeth Krahulecz
EY



EXECUTIVE COUNCIL
William Parker
Chief Sherpa
DELL



INSTITUTIONAL AFFAIRS
Jessica O'Flynn
SC Johnson

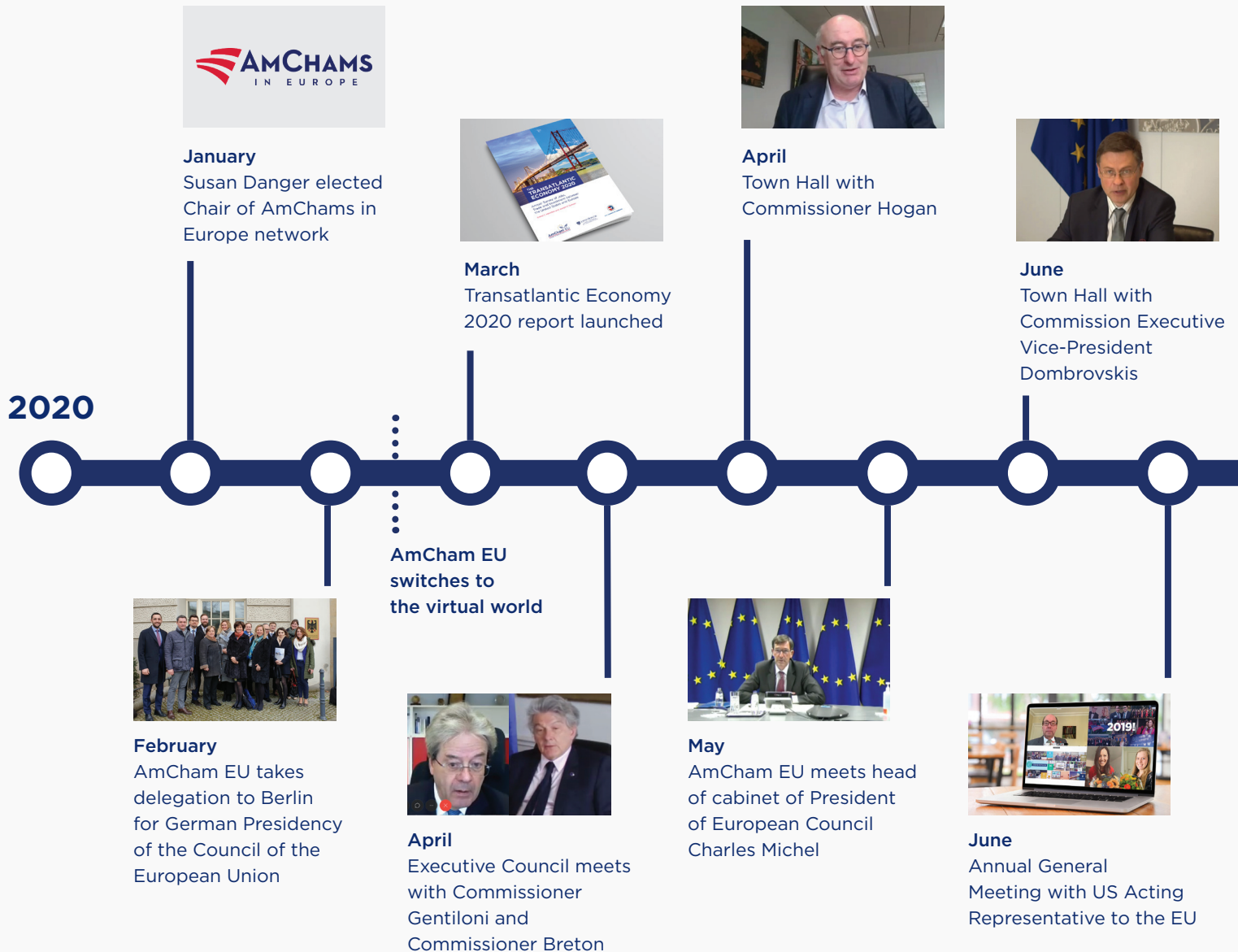


SUSTAINABLE FINANCE
David Henry Doyle
S&P Global

EXECUTIVE COUNCIL

Listing reflects the status for the majority of 2020

2020 Milestones – a timeline of key events





July
Launch of Uniting for Diversity campaign with Commissioner Dalli



October
8th Transatlantic Digital Economy Conference



October
Rebooting the Transatlantic Economy report published



November
Executive Council meets with President of European Council Charles Michel and Commissioner Valean

2021



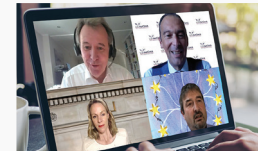
July
AmCham EU Youth Entrepreneurship Award 2020 with Commissioner Gabriel



October
Town Hall with Commission Vice-President Margaritis Schinas



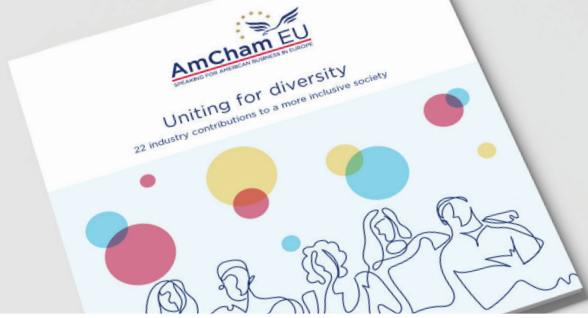
October
Covering the US elections: Breaking news from DC online conversation



November
37th Competition Policy Conference



COVID-19 Portal



6 publications

84 position papers



Negotiating the path to the **future EU-UK relationship**



AmCham EU @AmChamEU

We learned so much last week during our webinar on the #COVID19Response from the #DiversityandInclusion perspective. Great to hear @lealonsted speak about the importance of empathy, view the webinar: lnkd.in/e_9Hu8J. #FlashbackFriday #wellbeing @UKMercer @MarshGlobal

'Our priority as a company has been to establish a relationship of empathy with employees through authentic leadership. Respecting personal circumstances and focusing on mental wellbeing has ensured a relationship of trust with our employees through these difficult times.'

Lea Lonsted, Head of Diversity and Inclusion Consulting, Mercer Denmark

AmCham EU MARSH & MCGILL COMPANIES



Open, resilient, competitive: How trade can power the EU economy



8 social media campaigns

Five facts about transatlantic defence cooperation

1. Transatlantic defence cooperation is essential for global security and stability.
2. The US and EU share common interests in a strong and resilient transatlantic defence partnership.
3. The US and EU have a long history of successful defence cooperation.
4. The US and EU have a strong track record of joint defence operations.
5. The US and EU have a strong track record of joint defence research and development.

Did you know? Transatlantic defence cooperation is essential for global security and stability.

63 virtual events



120 members' stories



European Green Deal

Investing in Europe's recovery: forging the future



14 new members

AmCham EU

in 2020:

adapting

to add value

Change is the only constant in life. One's ability to adapt to those changes will determine your success in life.

Benjamin Franklin

1. More holistic advocacy

More than ever in our advocacy work, policy files have been cross-sectoral. This has required ever-closer cooperation between our committees, leading to more holistic advocacy outputs.



Industrial policy

AmCham EU began the year with our focus on the EU's industrial strategy. Manufacturing is traditionally a critical sector for the EU's economy. A modernising agenda was therefore a high priority for our member companies, which focused on guarding the EU's competitiveness. Our cross-cutting recommendations focused on digitising European industry; creating the right environment for a clean future; accelerating the EU circular economy; and reinforcing the rules-based trading system.

Investing in Europe's recovery: forging the future



Economic recovery

As COVID-19 hit European shores, causing a health and economic crisis, AmCham EU's policy and advocacy focus switched to ensuring the continuity of vital supplies into and through Europe. After offering our expertise and support for the EU's rescue measures in the immediate aftermath of the outbreak, we mapped our vision for Europe's longer term economic recovery. With five economic sectors identified as key to Europe's economic recovery, this paper further illustrated the need for cross-fertilisation between our thematic committees.

Trade

The COVID-19 crisis brought into sharp relief the complex nature of global value chains, and the global economy's reliance on international trade. Disruptions on one side of the planet can have severe implications for the other side in today's world. The crisis, as well as geopolitical tendencies away from multilateral cooperation, have consolidated political ambitions for greater supply chain resilience, and have bolstered EU lawmakers' appetite to tackle unfair trade practices by third countries. AmCham EU believes that the EU's economic might is a relic of its openness to global trade. We support any efforts to reinforce multilateralism and ensure that everyone is competing on an even footing in the global economy. Our committees have worked hard and in a collaborative manner to make the case for openness and international trade throughout 2020.

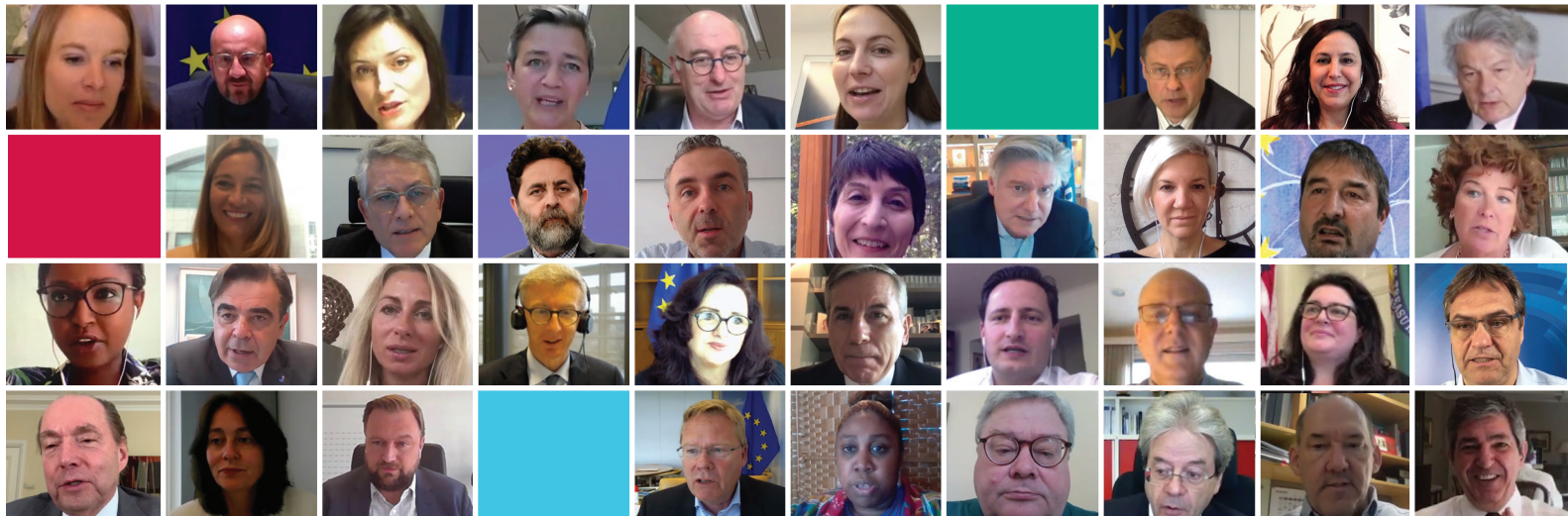


Green Deal

With the EU's long-term budget discussions all-but finalised, and the NextGenerationEU recovery and resilience facility agreed, EU policy focus moved to the 'twin transition' of green and digital, as the pre-COVID-19 agenda returned and decision makers shifted their attentions to how to spend the money. AmCham EU is supportive of the EU's climate ambitions, and we have been working in a coordinated fashion in the number of economic sectors implicated in the EU's 'Green Deal' strategy to position ourselves as a constructive policy partner in the climate, environment and sustainability space.

2. Outreach: from in-person to on-screen

The public affairs industry is notoriously an in-person endeavour. However, with social distancing and lockdowns limiting human contact to the virtual sphere, AmCham EU had to adapt to the unique circumstances of 2020.



Brand new virtual event series hit the AmCham EU calendar

To counterbalance the loss of the in-person outreach meetings, we added two online event series to our members' calendars: American Hour and Town Hall. Launched within three weeks of the lockdown, the two series ran on a weekly basis from April up to the summer, and continued throughout 2020. In total we hosted 34 virtual events for our members with these event series and welcomed over 1300 audience members.

Some notable guests included:

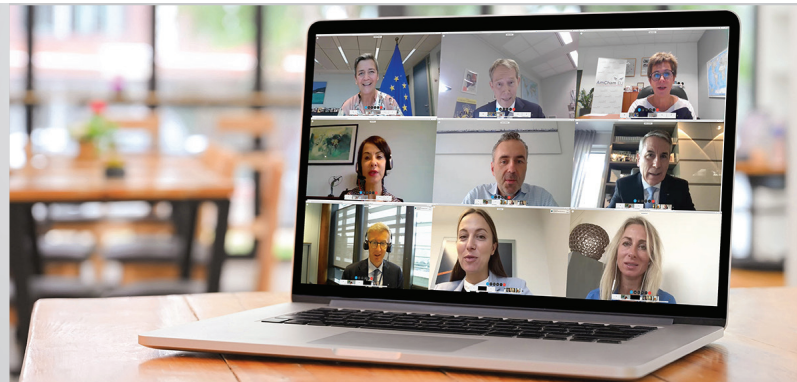
- Special Advisor to the US President and Senior Director for Trade at the National Economic Council, Kate Kalutkiewicz in March;
- Then-European Commissioner for Trade, Phil Hogan in April;
- EU Ambassador to the US, Stavros Lambrinidis in May;
- European Commission Executive Vice-President Valdis Dombrovskis in June;
- European Commission Vice-President Margaritis Schinas in October;
- Journalists Shawn Donnan, Bloomberg, Jon Decker, Fox News Radio and Suzanne Lynch, Irish Times, from the D.C. beat for an election special in October.

Business (almost) as usual

On top of the novel event series, AmCham EU held a virtual launch event in March - just a few weeks after lockdown began - for our flagship annual Transatlantic Economy Survey in partnership with the US Chamber of Commerce and with presentations from the authors Joseph P. Quinlan and Daniel S. Hamilton. We went virtual for our 8th Transatlantic Digital Economy Conference, which was opened by Executive Vice-President Vestager, European Commission, and focused on the concept of 'open strategic autonomy' in the digital sphere. Our 37th Annual Competition Conference also took place entirely online and focused on the modernisation

of the EU's competition law in the context of disruptive business models and shifting geopolitics. Celebrated author of 'The Brussels Effect', Anu Bradford, engaged in a fireside chat with keynote speaker of the day, Olivier Guersent, Director-General, DG COMP European Commission, before thematic panels ensued.

We also completed a full programme of monthly plenary sessions online, while continuing our regular outreach sessions with key stakeholders virtually as part of our daily committee work.



3. Engagement: expanding our audience beyond the physical frontiers

The loss of in-person events and meetings from the 2020 calendar represented a quandary for a large number of public affairs entities. Events and meetings are an essential engagement tool for business associations operating in Brussels, and can be a significant contributor for revenues. AmCham EU has worked hard to change and adapt since the initial move online, constantly honing our technological tools and our logistics when hosting digital events and meetings.



Events and meetings: increased participation from broader geographical scope

While a digital event can never fully replicate the networking opportunities that an in-person event provides, there are some upsides to remote participation that AmCham EU has been able to take advantage of in 2020. Most notably, the convenience factor for guest speakers to dial in to meetings from the comfort of their own desk has meant that the number of high-level stakeholders we attracted to speak at our events and meetings increased significantly compared to previous years. Beyond the flagship Digital Economy and Competition Conferences, we hosted a number of sector-focused discussions and roundtables, including with Commissioner for Equality Helena Dalli, on the occasion of the launch of our 'Uniting for Diversity' brochure; and the

Head of Cabinet for Commissioner for Environment, Oceans and Fisheries, Virginijus Sinkevicius, on the occasion of the launch of our 'Circular Economy: 15 innovative industry solutions that drive a sustainable future' brochure.

Furthermore, the levels of reach that our events were able to accrue from a remote audience, in terms of both raw numbers and geographical scope, were exponentially higher than in-person equivalents. Digital events provide access and participation to a much wider public, which in turn spreads and amplifies AmCham EU's message beyond its usual reach and adds to the organisation's reputation.

Innovative communication tools: spreading the message further and wider

With the decline of in-person outreach in the face of social-distancing measures, our reliance on the traditional advocacy tools to communicate our messages to our audiences had to be rethought. As a result, our advocacy outputs became far more rounded in 2020, as we learned to embed the crafting of policy papers in a fuller, multi-pronged communication strategy that aimed to hit our target audience through all channels available.

In 2020, crafting a position paper continued to go beyond a single paper. In fact, with the virtualisation of the public affairs industry, the amplification tools that accompany position papers became even more important. Our positions came with dedicated web presence; multiple articles in our regular newsletters; sustained social media posting; an accompanying multimedia element, such as a GIF, a factsheet or a video; and a targeted digital mailout campaign that pushed across our recommendations on the policy issues of salience. These communications tools served to further bolster our reach and maximise the engagement potential of our digital audience with our content.



Virtual networking: using connectivity to connect

Networking is a key element of the public affairs industry, and it is one element that is difficult to recreate in a virtual setting. Nonetheless, as we became more adept at using our videoconferencing tools in novel ways, we were able to recreate the kind of 'corridor chats' that our members and guests had become accustomed to at our physical premises. To ensure that our members did not miss this vital aspect of their work, we integrated virtual networking into all AmCham EU virtual events. This began with our inaugural '5 minutes to connect' networking session with the US Mission, which gave members, staff and US Mission personnel the opportunity to get to know each other better in a less formal digital setting.



4. Intensifying collaboration across the AmChams in Europe network

Although COVID-19 forced us to distance ourselves from our social networks, the confinement had the opposite effect on the network of AmChams in Europe. Under the leadership of our CEO Susan Danger, who in 2020 was Chair of the network in coordination with the secretariat in Slovenia, cross-network collaboration intensified and reached new heights as the year went on, and 2020 became a year of firsts for the network. Early in the year COVID-19 occasioned the network to put forward a statement, with coordination from AmCham EU. The statement called for solidarity, cooperation and action as the first wave of the pandemic hit the European continent. It was sent to national government officials in 43 countries.

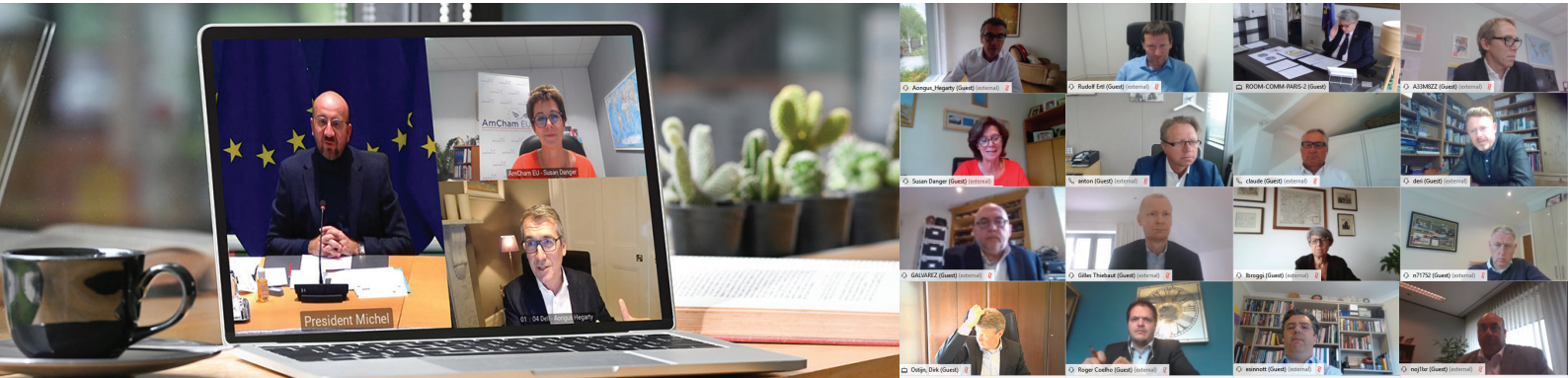
The network also organised its first ever open conferences in 2020, with two exclusive events attended by more than 350 member companies of the 45 AmChams in Europe. The first of these virtual live events took place in April and featured a selection of leaders from the Chambers within the network who shared their experiences and learnings from the pandemic. The second live event was held in July and featured member companies from various AmChams who provided their business perspectives on the different regions' approaches and reactions to the pandemic, along with the challenges and opportunities this presented for a range of sectors.

Finally, a series of virtual best practice meetings took place for the CEOs of all AmChams. The meetings addressed a range of pertinent issues in the context of 2020, including COVID-19, digitalisation, membership needs and budget concerns. The best practice meetings served as a valuable source of knowledge and information exchange, as well as providing support at an uncertain time for all.

AmCham EU also initiated a series of monthly virtual policy calls with the AmChams in Europe network, to keep the network abreast of the EU policy agenda and the shifting priorities in Brussels in light of the COVID-19 pandemic. The meetings served as a valuable source of information for national AmChams, while contributing to a more joined-up approach to advocacy across the network.



5. Ever-higher levels of engagement at the highest levels



The Executive Council of AmCham EU is a forum of senior executives responsible for the European operations of some of our member companies. In spite of the difficult circumstances putting intense pressure on business executives, our Executive Council doubled down on their commitment to AmCham EU and its priorities, by relaying our top messages to the highest-level EU politicians and officials on multiple occasions.

In April the group met with Paolo Gentiloni, European Commissioner for Economy, and Thierry Breton, European Commissioner for Internal Market in a series of virtual meetings that focused on the outbreak of the COVID-19 pandemic, the EU's response to the pandemic and the role of business in the economic recovery.

In November, as part of a two-day virtual programme, the group met with Charles Michel, President of the European Council; Adina Vălean, Commissioner for Transport; Ambassador Tom Hanney, Permanent Representative of

Ireland to the EU; and Ambassador Ronald J. Gidwitz, Acting Representative of the United States to the EU. The Executive Council addressed a range of issues, including digital issues, EU-US relations, the economic recovery, the Green Deal, global trade, open strategic autonomy and the Single Market.

Then-Chair Aongus Hegarty, President International Markets, Dell Technologies, was also a panellist at AmCham EU's roundtable on diversity and inclusion with EU Commissioner for Equality, Helena Dalli. Executive Council Vice-President Guillaume Alvarez, Senior Vice-President for EMEA, Steelcase was a speaker at a future of work event, alongside fellow Executive Council member Andy Baldwin, Global Managing Partner for Client Services, EY.

In November, Aongus Hegarty handed over the chairmanship of the Executive Council to Chris Delaney, President, Europe, Middle East and Africa, The Goodyear Tire & Rubber Company.

6. Substantiating American businesses' commitment to Europe

2020 was a year of sea change for the transatlantic relationship. Following the entry into office of the European College of Commissioners in December 2019, the US elections in November 2020 saw a change of direction in the White House. The election of President Joe Biden led to renewed optimism for the transatlantic agenda, in the belief that the new administration would renew US commitment to the relationship.

Without regard for the political headwinds, the commitment of US businesses invested in Europe has never wavered. In 2020, our companies further illustrated their commitment to Europe in 120 stories.

COVID-19

In reaction to the evolving situation early on in the COVID-19 outbreak, AmCham EU called for examples of how companies' commitment was translating into substantive help for healthcare services and government authorities in handling the crisis. Our inbox was inundated, as company examples flooded in from a vast array of sectors. Whether it was financial donations; the use of specific data, knowledge or technology; placing capacity or resources at the disposal of authorities; diverting manufacturing capacity to developing personal protective equipment; or standing at the cutting edge of research into treatment and cures; our companies played an important role in overcoming the first wave of the crisis.

Circular economy

The COVID-19 pandemic has shone a light on the need to tie the economic recovery to sustainability and climate neutral economic practices. It is clearer than ever that our planet is struggling to respond to the consequences of today's economic models. In particular, linear processes, whereby products are discarded quickly after their use, put increased pressure on the earth's finite resources. We need to transition to more circular and sustainable economic systems and low-carbon operations. AmCham EU's circular economy brochure showcases 15 innovative industry solutions that drive a sustainable future. From products to processes and services, the examples collected in our brochure illustrate the contributions that American businesses invested Europe are actively making to the EU's climate ambitions.





Invested in Europe

AmCham EU's Invested in Europe platform was set up in 2017 as a means to showcase our member companies' commitment to Europe 'beyond the numbers'. In an age awash with data, storytelling has become an ever-more resonant way of putting a message across. Almost forty stories from a broad cross-section of the AmCham EU membership attest to the valuable contributions American companies make to local communities throughout Europe. Several new stories featured in 2020, including the Herbalife Nutrition Foundation's work to tackle hunger in Europe; UiPath Foundation's support for equal access to education in Romania; ExxonMobil's Sci-Tech Challenge to encourage take-up of STEM subjects among students; and J.P. Morgan's investment to help small businesses stay afloat in the context of the global health pandemic.

Uniting for Diversity

AmCham EU stands in solidarity with the fight against all forms of discrimination. The business community has a responsibility to demonstrate leadership on critical societal issues. Businesses must reflect and espouse the values of the communities they serve. In 2020, in the midst of a health pandemic that shone a light on the inequalities that fester in our societies and in the context of the global Black Lives Matter movement, AmCham EU published a brochure entitled 'Uniting for Diversity: 22 industry contributions to a more inclusive society'. This brochure highlighted the range of our member companies' initiatives that seek to unlock the talent potential of underrepresented groups. From empowering employees to make their voices heard, to reprogramming algorithms to be more inclusive, to providing product ranges that foster diversity and inclusion, the 22 initiatives demonstrate that diversity and inclusion matter to AmCham EU.

To further amplify and support the brochure, AmCham EU invited video contributions from participating members, as a supplementary multimedia element to the 'Uniting for Diversity' campaign. This campaign kicked off in the autumn of 2020 and will continue to run throughout the first half of 2021.



7. Exhibiting thought leadership

Renewed trade policy for a stronger Europe

Rebooting the Transatlantic Economy Digital education

Cybersecurity Artificial intelligence **Intellectual Property**

Future EU-UK partnership Transatlantic Economy Report 2020

Europe's Beating Cancer Plan Farm to Fork Strategy **European Green Deal** Transatlantic defence cooperation

Carbon border adjustment mechanism **New Consumer Agenda**

Uniting for diversity Sustainable Products Initiative **Circular Economy**

Renewed sustainable finance strategy 2030 Climate Target Plan

Sustainable and Smart Mobility **EU's Counterfeit and Piracy Watch List**

EU Climate Law: Forging Europe's green future

Former Chairman Maxime Bureau contributed an opinion piece on the decade ahead to New Europe's 'One World' magazine to kick the year off. As COVID-19 forced us all indoors and pushed us to spend much more time online, AmCham EU CEO Susan Danger took the time to pen her thoughts, to further transmit our key messages to our audience.

AmCham EU's voice has been present in press and media on wide-ranging issues covering the spectrum of our membership, including artificial intelligence, Brexit, consumer redress, environment, digital agenda, industrial strategy, security and defence, strategic autonomy, trade, transatlantic relations, transparency.

Our views were covered by European and international news outlets, including Bloomberg, Borderlex, Contexte, Chemicals Watch, EURACTIV, Euronews, the Financial Times, POLITICO, the New York Times and the Wall Street Journal.

AmCham EU has also consistently been invited to provide its expert perspectives at speaking engagements throughout 2020, with the Atlantic Council, Chatham House, the Committee of the Regions, Institution of International and European Affairs and the Transatlantic Business Investment Council featuring on the calendar, to name but a few.

AmCham EU is a hub of expert reports and publications. 2020 was no different in this regard, with the Annual Transatlantic Economy report, followed up by a COVID-19 special report from one of the authors, entitled 'Rebooting the Transatlantic Economy'. We also produced a number of important policy papers, including an economic recovery paper, a paper on the future UK-EU partnership and a brochure containing industry contributions to creating a more diverse workplace, as well as our 2020 recommendations for the Croatian and German mandates at the head of the rotating Presidency of the European Council.

8. Maximising member benefits

AmCham EU takes pride in being member-led and member-driven. Our members tell us that they remain engaged in and committed to AmCham EU due to the extraordinary value that membership represents. AmCham EU's value proposition is built on four pillars: advocacy and influence; access and relationships; information and intelligence; and corporate branding and profiling. One characteristic that makes AmCham EU unique is its capacity to represent the full complement of component parts in global supply chains from the wide variety of companies in its membership.

In 2020, as the gravity of the COVID-19 crisis became manifest, AmCham EU stepped up its efforts to ensure member satisfaction amidst the uncertainty. AmCham

EU reached out to all of its members to identify their key priorities, and to ensure a tailored service. A programme of onboarding sessions was also established in order to ensure that all members were able to extract maximum value from their membership of AmCham EU. Multiple member surveys were also conducted throughout the year, giving members further opportunity to offer their feedback into the levels of service.

Despite the challenging circumstances, AmCham EU was able to recruit a total of 14 new members in 2020. The member feedback surveys confirmed AmCham EU's reputation as a best-in-class association.



Member

testimonials

‘Despite the circumstances, the AmCham EU team has been able to keep a very high-quality level for the meetings and continue to bring value to the membership.’

Christelle Verstraeten, ChargePoint

‘Congratulations for the team’s wonderful job during the last year – really admirable, in light of these unprecedented circumstances!’

Agnese Danelon, Dupont

‘Our level of participation across the organisation reflects the importance we place on AmCham EU’s ability to help us achieve our policy objectives.’

Kim Stollar, Boeing

‘In difficult circumstances, AmCham EU coped very well – a tribute to a high-quality team and a flexible work attitude.’

Dennis Kredler, Dow

‘It has certainly been a challenging year, so I would like to express once again a warm thank you for the great activity at AmCham EU, your amazing energy and for everything that was achieved.’

Margareta Chesaru, UiPath

'AmCham EU is more than an industry association: it's a community where members can share experiences and look at the bigger picture. It distinguishes itself as a trusted, effective partner to EU policymakers. Proud to be a part of it.'

Andrea Chiarello, Pfizer

'Thank you for the continued leadership on various important agendas as well as unwavering energy, resilience and flexibility that the team abundantly showed during this difficult year.'

Olga Mironenko Stampfer,
UnitedHealth Group

'It has been an extraordinary year on all fronts and much has been accomplished. I would like to thank the whole AmCham EU team for their support, professionalism, and how easily it has made the adaptation from face-to-face to virtual meetings.'

Sara Rodriguez Martinez, HP

'What an extraordinary year, but AmCham EU has been a light during dark times. The team has really carried people through in so many positive ways, allowing members to feel connected when they have otherwise been alone behind their screens.'

Caroline Wunnerlich, FleishmanHillard

2020

highlights

2020 was an extraordinary year by all accounts. In a year of unpredictability and change, we have worked hard to ensure continuity and added value for our members. We were also able to enjoy some highlights from the year, including a number of celebrations and our drive to give back to the community.

Celebrations

AmCham EU CEO Susan Danger reaches major milestone

2020 marked Susan Danger's 25th year at AmCham EU. Susan joined AmCham Belgium's EU Committee in 1995 as Communications Manager and later became Managing Director of the newly spun-off AmCham EU in 2004 before being named CEO in 2016. Since its creation, Susan has striven to develop AmCham EU into a trusted policy partner and bridge-builder between Brussels and Washington D.C. Under her stewardship, AmCham EU has risen to the ranks of the most reputed trade associations in Brussels, consistently picking up awards for excellence – most recently in 2017, when AmCham EU won the European Public Affairs Awards for best trade body and best campaign.

Youth Entrepreneurship award

In a year of firsts, AmCham EU announced the first female winner of our Youth Entrepreneurship award. Nutrinomics (formerly Saana), a Belgian start-up founded by Stéphanie Roland, CEO, was announced as the winner of the eighth AmCham EU Youth Entrepreneurship Award. Nutrinomics is made up of a team of cutting-edge researchers and experts who designed Zest - a unique personalised nutrition platform based on the latest science and a machine learning algorithm to enhance cancer patients' continuum of care and chances of remission. Nutrinomics received a cash prize of €10,000, alongside mentorship and advice from a number of senior executives from AmCham EU's member companies.

Secretariat staff recognised with award for excellence

Roberta Brumana, Senior External Relations Adviser and Wendy Lopes, Senior Graphic Design Specialist, were presented with the 2020 Lizanne Scott Staff Excellence Award for their outstanding contributions to AmCham EU's mission.



Giving back



Shoe-box

Every holiday season, AmCham EU joins in the shoe-box initiative run by The Samaritans in Belgium. Through this initiative, we collect non-perishable food items and small gifts to be distributed to the less fortunate across the country. In 2020, we encouraged our members and staff to get crafty, by running a competition for the best wrapped shoe-box. We also raised a small monetary donation to further contribute to the cause.

Queen Elisabeth Competition

AmCham EU is a long-time supporter of the Queen Elisabeth music competition, a world-renowned music competition. AmCham EU traditionally invites the top laureates of the competition to perform at our annual Gala. With the COVID-19 pandemic occasioning the cancellation of our annual Gala 2020, AmCham EU made a financial donation to the Queen Elisabeth Competition as an expression of our support for the arts in the exceptional circumstances.

Relay for Life

For many years, AmCham EU staff and members have participated in Relay for Life, an initiative to raise funds for the Foundation against cancer. In typical years, participants would gather and relay walking for 24 hours, as a symbol of the constant battle of patients and their families. We walk to honour those who have survived, those who are fighting and those who are no longer with us, including our dear former colleague Andreas Galanakis. In 2020, we were unable to gather in person. So instead, we relayed from home. As a result of the efforts of our staff and members, we were able to raise nearly €7,000 for the Foundation.

Donations

AmCham EU is also a supporter of numerous charities and causes. In 2020, we made donations to the World Child Cancer Charity; the Alzheimer's association; community health services; Villa Indigo - a children's hospice; and the region of Lombardy, after it was particularly hard-hit by the COVID-19 pandemic.



COVID-19: the event of a generation

The COVID-19 pandemic has had a devastating effect on lives and livelihoods around the globe. Amid lockdowns, border closures, travel bans and manifold emergency measures, Europe has been hit by the double-pronged emergencies of a health and economic crisis, having to trade off the negative effects of measures to address one of these emergencies on the other.

In response to the pandemic, which hit levels never before seen in our lifetimes, AmCham EU has focused all its energies on continuing to deliver the maximum value for member companies. Aside from the successful deployment of remote working for the secretariat staff from day one of lockdown measures, AmCham EU worked to develop a COVID-19 portal, to highlight member companies' initiatives to step up and help in the fight against the spread of the virus. The response from member companies was beyond all expectation, as the portal highlights – over 120 member stories, with actions ranging from financial donations; to the placing of information technologies and data at the disposal of authorities; to the manufacture of medical devices and supplies; to the research into and development of medicines and treatments.

Furthermore, AmCham EU moved to provide policy recommendations to the European Union on the short-term economic response, followed by in-depth, sector-by-sector recommendations for the long-term economic recovery.

However, the work is far from over. With the new European budget agreed in December 2020, and with the roll-out of COVID-19 vaccines kicking into gear, the economic recovery and shaping our post-COVID-19 society will be top priorities for 2021. With the inauguration of a new US administration in January, AmCham EU looks forward to once again playing its role as bridge-builder. We will continue to advocate for a stronger, more competitive and united EU, while positioning US business as central in supporting the EU's efforts to power its economic recovery and in helping reboot the transatlantic relationship. We look forward to 2021 with fresh hope and optimism that we can continue to address the many challenges and opportunities in our ever-changing world as the foremost voice of American businesses in Europe.



Susan Danger

CEO

AmCham EU



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Roger Coelho
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Thibaut L'Ortye
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Stefano Marmo
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Emilie Bartolini
Senior Policy Adviser



Lucia Vaculova
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Nadia Allen
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Roberta Brumana
Senior External Relations Adviser



Jelena Letljane
Senior External Relations Adviser



Mia Dragojlovic
Events and Marketing Coordinator

OPERATIONS



Maximiliano Santy
Senior Operations Director



Conny Dekens
Operations Manager



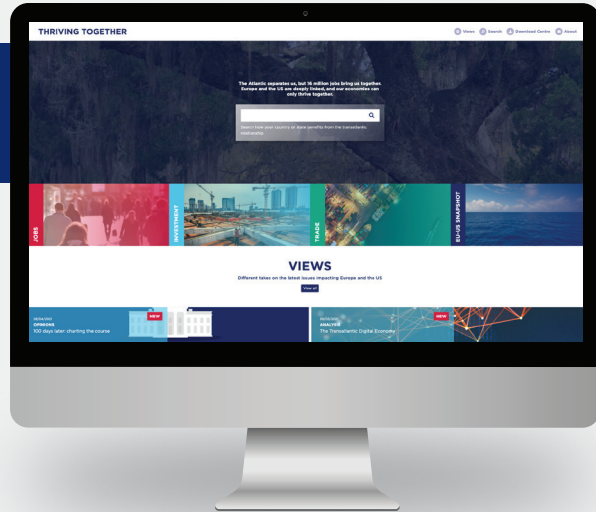
Rosa Sciacaluga
Senior Operations Coordinator



Stéphanie Vinckier
Operations Coordinator

Listing reflects the status for the majority of 2020

THRIVING TOGETHER



In March 2019, **AmCham EU** launched its transatlantic platform, **Thriving Together** to shed light on the **deep ties that bind Europe and the United States**. The platform explores the impact of the transatlantic economy on European countries and US states. It also **provides a forum for debate on the latest transatlantic issues, featuring commentary from both sides of the Atlantic**. The data presented across this website is extracted from the latest edition of The Transatlantic Economy, the annual survey of jobs, trade and investment between Europe and the United States.

thrivingtogether.eu



US investment in Europe

Beyond the numbers

[Read our stories](#)

US companies invested more than €3 trillion in Europe last year, with many American companies operating for more than 100 years in the EU. But that doesn't paint the whole picture: the types of investments these companies make in Europe go beyond the numbers. That is why AmCham EU has created its 'Invested in Europe' platform: to highlight the ways in which our member companies are investing in the local communities they serve, while espousing the values and principles that the EU holds dear. Check out the platform to read our stories of American companies' investment in their local communities; corporate social responsibility projects; and, new in 2021, American companies' actions to fight the ill effects of climate change, in line with the ambitions of the EU's Green Deal.

investedineurope.eu



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List accurate as of July 2021

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