

## Speaking for American business in Europe

### Who we are

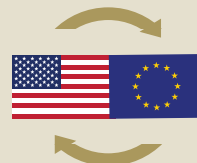
American companies committed to  
and invested in Europe

### What we want

FOCUS AREAS



To build a stronger  
and more united EU



To maintain  
and strengthen  
the transatlantic  
relationship

### 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

### Our flagship initiatives 2018

Single Market

Education  
& Skills

Future  
of Europe

New EU-UK  
Relationship

Strong EU-US  
Relationship

### Policy priorities 2018

## Committees

**Agriculture & Food**

- Technological revolution in the agro-food sector and the role of science
- The future of EU farming and agriculture
- Coherence of the EU food and nutrition agenda with the Single Market
- Sustainability in the agro-food supply chain
- Agriculture in trade negotiations

**Competition Policy**

- Merger control review
- Digital Single Market and related initiatives
- Due process in competition law enforcement
- International relations and the EU's competition policy
- State aid

**Consumer Affairs**

- A new deal for consumers and collective redress in the EU
- The consumer side of the Digital Single Market
- Consumer product safety and market surveillance

**Customs and Trade Facilitation**

- Union Customs Code
- Customs valuation
- Customs-related issues
- Customs infringements
- Issues related to Value Added Tax (VAT)

**Digital Economy**

- Digital Single Market (vision, taxation, barriers)
- Data Protection/Privacy (e-Privacy; GDPR; Privacy Shield)
- Cybersecurity (NIS Directive; EU Cybersecurity Strategy; e-evidence)
- Data-centric services/Digitalisation of industry (Free flow of Data; Emerging Issues; Internet of Things)
- International digital economy (Brexit, trade)

**Employment and Social Affairs**

- Skills and work in a changing world
- Talents across borders: how to make the most out of it
- The increasing ageing population in Europe: how to adapt
- Workplace-related priorities

**Environment**

- Consistent and science-based EU environment policy
- Circular Economy Action Plan
- Preparing for REACH post-2020
- Proactive advocacy on Resistance of Hazardous Waste Directive
- Sustainability and profiling issues

**Tax**

- Taxation of the Digital Economy
- State aid in relation to tax rulings
- Public Country by Country Reporting (CbCR)
- EU Action Plan on tax avoidance (including Common Consolidated Corporate Tax Base)
- VAT

**Financial Services**

- Transatlantic convergence and extraterritoriality of financial services regulation
- Brexit negotiations and impact on the European economy and financial stability of the region
- Capital Markets Union and Banking Union
- Digitalisation of the financial services industry

**Healthcare**

- Strengthening Europe's competitiveness through life sciences
- Safeguarding IP incentives to drive innovation
- Value-based healthcare to foster sustainable and safe health systems
- Unleashing the potential of health technologies
- Fighting against Antimicrobial Resistance

**Institutional Affairs**

- Transparency (eg the Joint Transparency Register)
- Institutional implications of Brexit and Future of Europe
- Changes in the EU institutions (eg comitology)
- Better regulation and better implementation of existing regulation
- EU-US regulatory cooperation, models and impact assessments

**Intellectual Property**

- Value of IP, freedom of licensing for innovation and creativity in the 21<sup>st</sup> century
- Digital Single Market/ Single Market strategy (IP-related issues)
- Implementation of the unitary patent and standardisation policy
- Fighting counterfeiting and piracy
- Brexit and its impact on IPRs and IP trade-related aspects

**Security and Defence**

- Defence, industrial and procurement issues
- Smart borders
- Cyber security and cyber defence
- Transport security
- Security industrial policy

**Trade and External Affairs**

- EU and global trade policy
- Current and future trade negotiations
- Coherency between trade and other policy areas
- Trade implications of Brexit

**Transport, Energy and Climate**

- Energy: promoting a liberalised, secure and sustainable energy market
- Climate: supporting a cost-efficient transition to a low-carbon economy
- Transport: contributing to a digitised and low-emission transport system
- Infrastructure: ensuring appropriate funding

## Task forces

### Brexit

- Advocate for comprehensive transitional arrangement at earliest opportunity
- Promote effective long-term EU-UK relationship and provide business input
- Act as a bridge between EU, US and UK

### Gender initiatives

- Best practices in gender diversity: showcasing our commitments
- Inclusiveness in the work place: creating a platform for discussions and exchanges.
- EU policies to ensure equal opportunities: priorities and AmCham EU thought leadership

### Single Market

- Preserve and deepen the effectiveness of the Single Market
- Promote coherence between the Single Market and other policy priorities
- Develop a pan-European approach in support of Single Market integration

### Strong EU-US Relationship

- Outreach to US administration
- Value of trade and transatlantic relations
- Enhanced transatlantic regulatory cooperation

## Channel-driven groups

### American Chambers of Commerce in Europe (ACE)

- Comprises 44 American Chambers of Commerce in 42 countries throughout Europe and Eurasia
- Communicate the importance of the transatlantic economy
- Advocate on a number of policy issue areas in Member States

### European Parliament Outreach

- Track and co-ordinate AmCham EU's outreach to the European Parliament
- Develop AmCham EU's engagement with the senior leadership of the main political groups and the secretariat of the European Parliament
- Engage with campaign coordinators for 2019 elections from main five groups

### Executive Council

- Build skills for the future
- Drive integration to foster an attractive internal market
- Embrace revolutionary change for industrial leadership
- Develop new models of innovation and entrepreneurship
- Lead by example toward global integration

### Presidency

- Brussels-based Presidency outreach
- Presidency Group outreach in Member States (delegation)