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

1. Build skills for the future
2. Drive integration to create an attractive internal market
3. Embrace revolutionary change for industrial leadership
4. Develop new models of innovation and entrepreneurship
5. 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.
BOARD OF DIRECTORS

Karl Cox
Chairman
Oracle
Until October 2017

Maxime Bureau
Chairman
3M
As of October 2017

Pastora Valero
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Cisco

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

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Vice-Chair
EPPA
Since July 2017

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Melanie Faithfull Kent
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Hill+Knowlton Strategies

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Johnson & Johnson

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FTI Consulting

Susan Danger
CEO
AmCham EU

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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
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
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.

**Highlights**

‘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**

**How should the negotiations be conducted?**

- **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**

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](https://www.amchameu.eu/brexit), and met with representatives from some [15 Member States](https://www.amchameu.eu/brexit) 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](https://www.amchameu.eu/brexit).

**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.
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.

Strasbourg delegation strengthens ties with MEPs
14-15 February

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 InvestedinEurope.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 InvestedinEurope.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.
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.

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.
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:

1. **Build skills for the future**

   - Launch a dialogue on the skills needed for the future.

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

2. **Drive integration to create an attractive internal market**

3. **Embrace revolutionary change for industrial leadership**

4. **Develop new models of innovation and entrepreneurship**

5. **Lead by example towards global integration**

   - 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.

   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.
## Advocacy

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

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<td>AmCham EU supports consistent price and investment signals in the EU energy sector to drive investments in infrastructure and low-carbon technologies.</td>
<td>AmCham EU continuously advocates for science-based policy decisions that fully consider risks and weight of evidence.</td>
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<td>• The Transport, Energy and Climate Committee produced a position paper and created an energy webpage highlighting key messages and incorporating visuals.</td>
<td>• 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.</td>
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<td>• The Committee <strong>focused on energy efficiency in buildings</strong> and <strong>Power Purchase Agreements</strong> and developed detailed position papers and visuals on these issues.</td>
<td>• By invitation of the Maltese presidency, the Committee gave a presentation on REACH’s impact on competitiveness.</td>
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<td>• Actively <strong>engaged with all three EU institutions</strong> on the <strong>Clean Energy Package</strong>, particularly during its <strong>two delegations to Strasbourg</strong>, with <strong>over 20 meetings</strong>.</td>
<td>• The Agro-Food Committee organised its <strong>4th Risk Roundtable</strong> 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.</td>
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<td>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).</td>
<td>AmCham EU consistently and rigorously advocated strengthening science-based policy-making to the EU institutions throughout the year.</td>
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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.

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.

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.

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.

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

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

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.

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.

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.

The Committee positioned itself as a key policy partner in discussions on value-based healthcare and fostering sustainable, effective 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 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.
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. AmCham EU has positioned itself as a credible partner to the EU institutions and as a leader in the transition to a Circular Economy.

**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.

**ISSUE**
Develop new models of innovation and entrepreneurship

**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.
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.
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.

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

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

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 Jourová 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.

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

- 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.

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

**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.

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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.
## Advocacy

### 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.
- 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.
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.

- 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.

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.

AmCham EU

Annual report 2017 27
### 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.
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.
Outreach activities

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.
Outreach activities

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

**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

**Content**

**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
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 policymakers 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.
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**

- **About 15% more followers from last year**
- **# Followers: 2,223**
Your benefits as a member:

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

amchameu.eu/join

Member-led & Member-driven
## AmCham EU secretariat

### Advocacy Leadership

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Susan Danger</td>
<td>CEO</td>
</tr>
<tr>
<td>Brendan Moran</td>
<td>Policy Adviser to the CEO</td>
</tr>
<tr>
<td>Roger Coelho</td>
<td>Acting Policy Director</td>
</tr>
<tr>
<td>Tim Adamson</td>
<td>Senior Policy Adviser</td>
</tr>
<tr>
<td>Stéphanie Brochard</td>
<td>Senior Policy Adviser</td>
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<tr>
<td>Ava Lloyd</td>
<td>Senior Policy Adviser</td>
</tr>
<tr>
<td>Maika Föhrenbach</td>
<td>Policy Adviser</td>
</tr>
<tr>
<td>Stefano Marmo</td>
<td>Policy Adviser</td>
</tr>
<tr>
<td>Thibaut L’Ortye</td>
<td>Senior Content Adviser</td>
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<tr>
<td>Marius Nicolescu</td>
<td>Content Adviser</td>
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### Market Engagement

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
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<tbody>
<tr>
<td>Anna McNally</td>
<td>Public Relations Director</td>
</tr>
<tr>
<td>Maggy Peeters</td>
<td>Events &amp; Marketing Manager</td>
</tr>
<tr>
<td>Stephanie Schretlen</td>
<td>Business Development Manager</td>
</tr>
<tr>
<td>MaryKate Collins</td>
<td>Senior External Relations Adviser</td>
</tr>
<tr>
<td>Charlotte Matthysen</td>
<td>External Relations Adviser</td>
</tr>
<tr>
<td>Brigit Carroll</td>
<td>Communications Specialist</td>
</tr>
<tr>
<td>Carine Pauly</td>
<td>Senior Data and Information Systems Specialist</td>
</tr>
<tr>
<td>Clara Ros</td>
<td>Design and Production Specialist</td>
</tr>
<tr>
<td>Françoise Soudaz</td>
<td>Events and Marketing Coordinator</td>
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### Operations

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
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<tbody>
<tr>
<td>Maximiliano Santy</td>
<td>Operations Director</td>
</tr>
<tr>
<td>Conny Dekens</td>
<td>Operations Manager</td>
</tr>
<tr>
<td>Rosa Sciaccaluga</td>
<td>Senior Operations Coordinator</td>
</tr>
<tr>
<td>Federica Boddi</td>
<td>Operations Coordinator</td>
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*Listing reflects the status for the majority of 2017*

Learn more: amchameu.eu
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.
List accurate as of February 2018