



AmCham EU delegation visit to Cyprus

Wednesday, 15 October - Thursday, 16 October 2025



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 €4 trillion in 2023, directly supports more than 4.6 million jobs in Europe, and generates billions of euros annually in income, trade and research and development.

amchameu.eu

Speaking for American business in Europe

Who we are

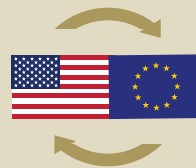
American companies committed to
and invested in Europe

What we want

FOCUS AREAS



To build a stronger
and more united EU



To maintain
and strengthen
the **transatlantic**
relationship

Top policy priorities

Competitiveness
and Single Market

EU-US trade
and investment

European
preference

Policy priorities 2025

Sectoral committees

Agriculture and Food

- Agri-food sector transition into the digital era
- Sustainable and competitive EU farming
- Food's position as a strategic good
- Common Agricultural Policy reform
- Agriculture's role in trade

Digital Economy

- Privacy and data
- Cybersecurity, cloud and artificial intelligence
- Connectivity in digital networks and digital decade targets
- International digital cooperation
- Market access (export controls and public procurement)

Competition Policy

- Foreign direct investment screening
- An attractive and competitive Europe
- Foreign Subsidies Regulation

Environment

- Positioning on new European Commission priorities, including water resilience
- Simplification, legislative coherence and a risk-based approach for the Chemicals Industry Package
- Circular economy, including Ecodesign for Sustainable Products Regulation, Circular Economy Act, Single-Use Plastics Directive and Green Claims
- Clean Industrial Deal, Corporate Sustainability Due Diligence Directive and Better Regulation agenda

Consumer Affairs

- Digital fairness and consistency in the New Consumer Agenda
- The growing litigation burden in the EU

Financial Services

- Avoidance of market fragmentation and promotion of cross-border regulation
- Savings and Investment Union implementation
- Facilitation of digital finance and payments
- Coherent and flexible regulatory framework for sustainable finance
- Fight against financial crime

Corporate Sustainability

- Implementation and simplification of the EU's sustainability reporting and finance framework
- Forced Labour Regulation implementation
- Conflict Minerals Regulation revision
- Engagement in international processes related to corporate sustainability
- Support for legislation that mobilises capital towards sustainability investments

Healthcare

- A competitive innovation and regulatory life sciences ecosystem
- International collaboration for resilient health systems and medical supply chains

Customs and Trade Facilitation

- Union Customs Code
- Cross-border relationships
- E-commerce
- Customs-related implementation of Green Deal initiatives
- Preferential rules of origin

Intellectual Property

- Intellectual property (IP) as a driver of investment, innovation and growth
- IP rights enforcement in third countries
- Collaboration with EU IP agencies and other stakeholders

Policy priorities 2025

Sectoral committees

Security, Defence and Space

- European defence research and development, manufacturing and procurement incentives
- Market measures regulating and/or limiting US participation
- Investments in the EU's Defence Technological and Industrial Base
- EU-NATO cooperation and coordination
- Transatlantic cooperation and alignment in defence, security and space

Trade and External Affairs

- Promotion of open trade in an increasingly geopolitical world
- EU, transatlantic and global trade policies
- Current and future trade agreements and negotiations
- Coherence between trade and other policy areas

Social Impact, Inclusion and Skills

- Facilitation of diversity, equity and inclusion (DE&I) dialogues in Brussels and beyond
- Amplification of DE&I issues through debate
- Promotion of DE&I best practices among members
- Collaboration with The Brussels Binder to advance DE&I objectives internally

Transport, Energy and Climate

- Industrial policy advancement through open markets and low-carbon innovation
- Liberalised, secure and sustainable energy market
- Low-carbon and competitive economy to support the EU's climate neutrality objectives
- Low-emission transport system

Tax

- Competitive, pro-growth and globally harmonious tax policy
- Taxation of the digital economy
- Public country-by-country reporting
- Behavioural taxation
- Future of Value Added Tax

Horizontal task forces

European Parliament Outreach

- Engagement with senior European political party leadership and think tanks
- Relationship building with the accredited parliamentary assistants and parliamentary groups' advisers of the most relevant Parliament committees and groups
- Coordinated outreach to the European Parliament
- National elections in Europe surveillance and engagement

Ukraine

- Ukraine's reconstruction and recovery
- Ukraine's EU and NATO integration and transatlantic relations

Transatlantic

- Promotion of EU-US dialogue and cooperation
- Relationships with the US administration and EU institutions
- AmCham EU committee coordination on transatlantic issues and institutions

How to deliver competitiveness through regulatory simplification

For American businesses in Europe, simplification is an opportunity to realign EU legislation with the foundational principles of only acting at EU-level when it brings clear value and ensuring rules are limited to what is necessary. For upcoming and existing legislation, AmCham EU recommends six principles to guide simplification across all sectors.

- **Avoid overly prescriptive rules:** Regulation should be focused on creating ways to achieve policy objectives that do not depend on rigid compliance mechanisms. To encourage investment and innovation, the EU should reduce obligations that disproportionately hinder business operations.
- **Streamline:** Regulation should be predictable and practically feasible for companies to implement. For example, abolishing overlapping or duplicative regulations; or enabling 'single agency' reporting so that companies only have to produce one report for one authority on similar matters.
- **Prioritise implementation and enforcement:** Before introducing any new directives or regulations that are similar or parallel to existing regulatory frameworks, the Commission should take stock of whether existing frameworks are being properly enforced and implemented, with all necessary guidelines in place.
- **Reinforce the Single Market:** EU regulation must ensure greater harmonisation across Member States. Where legislation is necessary, it should avoid a patchwork of differing national or regional frameworks.
- **Delay enforcement during revision:** While simplification is underway, businesses should not be made to comply with legislation that could materially change. Compliance with regulatory obligations requires costly investments from companies that diverts resources away from core business operations. To give businesses legal certainty, any simplification proposal should consider whether, and how, the EU can stop the clock on existing compliance requirements for companies of all sizes.
- **Strengthen international regulatory cooperation:** Many EU regulatory frameworks have significant implications for global business operations and compliance. Simplification gives EU policymakers an opportunity to find regulatory alignment with other countries and avoid significant conflicts that create complexity for businesses with a global footprint.

Focusing on these areas will help the EU deliver speed and flexibility and reduce regulatory burdens for companies operating in the region. The Cypriot Presidency is a critical window for advancing the ongoing omnibus agenda and delivering on the EU's commitment to competitiveness. Success will depend on resolute action and support from political leaders at the most senior level.

Read more: amchameu.eu/simplification



By the numbers: American companies' European investments

The transatlantic relationship is under stress, yet, even in testing times, Europe and the United States remain each other's most important markets and geo-economic base. Now, with the implementation of the EU-US Framework Agreement underway, the two sides have a path towards greater stability and opportunities to build on their joint economic resilience.

Last year, the EU-US trading relationship reached an all-time high of more than €1.2 trillion; but this was still overshadowed by the size of transatlantic investment. American companies have been committed to Europe for decades – some even more than a century. The investment figures illustrate the extent of that commitment.

**€16.1
trillion**

The value of total
US assets in Europe
(2022)



**€3.5
trillion**

The value of US FDI
stock in Europe
(2023, historic
cost basis)



**€33.6
billion**

The investment US
companies put into
R&D in Europe
(2022)



**4.6
million**

Number of
Europeans directly
employed by
American companies
in Europe
(2023)

Read *The Transatlantic Economy 2025* for the latest facts and figures on jobs, trade and investment between Europe and the United States.

transatlantic.amchameu.eu



Cyprus and the United States

United States in Cyprus

1,010



Jobs

Cyprus in the United States

3,876

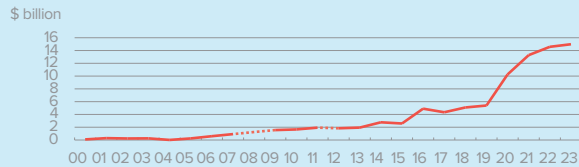
Jobs directly supported by majority-owned bank and non-bank affiliates. Estimates for 2023. Total U.S.-related jobs are likely to be higher, because these figures do not include jobs created by trade flows, indirect employment effects through distributors or suppliers, or via non-equity arrangements such as strategic alliances, joint ventures, or other deals.

\$15.0 bn

Foreign Direct Investment (FDI), 2023

U.S. investment in Cyprus has risen over the past few years, in part due to the country's relatively low corporate tax rate. In 2023, FDI stood at around \$15 billion. Cyprus's FDI in the U.S., meanwhile, has fallen to low levels last seen approximately two decades ago. However, Cyprus-based companies continued to support more jobs in the U.S. than American corporations support in Cyprus.

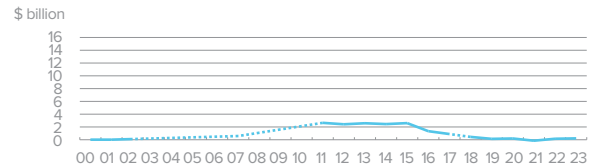
U.S. FDI Position in Cyprus



\$215 m

Foreign Direct Investment (FDI), 2023

Cyprus FDI Position in the U.S.



Foreign direct investment position, historic-cost basis, 2000-2023.

Note: Dotted line indicates that data has been suppressed for a particular year to avoid disclosure of individual company data. Negative FDI positions can occur when the loans from the affiliate to the parent company exceed the equity and debt investments from the parent to the affiliate, or if a foreign affiliate incurs sufficiently large losses.

\$183 m

U.S. Goods Exports to Cyprus, 2024

0.8%

The U.S. supplied 0.8% of Cyprus's total imports...

2.1%

...but the U.S. share increases to 2.1% when intra-EU trade is excluded from the total.



Trade in Goods

\$59 m

U.S. Goods Imports from Cyprus, 2024

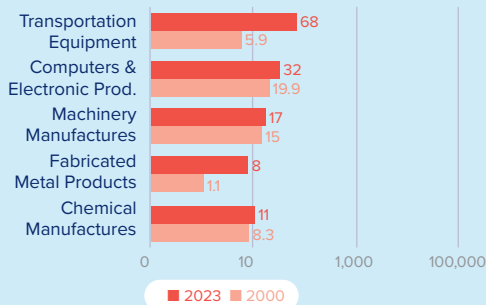
2.7%

The U.S. received 2.7% of the total goods Cyprus exported to the world...

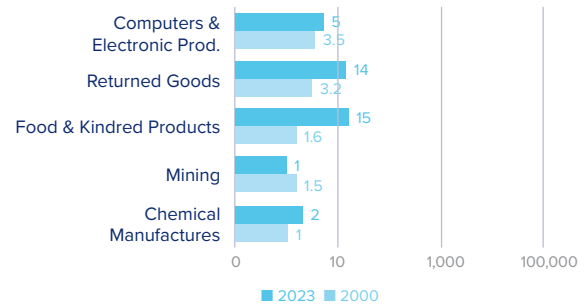
3.6%

...but the U.S. share increases to 3.6% when intra-EU trade is excluded from the total.

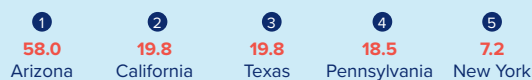
Top Five U.S. Goods Exports to Cyprus (2023, \$Millions)



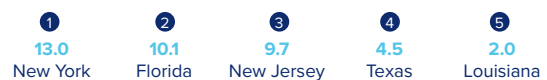
Top Five U.S. Goods Imports from Cyprus (2023, \$Millions)



Top State Exporters of Goods to Cyprus (2023, \$Millions)



Top State Importers of Goods from Cyprus (2023, \$Millions)



\$1.6 bn

U.S. Services Exports to Cyprus, 2023



Trade in Services

\$2.2 bn

U.S. Services Imports from Cyprus, 2023

Sources: Bureau of Economic Analysis; U.S. Commerce Department; International Monetary Fund; Office of Trade and Economic Analysis.

Leadership

Last update: September 2025

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Chair
Boeing



Jean-Marc Leclerc
Vice-Chair
IBM



Hans Hack
Vice-Chair
FTI Consulting



Andrea Chiarello
Chair, Policy Group
Pfizer



David Mills
Chair, Communications Group
Mondelēz International



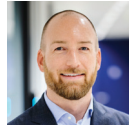
Aylin Lusi
Chair, Operations Group
UPS



Andreas Reindl
Member-at-Large
Van Bael & Bellis



Claudia Selli
Member-at-Large
AT&T



Malte Lohan
CEO
AmCham EU

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AGRICULTURE & FOOD
Julie Vermooten
MSD (Europe)



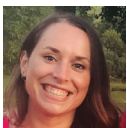
COMPETITION
Angelique de Brousse
Johnson & Johnson



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Michal Penkala-Nowicki
Procter & Gamble



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Ilan Jacobs
CITI
(Co-Chair)



CORPORATE SUSTAINABILITY
Elsa Venturini
EY
(Co-Chair)



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Van Bael & Bellis



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Jeremy Rollinson
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TAX
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Microsoft



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Emanuele Frezza
UPS



TRANSPORT, ENERGY & CLIMATE
Antonella Sopranzetti
ExxonMobil

TASK FORCE CHAIRS



EUROPEAN PARLIAMENT OUTREACH
Quang-Minh Lepescheux
Microsoft



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AT&T Inc.



UKRAINE
Yana Humen
IBM

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Last update: September 2025

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MYERS SQUIBB COMPANY ★ BRITISH AMERICAN TOBACCO ★ BROADCOM INC. ★ BRUNSWICK GROUP
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INTERNATIONAL ★ MARS INCORPORATED ★ MARSH MCLENNAN ★ MASTERCARD EUROPE ★ MATTEL
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WALT DISNEY COMPANY ★ UNITEDHEALTH GROUP ★ UPS ★ VAN BAELE & BELLIS ★ VANTAGE DATA
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