AmCham EU
SPEAKING FOR AMERICAN BUSINESS IN EUROPE

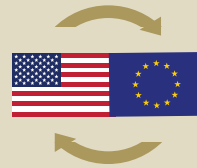# Speaking for American business in Europe

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

5 year vision 2019-2024
AGENDA FOR ACTION

Empowering people

Boosting the Single Market

Leading global cooperation

Investing in the future

Our flagship initiatives 2019

Strong EU-US Relationship

Future of Europe

New EU-UK Relationship

Policy priorities 2019

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Policy priorities 2019

Last update: February 2019

Sectoral committees

Agriculture and 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 and the EU-US relationship

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 (AMR)

Competition Policy

- Merger control review
- Digitisation in competition
- Procedural fairness in competition law enforcement
- International relations and the EU's competition policy
- State aid

Institutional Affairs

- Transparency (eg, the Joint EU Transparency Register)
- Better regulation and better implementation of existing regulation
- Changes in the EU institutions (eg, secondary legislation)
- Institutional implications of Brexit and the Future of Europe
- EU-US regulatory convergence negotiations and standardisation

Consumer Affairs

- Consumer rights
- Consumers at the heart of business
- Implementation of the community *acquis*
- Unfair commercial practices
- Consumer aspects of the Digital Single Market
- Collective redress

Intellectual Property

- Value of IP for innovation and creativity
- Digital Single Market/Single Market Strategy (IP-related issues)
- Fighting counterfeiting and piracy
- Implementation of the unitary patent and standardisation policy
- IPR enforcement in third countries; Brexit and IP-Trade related aspects

Customs and Trade Facilitation

- Union Customs Code
- Customs-related issues
- Customs valuation
- Customs infringements
- Import VAT-related issues

Security and Defence

- Defence industrial and procurement issues
- Export and transfer control
- Transport security and security industrial policy
- Cyber-security and cyber-defence

Digital economy

- Digital Single Market
- Data protection and e-Privacy
- Cybersecurity
- Emerging technologies
- International digital economy

Tax

- Taxation of the digitising economy
- State aid in relation to tax rulings
- Public Country by Country Reporting (CbCR)
- EU Action Plan on Tax Avoidance (including CCCTB)
- Value Added Tax (VAT)

Environment

- Consistent and science-based EU environmental policy
- Position AmCham EU as a key stakeholder on Circular Economy initiatives
- Future of EU chemical policy

Trade and External Affairs

- A strong transatlantic relationship
- An ambitious EU and global trade policy
- Current and future trade negotiations
- Coherency between trade and other policy areas
- Trade implications of Brexit

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
- Digitisation of the financial services industry
- Sustainable finance

Transport, Energy and Climate

- Transport: contributing to a connected and sustainable mobility
- Energy and climate: advocating for a cost-efficient transition to a low-carbon economy
- Infrastructure: ensuring appropriate funding

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Policy priorities 2019

Horizontal task forces

Brexit

- Position AmCham EU as the leading cross-sectoral business voice on Brexit in Brussels
- Promote an effective long-term EU-UK relationship and provide business input
- Act as a bridge between the EU, UK and US

Gender initiatives

- Showcase best practices in gender diversity
- Create a platform for discussion on inclusiveness in the workplace
- Advocate for EU policies to ensure equal opportunities

Future of Work, Education and Skills

- Increase information sharing and collaboration between stakeholders
- Improve the skills of the general population
- Support business-sponsored reskilling and upskilling

Sustainable Finance

- Ensure regulatory certainty and economic stability
- Promote evidence-based policy-making
- Advocate for international openness

Channel-driven outreach

American Chambers of Commerce in Europe (ACE)

- Engage and collaborate with 44 American Chambers of Commerce in 42 countries across Europe and Eurasia
- Support and promote the transatlantic relationship
- Advocate on key policy issues in Member States through coordination with national AmChams

European Parliament

- Engage with the senior leadership of the five main political groups throughout 2019 EP elections
- Support Agenda for Action 2019-2024 outreach
- Develop relationships with European political parties
- Build relationships with national delegations in the Parliament

EU Member States

- Regular outreach with Permanent Representations to the EU
- Present policy recommendations to the rotating Presidency of the Council of the EU
- Travel to the host country of the EU Presidency and engage with relevant stakeholders and local AmChams

Executive Council

- Empower people
- Boost the Single Market
- Lead global cooperation
- Invest in the future

European Commission

- Engage with Commissioners, their teams and working level staff on relevant policy issues
- Track and coordinate outreach to the European Commission

Partners and associations

- Establish a strong network of EU and US trade associations
- Cooperate regularly with key NGOs and other associations
- Synchronise policy positions and amplify messaging through outreach to national and sector-specific associations

Learn more:

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