

## Speaking for American business in Europe

### Who we are

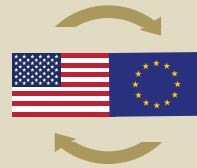
American companies committed to  
and invested in Europe

### 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

## 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

### Competition Policy

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

### 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

### Customs and Trade Facilitation

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

### Digital economy

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

### Environment

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

### 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

### 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)

### 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

### 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

### Security and Defence

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

### 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)

### 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

### 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

# Policy priorities 2019

Last update: February 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

## Our members

Last update: February 2019

3M ★ ABBOTT ★ ABBVIE ★ ACCENTURE ★ ADM ★ AFORE CONSULTING SPRL ★ ALBEMARLE EUROPE SPRL ★ AMERICAN EXPRESS ★ AMGEN ★ AMWAY ★ APCO WORLDWIDE ★ APPLE ★ ARCONIC ★ ARNOLD & PORTER KAYE SCHOLER LLP ★ ASTRAZENECA ★ AT&T INC. ★ AVON PRODUCTS ★ BAKER BOTTS LLP ★ BANK OF AMERICA/MERRILL LYNCH ★ BANK OF NEW YORK-MELLON ★ BARCLAYS ★ BAXTER WORLD TRADE CORPORATION ★ BORGWARNER ★ BRITISH AMERICAN TOBACCO ★ BRUNSWICK GROUP LLP ★ BURSON COHN & WOLFE ★ CARGILL EUROPE ★ CATERPILLAR ★ CELGENE ★ CHARLES SCHWAB & CO., INC. ★ CHEVRON ★ CICERO CONSULTING ★ CISCO ★ CITI ★ CLEARY GOTTlieb STEEN & HAMILTON LLP ★ CNH INDUSTRIAL ★ COGNIZANT ★ COVINGTON ★ DAIMLER ★ DELL ★ DIAGEO ★ DLA PIPER UK LLP ★ DOW CHEMICAL ★ DUPONT ★ ECOLAB ★ ELI LILLY & COMPANY ★ EPPA SA/NV ★ ESTEE LAUDER ★ EXPEDIA ★ EXXONMOBIL PETROLEUM & CHEMICAL ★ EY ★ FACEBOOK ★ FEDEX EXPRESS ★ FIRST DATA ★ FIRST SOLAR ★ FLEISHMANHILLARD ★ FOLEY & LARDNER LLP ★ FORD MOTOR COMPANY ★ FRESHFIELDS BRUCKHAUS DERINGER LLP ★ FTI CONSULTING ★ GE ★ GILEAD SCIENCES ★ GLAXOSMITHKLINE ★ GOLDMAN SACHS INTERNATIONAL ★ GOODYEAR DUNLOP ★ GOOGLE ★ GOWAN GROUP ★ GOWLING WLG (UK) LLP ★ HARLEY-DAVIDSON EUROPE LTD. ★ HASBRO EUROPEAN SERVICES ★ HERBALIFE INTERNATIONAL INC. ★ HILL+KNOWLTON STRATEGIES ★ HOGAN LOVELLS ★ HONEYWELL EUROPE N.V. ★ HP ENTERPRISE ★ HP INC. ★ IBM ★ INTEL CORPORATION ★ INTEREL ★ J.P. MORGAN CHASE & CO ★ JOHN DEERE GMBH & CO. KG. ★ JOHN WILEY & SONS ★ JOHNSON & JOHNSON ★ JUUL LABS ★ KELLER AND HECKMAN LLP ★ KREAB ★ LATHAM & WATKINS LLP ★ LIBERTY GLOBAL ★ LINKLATERS LLP ★ LOCKHEED MARTIN ★ LVMH ★ LYONDELLBASELL ★ MARS INCORPORATED ★ MARSH & MCLENNAN COMPANIES, INC. ★ MASTERCARD EUROPE ★ MATTEL EUROPE ★ MAYER BROWN EUROPE-BRUSSELS LLP ★ MCDONALD'S EUROPE ★ METLIFE ★ MICHELIN NORTH AMERICA INC. ★ MICROSOFT ★ MORGAN STANLEY INT. ★ MORGAN, LEWIS & BOCKIUS, LLP ★ MSD (EUROPE) INC. ★ NIKE EMEA ★ NORTON ROSE FULBRIGHT LLP ★ ORACLE ★ PFIZER ★ PHILIP MORRIS INTERNATIONAL ★ PITNEY BOWES LTD. ★ PRICEWATERHOUSECOOPERS ★ PROCTER & GAMBLE ★ QUALCOMM ★ RED HAT ★ REFINITIV ★ RELX GROUP ★ ROCKWELL COLLINS ★ S.W.I.F.T. ★ SALESFORCE ★ SAS ★ SC JOHNSON ★ SHIRE ★ SIDLEY AUSTIN LLP ★ SKADDEN, ARPS, SLATE, MEAGHER & FLOM ★ SQUIRE PATTON BOGGS (UK) LLP ★ STANDARD & POOR'S ★ STANLEY BLACK & DECKER ★ STEELCASE ★ STEPTOE & JOHNSON LLP ★ SYMANTEC ★ SYNGENTA ★ TE CONNECTIVITY ★ TENEO CABINET DN ★ THE AES CORPORATION ★ THE BOEING COMPANY ★ THE CARLYLE GROUP ★ THE COCA-COLA COMPANY ★ THE NIELSEN COMPANY ★ THE WALT DISNEY COMPANY ★ UBER ★ UIPATH ★ UNITEDHEALTH GROUP ★ UNITED TECHNOLOGIES CORPORATION ★ UPS ★ VAN BAEL & BELLIS ★ VERIZON ★ W.L. GORE & ASSOCIATES ★ WEBER SHANDWICK ★ WHITE & CASE LLP ★ WILLKIE FARR & GALLAGHER ★ WILMER CUTLER PICKERING HALE & DORR LLP ★

Member-led & Member-driven

[amchameu.eu/join](https://amchameu.eu/join)