

Speaking for American business in Europe

Who we are

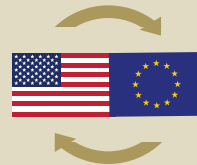
American companies committed to
and invested in Europe

What we want

FOCUS AREAS



To build a stronger
and more united EU



To maintain
and strengthen
the transatlantic
relationship

Our five-year vision 2019-2024

AGENDA FOR ACTION



Empowering
people



Boosting the
Single Market



Leading global
cooperation



Investing in the
future

Our flagship initiatives 2018

Single Market

Education
& Skills

Future
of Europe

New EU-UK
Relationship

Strong EU-US
Relationship

Policy priorities 2018

Sectoral 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)

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

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 21st 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

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

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

Policy priorities 2018

Last update: July 2018

Horizontal 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

Sustainable Finance

- Taxonomy for sustainable activities
- Label for green financial products
- Fitness check on public corporate reporting
- Clarification of fiduciary duties

Future of Work, Education and Skills

- Showcase industry experiences and expectations in this area
- Demonstrate industry role in ensuring workforces are prepared for the future

Transatlantic

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

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

Channel-driven outreach

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

EU Presidency

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

Executive Council

- Group of 22 CEOs who lead the European operations of some of the world's largest multinational companies
- Committed to Europe's global competitiveness
- Gather twice a year to meet with senior EU officials

Member States

- Targeted outreach to Member States on key policy issues
- Regular delegations to Member States

European Parliament

- 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

Partners and associations

- Strong network of EU and US trade associations
- Regular cooperation with key NGOs and other associations
- Outreach to national and sector-specific associations to synchronise positions and amplify messaging