

## Speaking for American business in Europe

### Who we are

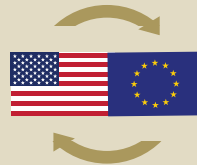
American companies committed to  
and invested in Europe

### 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

**Policy priorities 2020**

# Policy priorities 2020

Last update: January 2020

## 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 policy agenda
- Contributing to achieve a carbon-neutral economy
- The importance of Agriculture and Trade

### Healthcare

- Maintaining a competitive innovation and regulatory ecosystem for life sciences in Europe
- Contributing to Europe's fight against Cancer
- Value-based healthcare to foster sustainable and safe health systems
- Unleashing the potential of digital health technologies and health-data exchange
- Fighting against antimicrobial resistance (AMR)

### Competition Policy

- Digitalisation of Competition Law – regulation of platforms, data access and digital ecosystems
- Merger control review
- State Aid
- International relations and the EU's competition policy
- Review of vertical and horizontal block exemptions and guidelines

### Intellectual Property

- Value of IP for innovation and creativity
- Tackling IPR enforcement online
- Enforcement of IPR in third countries & international cooperation

### Consumer Affairs

- A New Deal for consumers and collective redress in the EU
- The consumer side of the Digital Economy
- Consumer Information

### Security, Defence and Space

- Defence industrial and procurement issues
- Export and transfer controls
- European space policy
- Transport security and security industrial policy
- Cybersecurity and cyber defence

### Customs and Trade Facilitation

- Union Customs Code
- Customs-related issues
- Customs valuation
- Customs infringements and procedural rules
- Import VAT-related issues

### Tax

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

### Digital economy

- Europe fit for the digital age
- Data protection and Privacy
- Cybersecurity
- Emerging technologies and the data economy
- International digital economy

### Trade and External Affairs

- EU, transatlantic and global trade policy
- Current and future trade agreements
- Coherency between trade and other policy areas
- Trade implications of Brexit

### Environment

- Consistent and science-based EU environment policy
- Circular Economy
- Proactive advocacy on the RoHS review
- Future of EU chemicals policy
- Sustainability and profiling issues

### Transport, Energy and Climate

- Sustainability: Supporting a low-carbon and competitive economy
- Energy: Promoting a liberalised, secure and sustainable energy market
- Mobility: Contributing to a digitised and low-emission transport system
- Industrial Competitiveness: Ensuring a solid European industrial strategy

### Financial Services

- Market fragmentation and cross-border regulation
- Capital Markets Union and Banking Union
- Digitisation of the Financial Services Industry
- Sustainable Finance

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## 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, US and UK

### Institutional Affairs

- Positioning AmCham EU on horizontal regulatory trends and developments
- Internal support across the AmCham EU committees on: inter-institutional affairs, institutional changes, and policy developments
- Sharing best practices in the public affairs profession

### Diversity and Inclusion

- Share best practices in diversity & inclusion: showcasing our members' initiatives
- Create a platform for discussion and exchange on inclusiveness in the workplace
- Advocate for EU policies to ensure equal opportunities underscoring AmCham's priorities thought leadership

### Sustainable Finance

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

### Future of Work, Education and Skills

- Support business-sponsored reskilling and upskilling
- Create a culture of and policies for diversity and inclusion
- Support education and learning in the digital era

### Transatlantic

- Act as a bridge builder between the EU and the US
- Value of trade and transatlantic relations
- Enhanced transatlantic regulatory cooperation

## Channel-driven outreach

### American Chambers of Commerce in Europe (ACE)

- Engage and collaborate with 45 American Chambers of Commerce in 43 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 new MEPs of the five main parliamentary groups belonging to relevant European Parliament Committees
- Engage with the senior leadership of the five main parliamentary groups in the European Parliament
- Build relationships with the Heads of the biggest national delegation in the European Parliament
- Develop relationships with the leadership of the five main European Political Parties and their Think-Thanks
- Track and coordinate outreach to the Parliament

### Council and 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:

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