

PRESS RELEASE

## **AmCham EU elects Zeger Vercouteren as new Chair**

**Brussels, 8 October 2020** – The American Chamber of Commerce to the European Union (AmCham EU) announced today that Zeger Vercouteren, Vice President, Worldwide Government Affairs & Policy, Europe, Middle East and Africa (EMEA) and Global Supply Chain Initiatives, Johnson & Johnson (J&J), has been elected as its new Chair.

Mr Vercouteren works directly with J&J's EMEA Business Segment Presidents to foster policy change. He also serves on J&J's Diversity & Inclusion Advisory Board for the EMEA region. Mr Vercouteren is also a member of the J&J Foundation Board and Board Member of the European Policy Center (EPC). He has been an active member of AmCham EU for ten years, including currently as Chair of the Brexit Task Force and formerly as Board Member. Prior to joining J&J, Mr Vercouteren headed Baxter's European government affairs and was Deputy Director General of Eucomed, representing the medical devices industry. He also has a background in business services.

On his priorities for AmCham EU, Mr Vercouteren stated: 'With its historic economic recovery plan, the EU has the opportunity to usher in a new era of prosperity for all citizens. The current situation requires bold policy action focused on strengthening the Single Market, contributing to the green and digital revolutions and supporting the multilateral trading system. There has never been a more critical time for business, civil society and government to work together. We need to continue to foster greater trust and understanding with society if we want to be recognised as legitimate and constructive partners. AmCham EU remains a bridge-builder committed to a more competitive and inclusive Europe.'

Mr Vercouteren also emphasised the importance of joining forces with representatives of member companies and staff: 'With the great insight, advice and feedback that I gathered from members, I feel more confident than ever that together we can build an even stronger AmCham EU that enables business, contributes to policy and serves society.'

Zeger Vercouteren succeeds Maxime Bureau, Director, Government Affairs & Sustainability, Europe & MEA, 3M, who served as Chair over the last three years. Mr Vercouteren will commence his two-year term on 20 October 2020.

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### **About AmCham EU**

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 €3 trillion in 2019, directly supports more than 4.8 million jobs in Europe, and generates billions of euros annually in income, trade and research and development.

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