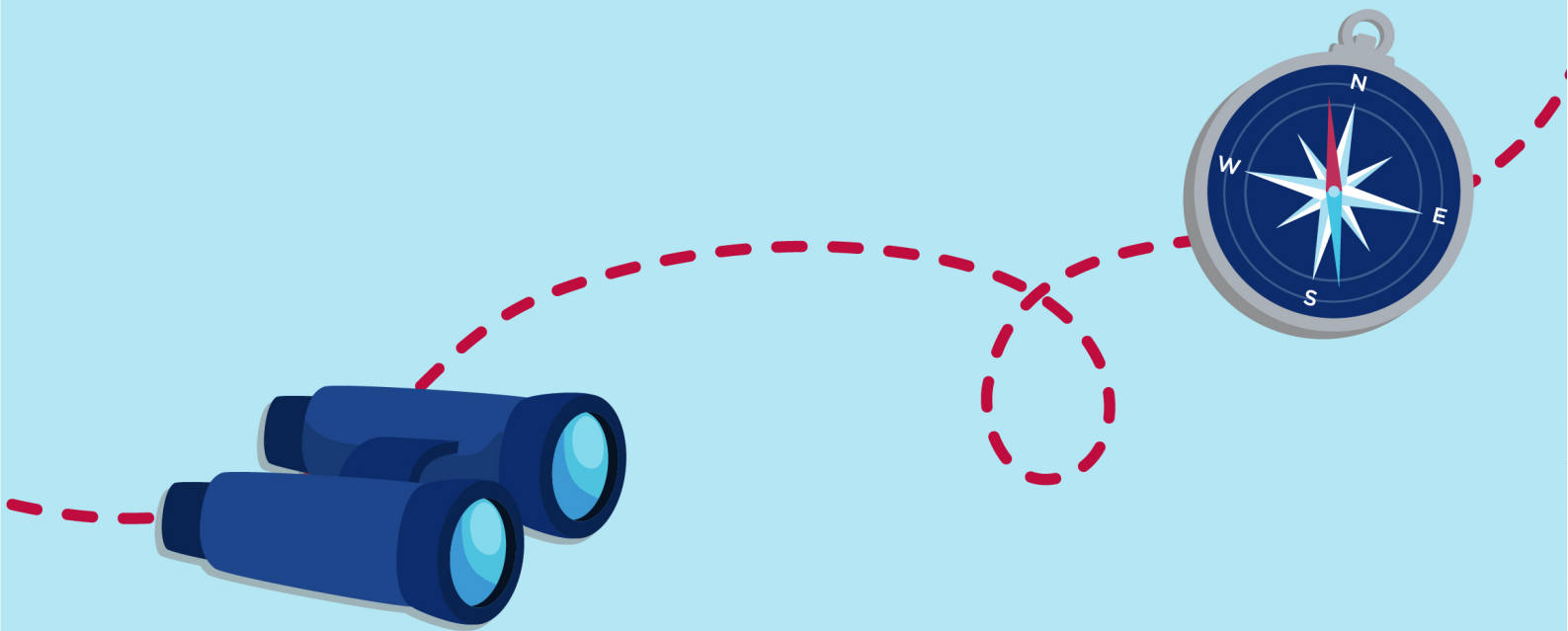


Brussels Briefing 2021

Friday, 19 March 2021



Draft programme

Brussels Briefing 2021

9.45 – 10.00 Time for joining and informal networking

10.00 - 10.15 Welcome

- Susan Danger, CEO, AmCham EU
- Zeger Vercouteren, Chair, AmCham EU
- Stefano Marmo, Policy Manager, AmCham EU

10.15 - 10.45 Keynote speech on the EU agenda

- Eva Maydell, Member of the European Parliament (EPP, BG)
- *Moderated by Zeger Vercouteren, Chair, AmCham EU*

10.45 - 11.00 Break and preparation for next session

11.00- 11.45 Breakout policy sessions [PICK ONE]

- Green Deal
 - Emilie Bartolini, Senior Policy Adviser, AmCham EU
 - Nadia Allen, Senior Policy Adviser, AmCham EU
- Digital
 - Ed Haynes, Senior Policy Adviser, AmCham EU
 - Jeremy Rollison, Senior Director, EU Government Affairs, Microsoft

11.45 - 12.30 Panel discussion

Bursting the 'Brussels bubble': communicating about the EU in the Member States

- Pia Ahrenkilde-Hansen, Director-General, DG COMM, European Commission
- Peter Barabas, Editor-in-Chief, News, Euronews
- Cristina Falcone, Vice-President, Public Affairs, Europe, UPS
- *Moderated by Thibaut L'Ortye, Associate Director of Public Affairs, AmCham EU*

12.30 - 14.00 *Lunch break*

14.00 - 15.00 **Networking session with the U.S. Commercial Officers from around Europe, U.S Mission to the EU, AmChams in Europe and AmCham EU members**

Welcome

- Susan Danger, CEO, AmCham EU
- John McCaslin, Minister Counselor for Commercial Affairs & Regional Senior Commercial Officer for Central Europe

Biographies

Welcome



Susan Danger

CEO

AmCham EU

Susan Danger is CEO of the American Chamber of Commerce to the EU (AmCham EU), which speaks for American companies committed to Europe on trade, investment and competitiveness issues. She has full strategic and operational responsibility for the association and represents it externally. AmCham EU is a membership organisation supporting over 150 US corporate companies, international business, and law and consultancy firms in the area of public affairs.

Susan has dedicated her entire career to advancing transatlantic cooperation. She joined AmCham EU in 1995 as Communications Manager, becoming Communications & Operations Manager in 2000. Since 2002 she has been leading the organisation as Managing Director and since 2016 as CEO. In 2003 she oversaw the re-branding of AmCham EU and its separation from AmCham Belgium. In 2017 AmCham EU was awarded for the fourth time the Trade Association/Professional Body of the Year Award, having previously won the award in 2009, 2012 and 2014.

Susan was named by POLITICO as one of the top 20 women influencers in Brussels in 2016 and 2020.

Susan was elected as Chair of AmChams in Europe (ACE) for the period 2020-2022. AmChams in Europe (ACE) serves as the umbrella organisation for 45 American Chambers of Commerce (AmChams) in 43 countries throughout Europe and Eurasia. She has also served as Vice-Chair (2009 -2014) and was a Member of its Executive Committee (2005-2008).

A graduate of the University of Bath, UK, with a BA in European Studies, French and German, Susan's career developed in London in marketing and communications within the tour operation industry, where prior to coming to Brussels she worked for Thomson Tour Operations.

A dual UK and Belgian citizen fluent in English, German and French and conversant in Dutch and Spanish, Susan Danger lives in Brussels with her husband and has three children.



Zeger Vercouteren

Chair
AmCham EU

Zeger Vercouteren is Vice President Worldwide Government Affairs & Policy, Johnson & Johnson for Europe, Middle East and Africa (EMEA) and Global Supply Chain Initiatives. Zeger partners directly with J&J EMEA Business Segment Presidents to foster policy change which delivers robust and sustainable business and societal impact. Zeger also serves on J&J's Diversity & Inclusion Advisory Board for the EMEA region.

He is currently member of the J&J Foundation Board, Board Member of European Policy Center (EPC) as well as Chair of the Brexit Task Force at AmCham EU.

Prior to J&J, Zeger headed Baxter's European GA&P practice (covering devices/biotech/pharma/vaccines) and was Deputy Director General Eucomed, having joined from a business services background.

He holds an honors law degree from the FNDP-Namur/KU Leuven/UC-Barcelona Universities; honors Business Administration Master's Degree from the Solvay Business School/ULB. Zeger is a Belgian, speaking Dutch, French, English, Spanish, Catalan & understanding German.



Stefano Marmo

Policy Manager
AmCham EU

Stefano Marmo is Policy Manager, overseeing the association's economic policy and horizontal strategy.

Stefano joined AmCham EU in 2016 as a Policy Adviser for the Financial Services and Tax Committees. Prior to this, Stefano worked as a consultant for Kreab, advising clients on financial services issues. He also worked for a Member of the European Parliament and at the European Commission Representation in the UK. Stefano holds a Master of Science in European Public Policy from University College London (UCL). He received his Bachelor of Arts degree from Royal Holloway, University of London, also taking part in an exchange at Sciences Po Strasbourg.

Stefano is an Italian national. He is fluent in English and French, and has a basic knowledge of Spanish.

Keynote speech on the EU agenda



Eva Maydell

Member of European Parliament (EPP, BG)

Eva Maydell was born and raised in Bulgaria and now spends her time between Sofia and Brussels.

Eva Maydell has previously worked for the International Development Law Organisation (IDLO) and has over 5 years of experience in the European Parliament as coordinator for the GERB/European People's Party (EPP) delegation and adviser to Iliana Ivanova MEP.

In May 2019, following a successful campaign, Eva Maydell was re-elected to the European Parliament as a representative of the EPP Group. She is member of the Committee on Industry, Research and Energy (ITRE) as well as the Delegation for the relations with Japan. She also seats in the Committee on Economic and Monetary Affairs and in the Delegation for the relations with the United States.

Eva's Parliamentary work focuses mainly on improving the quality of education for young people, expanding opportunities for entrepreneurs and promoting technology and digitalization.

In addition, she President of European Movement International (EMI) – the largest umbrella body for civil society groups and associations in Europe; member of the EP's Youth Intergroup, and is part of EPP's Young Members Network and a board member of EU40. Eva is also on the National Executive Board of Entrepreneurs-GERB and an honorary member of the Council of Women in Business in Bulgaria.

She holds a Bachelor's degree in International Affairs and Business Administration from the American University John Cabot in Rome, Italy and a post-graduate qualification in leadership from the Harvard Kennedy School.



Moderator

Zeger Vercouteren

Chair

AmCham EU

Zeger Vercouteren is Vice President Worldwide Government Affairs & Policy, Johnson & Johnson for Europe, Middle East and Africa (EMEA) and Global Supply Chain Initiatives. Zeger partners directly with J&J EMEA Business Segment Presidents to foster policy change which delivers robust and sustainable business and societal impact. Zeger also serves on J&J's Diversity & Inclusion Advisory Board for the EMEA region. He is currently member of the J&J Foundation Board, Board Member of European Policy Center (EPC) as well as Chair of the Brexit Task Force at AmCham EU. Prior to J&J, Zeger headed Baxter's European GA&P practice (covering devices/biotech/pharma/vaccines) and was Deputy Director General Eucomed, having joined from a business services background. He holds an honors law degree from the FNDP-Namur/KU Leuven/UC-Barcelona Universities; honors Business Administration Master's Degree from the Solvay Business School/ULB. Zeger is a Belgian, speaking Dutch, French, English, Spanish, Catalan & understanding German.

Breakout policy session: Green Deal

**Emilie Bartolini**

Senior Policy Adviser
AmCham EU

Emilie Bartolini joined AmCham EU in 2018. She is responsible for sustainability issues as well as for the Diversity and Inclusion Taskforce within AmCham EU. Prior to joining AmCham EU, Emilie gained hands-on experience as a trainee in the European Parliament's Co-decision Unit and as a National Campaign Assistant at the Dutch Labour Party. As a student, she also worked in Florence as campaign organiser and as Data Analysis Intern at a London-based NGO. Emilie holds a Bachelor's Degree in Politics from the University of Florence, a MSc in Democracy and Comparative Politics at University College London and a MA in EU Politics at the College of Europe in Bruges. Emilie is an Italian and Dutch National and speaks fluent Italian, English, French and Dutch.

**Nadia Allen**

Senior Policy Adviser
AmCham EU

Nadia Allen joined AmCham EU as a Policy Adviser in February 2019. She is responsible for managing the activities of the Transport, Energy and Climate, Consumer Affairs and Agriculture and Food Committees. Prior to joining AmCham EU, Nadia completed a traineeship at Robert Bosch GmbH supporting the Head of Office with following developments of EU transport, energy, environment and digital policy. She has also gained experience at the Red Cross EU focusing on social inclusion and communication. Nadia holds a Bachelor degree in French Language and Linguistics from Western University in London, Ontario, Canada. She has also completed a Master of Arts in International Relations with Political Strategy and Communication from the University of Kent, Brussels School of International Studies. Nadia is a Canadian national. She is fluent in English and French and has an intermediate level of German.

Breakout policy session: Digital

**Ed Haynes**

Senior Policy Adviser
AmCham EU

Edward Haynes is Senior Policy Adviser, AmCham EU, responsible for leading advocacy for the Digital Economy and Intellectual Property Committees. He is focused on policy issues across the digital sector and the enforcement of intellectual property rights, which lie at the heart of any debate concerning trade, innovation and competitiveness. Edward first joined AmCham EU in 2018 as Content Adviser, producing advocacy materials such as positions, articles, reports and publications across a range of sectoral and horizontal EU policy areas. Prior to joining AmCham EU, Edward was a Senior Project Manager at Eagle Investment Systems, where he advanced and executed projects and strategic initiatives that delivered leading technology solutions and digital services for Eagle clients. He also supported Eagle's global corporate communications. Edward holds a Master's degree from the University of Kent, Brussels School of International Studies, and a Bachelor's with honors dual degree in Political Science and International Affairs from Northeastern University (Boston, USA).

**Jeremy Rollison**

Senior Director, EU Government Affairs
Microsoft

Jeremy Rollison is Senior Director of EU Government Affairs within Microsoft's Corporate, External, & Legal Affairs (CELA) group. He leads the team in Brussels responsible for Digital Economy policy topics and corresponding regulatory engagement, as well as relationships with third parties and industry counterparts. With an individual focus on data policy specifically, he is responsible for much of Microsoft's engagement with EU stakeholders on policy surrounding emerging data issues, particularly the challenges and opportunities related to the provision and development of digital and Artificial Intelligence (AI) services in Europe and data governance aspects related to sharing and access. Prior to joining Microsoft, he was part of Nokia's EU Government Relations office and was previously Director of the European Digital Media Association (EDiMA) in Brussels. He has over 15 years of EU public policy experience at the company, association, and consultancy levels, focusing on issues related to the development and delivery of digital and online services in the Internal Market and corresponding EU regulatory policy.

Panel discussion: *Bursting the ‘Brussels bubble’: communicating the EU in the Member States*



Pia Ahrenkilde-Hansen
Director-General, DG COMM
European Commission

Pia Ahrenkilde Hansen is the Director-General of the Directorate-General for Communication in the European Commission. She took up this position on 16 March 2019, after having served as Deputy Secretary-General and Chief Operating Officer since March 2018. Prior to that, she was Director in the Commission's Directorate-General for Communication, in charge of the Commission's Representations in the Member States. Between 2009 and 2014 she was Chief Spokeswoman of the European Commission; and Deputy Spokeswoman of the European Commission from 2004 until 2009 under former Commission President Barroso, also in charge of Planning and Coordination of the Spokespersons' Service (SPP).

She began her career in political communication as Environment Spokeswoman in 1999 (Commissioner Margot Wallström), having previously held positions in the Commission's departments for Industry (1995-97) and Information, Communication and Culture (1997-99). Pia Ahrenkilde Hansen was a Schuman Scholar at the European Parliament (1989-90). She studied Business Administration and Modern Languages at the Copenhagen Business School and Political Science at the Institut d'études Politiques de Paris.



Peter Barabas
Editor-in-Chief, News
Euronews

Peter Barabas has led Euronews' overall news operations since 2009. Peter is in charge with the daily news coverage of Euronews, including business, sport and culture as well as special events. Before Euronews, Peter worked for Associated Press Television News between 2000 – 2009 as Bulletin Editor then Deputy Managing Editor, coordinating the news production of AP's global network. He started his television news career in 1994 at PROTV, Romanian's largest private television network where he worked in various news capacities, culminating with the position of News Executive Producer, in charge with all news production aspects of this station. He was born in Bucharest, Romania in 1974 and studied English-Portuguese languages and literatures in Bucharest.



Cristina Falcone

Vice-President of Public Affairs
UPS

Cristina Falcone is Vice President of Public Affairs for UPS Europe. During her twenty-one year tenure at UPS, Cristina has held several management roles in the areas of Product Management, Small Business Development, Customer Loyalty and Public Relations. Prior to her current role, Cristina held the role of Vice-President, Public Affairs, at UPS Canada where she actively advocated on a range of issues, including the advancement and conclusion of the comprehensive trade and facilitation agreement between the EU and Canada (CETA) and advancing sustainable transport policy. In her current role, she leads the strategy and execution of UPS Public Affairs activities across Europe, advocating for effective policy that benefits European businesses, communities and consumers. She is active in a number of a number of associations and women's networks including holding the role of Policy Chair and Board member for the American Chamber of Commerce to the European Union and leading the steering committee for the Brussels Women in Trade Network. She is an Executive Sponsor for the UPS Millennials and UPS Brussels Women's Leadership Development Business Resource Groups. Cristina mentors aspiring young professionals from a number of countries across Europe and gives back to the community by volunteering with non-profit organizations that provide aid to the homeless in Brussels.



Moderator

Thibaut L'Ortye

Associate Director of Public Affairs
AmCham EU

As Associate Director of Public Affairs, Thibaut L'Ortye advises on advocacy strategy related to a range of sectoral and horizontal policy issues. He leads AmCham EU's outreach to the press and crafts the external messaging of the Chamber. He also coordinates AmCham EU's content team and oversees the production of policy materials, research and publications. Prior to this, Thibaut served as Executive Assistant to the Managing Director from 2014 until 2016. He supported and advised the Managing Director and worked closely with AmCham EU's Board of Directors and senior management. Thibaut holds a Master's degree in European Politics from the Institut d'études européennes (IEE-ULB) and a Bachelor's degree in Political Science from the Université libre de Bruxelles (ULB). He also studied at the Vrije Universiteit Brussel (VUB) and McGill University in Canada. Thibaut is a Belgian national. He is fluent in English and French, and has a good command of Dutch.

Networking session with the U.S. Commercial Officers from around Europe, U.S Mission to the EU, AmChams in Europe and AmCham EU members



Susan Danger

CEO

AmCham EU

Susan Danger is CEO of the American Chamber of Commerce to the EU (AmCham EU), which speaks for American companies committed to Europe on trade, investment and competitiveness issues. She has full strategic and operational responsibility for the association and represents it externally. AmCham EU is a membership organisation supporting over 150 US corporate companies, international business, and law and consultancy firms in the area of public affairs.

Susan has dedicated her entire career to advancing transatlantic cooperation. She joined AmCham EU in 1995 as Communications Manager, becoming Communications & Operations Manager in 2000. Since 2002 she has been leading the organisation as Managing Director and since 2016 as CEO. In 2003 she oversaw the re-branding of AmCham EU and its separation from AmCham Belgium. In 2017 AmCham EU was awarded for the fourth time the Trade Association/Professional Body of the Year Award, having previously won the award in 2009, 2012 and 2014.

Susan was named by POLITICO as one of the top 20 women influencers in Brussels in 2016 and 2020.

Susan was elected as Chair of AmChams in Europe (ACE) for the period 2020-2022. AmChams in Europe (ACE) serves as the umbrella organisation for 45 American Chambers of Commerce (AmChams) in 43 countries throughout Europe and Eurasia. She has also served as Vice-Chair (2009 -2014) and was a Member of its Executive Committee (2005-2008).

A graduate of the University of Bath, UK, with a BA in European Studies, French and German, Susan's career developed in London in marketing and communications within the tour operation industry, where prior to coming to Brussels she worked for Thomson Tour Operations.

A dual UK and Belgian citizen fluent in English, German and French and conversant in Dutch and Spanish, Susan Danger lives in Brussels with her husband and has three children.



John M. McCaslin

Minister Counselor for Commercial Affairs & Regional Senior Commercial Officer for Poland, Czech Republic, Slovakia, Hungary, Austria and Switzerland
U.S. Embassy - Berlin, Germany

In March 2017 McCaslin arrived in Berlin as the Senior Commercial Officer for Germany, supervising 30 U.S. and local staff in four different cities. He is responsible for managing a complex trade and investment promotion program and serves as the principal advisor to the Ambassador on commercial matters. His regional responsibilities include managing commercial programs in Poland, Czech Republic, Slovakia, Hungary, Austria and Switzerland, where he supervises over 40 U.S. and local staff. The U.S. Department of Commerce's budget for this sub-region of seven countries is centralized in Berlin as well as control of administrative and personnel matters. McCaslin therefore works closely with U.S. Embassy State Department Management, Budget and Personnel colleagues in Germany and the region. Since his arrival he has traveled extensively in all seven countries.

Prior to his current posting, he served as Senior Commercial Officer in India, Russia and Poland, and also as Deputy SCO in Russia. Before his first assignment to Russia he was Principal Commercial Officer in Munich, Germany. McCaslin joined the Commercial Service in 1990 after serving as a tenured Foreign Service Officer with the U.S. Department of State for five years. He was an Economic Officer in South Korea, spending time at the U.S. Consulate in Pusan and the Embassy in Seoul, where he served on the Non-Immigrant Visa line using his Korean language skills. While serving as Vice Consul in Pusan he was the recipient of a Group Meritorious Honor Award after violent, militant students took over the Consulate requiring the emergency evacuation of the entire staff. After South Korea he worked in Washington at the Economic and Business Affairs Bureau negotiating bilateral trade agreements in the textile sector with USTR, Commerce, Labor and Agriculture. He then served briefly on the staff of the Deputy Secretary of State focusing on Eastern Europe. This was during 1989-90 when these formerly Communist states were beginning their transitions to democracy and market economies. Soon thereafter he transferred to the U.S. Department of Commerce. He speaks Russian, Polish and German.

Prior to becoming a Foreign Service Officer with the State Department, he was a social science instructor at a private, independent day school in Dayton, Ohio from 1981-85.

A native of Cincinnati, Ohio, he obtained a B.A. in Russian Studies and German from Colgate University in upstate New York and an M.A. in International Relations and Political Economy, including a Certificate from the Russian Institute, from Columbia University in New York City. He is married to Constance Plattenburg and has three sons.



amchameu.eu