

EU-US
Summit
2021



Ready, set, go:
Emerging areas
for EU-US cooperation



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 €3.4 trillion in 2021, directly supports more than 4.9 million jobs in Europe, and generates billions of euros annually in income, trade and research and development.

amchameu.eu

A stylized eagle with its wings spread, rendered in a light blue color. The eagle is positioned in the lower half of the page, with its head facing left. Above the eagle's head, there are several five-pointed stars of varying sizes, arranged in a semi-circular pattern, reminiscent of the European Union flag.



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Our aim

Ensure a **growth-oriented business** and **investment climate in the EU**

What we want to be

The most valued lobbying force in the EU

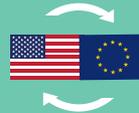
Who we are

American companies
committed to
and invested
in Europe

What we want



To build a
stronger and
more united EU



To maintain
and strengthen
the transatlantic
relationship

What we stand for



Trust



Expertise



Excellence



Transparency

5 year vision 2019-2024

AGENDA FOR ACTION

Empowering
people

Boosting
the Single
Market

Leading global
cooperation

Investing in
the future

Foreword - 2021: humanity fights back

History will surely look back upon 2021 as the year that humanity fought back against the novel COVID-19 coronavirus. Researchers, developers and governments rallied to administer the most comprehensive global vaccination campaign that humanity has ever seen, and all this within twelve months of the emergence of the virus that had left millions dead and livelihoods and economies severely impacted.

From the outset of the year, AmCham EU identified contributing to Europe's economic recovery as a top priority. We supported the EU's goals of placing at its centre the twin transitions of building more digital and sustainable economic models all while advocating for international alignment. To that end, we focused our energies on advocating for the digital solutions that can enable the 2020s to be Europe's digital decade, building on an already thriving business. For this to be successful in companies' daily operations, finalising the new framework for transatlantic data flows is critical. We also worked to promote more green and sustainable business models and policies, including the launch of our #EUGreenWay campaign, which highlights how our member companies are innovating to enable sustainable practices and reduce their environmental footprint whilst engaging and bringing society along.

By remaining agile, we ensured our outreach continued to take place in the best format possible to address the many opportunities and challenges our members are facing in response to a very ambitious Commission work programme, all while positioning US business as a focal point in supporting our second top priority, the reboot of the transatlantic relationship. Beyond the twin transitions of the recovery, our committees and task forces were active on a wide range of EU and also wider policy areas with direct business impact including the Data Act, the carbon border adjustment mechanism, supply chain resilience, global tax, intellectual property and vaccine waivers, the Farm- to-Fork Strategy, ePrivacy, the Digital Markets Act, WTO reform, Fit for 55, Uniting for Diversity, antimicrobial resistance, ReFuel EU aviation and foreign subsidies, just to name a few.

2021 was also marked by a change in the transatlantic relationship. Following the shocking scenes of the January 6 insurrection on Capitol Hill, the world was relieved to see a peaceful transfer of power to the incoming 46th President of the United States. President Biden's entry into the Oval Office marked a rapprochement of the United States with its European allies. The first EU-US Summit in seven years took place in June and set the course for several important milestones in the relationship and helped to rebuild trust on both sides of the Atlantic. The resolution of the long-running aircraft subsidies dispute was followed by the removal of steel and aluminium tariffs on EU exports to the US – long-overdue good news for businesses on both sides of the Atlantic. The establishment of numerous fora for collaboration between the EU and the US – most notably the Trade and Technology Council – was also indicative that 2021 was the start of a new era of ever closer cooperation across the Atlantic.

In this eventful year AmCham EU continued to make the case for an ever stronger Single Market; a need for a robust EU-US relationship and leadership; multilateralism; and a rules-based international system underpinned by strong and functional institutions. High level meetings with European Commissioner Thierry Breton and US Secretary Gina Raimondo stand out as highlights alongside a highly impactful three-day virtual Transatlantic Conference with an opening address from the President of the European Commission, Ursula von der Leyen, who called for the Atlantic to once again, become 'the beating heart of global cooperation'. The pages that follow provide a snapshot of how AmCham EU made its mark on the events that shaped 2021 and played its part in contributing to the development of the EU's Single Market as well as bringing the EU and the US closer together.

Looking ahead, AmCham EU will continue to advocate for a stronger, more competitive and united EU, while positioning US business as a centrepiece of the EU's economic prosperity. We look forward to 2022 with hope that the resetting of the transatlantic relationship over the past 12 months can bring about fresh momentum and chart a course for long-term cooperation; and stand ready to play our role as the foremost voice of American businesses in Europe.



Zeger Vercouteren

Johnson & Johnson
Chair, AmCham EU



Susan Danger

AmCham EU
CEO

AmCham EU leadership

BOARD OF DIRECTORS



Zeger Vercooteren
Chair
Johnson & Johnson



Taggart Davis
Vice-Chair
J.P. Morgan



Kaarli Eichhorn
Vice-Chair
Jones Day



Cristina Falcone
Chair, Policy
Group
UPS



Joris Pollet
Chair, Operations
Group
Procter & Gamble



Leah Charpentier
Chair, Communications
& Marketing Group
First Solar



Claudia Selli
Member-at-Large
AT&T INC.



Victoria Main
Member-at-Large
SEC Newgate EU
since June 2021



Susan Danger
CEO
AmCham EU

COMMITTEE CHAIRS



AGRICULTURE & FOOD
Julie Vermooten
MSD INC.



COMPETITION
Chloe MacEwen
Amazon



CONSUMER AFFAIRS
Imelda Vital
Amway



**CUSTOMS &
TRADE FACILITATION**
Walter Van der Meiren
UPS



DIGITAL ECONOMY
Jean-Marc Leclerc
IBM



ENVIRONMENT
Natasa Sbrizaj
3M

Listing reflects the status for the majority of 2021



FINANCIAL SERVICES
Catherine Davidson
Morgan Stanley



HEALTHCARE
Andrea Chiarello
Pfizer



INTELLECTUAL PROPERTY
Benjamin Neyt
LVMH



SECURITY & DEFENCE
Rudy Priem
RaytheonTechnologies



TAX
William Morris
PwC



TRADE & EXTERNAL AFFAIRS
Carsten Dannöhl
Caterpillar



TRANSPORT, ENERGY &
CLIMATE
Audrey Douspis
Michelin North
America INC.

TASK FORCE CHAIRS



DIVERSITY & INCLUSION
Elizabeth Krahulecz
EY



EUROPEAN PARLIAMENT
OUTREACH
Alberto Zilio
AT&T INC.



EXECUTIVE
COUNCIL
Chris Delaney
Chair
Goodyear



EU-UK
Zeger Vercouteren
Johnson & Johnson



SUSTAINABLE
CORPORATE
GOVERNANC
Julian Lageard
INTEL



EXECUTIVE
COUNCIL
Radu Colonescu
Chief Sherpa
Goodyear



SUSTAINABLE
FINANCE
David Henry Doyle
S&P Global



TRANSATLANTIC
Taggart Davis
JP Morgan Chase Co

EXECUTIVE COUNCIL

Listing reflects the status for the majority of 2021

2021 milestones: a timeline of key events



* Non-exhaustive list



July
Launch of the Green Way campaign



September
AmCham EU hosts Commissioner Helena Dalli and French Minister Élisabeth Moreno



October
Roundtable with US Trade Representative Katherine Tai



November
38th Annual Competition Policy Conference

AmCham EU goes hybrid

Executive Council fall plenary

2022

Susan Danger re-elected as Chairwoman of AmChams in Europe



September
First meeting of the Trade and Technology Council



October
9th Annual Transatlantic Digital Economy Conference



November
Launch of economic recovery video series



November
ExCo meets with Executive Vice-President Margrethe Vestager



EU-US Summit 2021

The Green Way



6

publications

84

position papers



AmCham EU @AmChamEU

How can businesses reduce plastics in the supply chain? X

@Herbalife has adopted an initiative for removing plastic packaging from its promotional merchandising range. See more on what they're doing [investedineurope.eu/our-stories/re...](#) #EUGreenWay #BeatPlasticPollution



Ready, set, go: Emerging areas for EU-US cooperation

9

social media campaigns



45

online, hybrid and in-person events



149

committee meetings



COP26

200+

outreach meetings

AmCham EU

in 2021:

flourishing

despite the

circumstances

1. Aligning with Europe's priorities

With recovery funds beginning to flow to Member States in the second half of 2021, the key priorities of the NextGenerationEU recovery instrument have been at the centre of AmCham EU's advocacy work. The transatlantic business community continues to be committed to the EU's recovery through the 'twin transition'.



Investing in Europe's recovery

Out of a very difficult situation also lies the opportunity to build the Europe of tomorrow. AmCham EU remained available and ready to play its part in facilitating Europe's return to normalcy throughout 2021. Our vision brought together expertise from a range of sectors, aimed at finding solutions to the current crisis. As a way to support policymakers faced with the task of forging Europe's recovery, AmCham EU outlined a number of recommendations ranging from the digital landscape, healthcare, trade, the Single Market to the Green Deal in order to strengthen the EU's recovery. These recommendations were not only shared in the form of policy papers, but also through new communications tools and via various video series.

A green transition

As world leaders convened in Glasgow for COP26 to reaffirm their commitments to mitigating the impacts of climate change, AmCham EU stressed its commitment to supporting Europe's green transition fuelled by the Green Deal. Our position has outlined how through cooperation and a shared dialogue between all stakeholders we can achieve the carbon-neutral economy that is necessary to benefit the lives of the current generation and the many generations to come. US businesses committed to Europe displayed how they are innovating today to achieve a more sustainable tomorrow in the EU Green Way campaign, packed full of examples of the steps companies are taking towards Europe's greener future.

Industrial strategy

Contributing 16% value to total European Gross Domestic Product (GDP), industry is a critical component of Europe's economy. With the ongoing COVID-19 crisis still heavily impacting Europe and the world, industry remains a crucial sector as the EU looks to transition towards a greener, more digital and more resilient age. In order to improve the global competitiveness of the region, a comprehensive strategy is required. AmCham EU's recommendations focused on digitalising industry; creating the right environment for a cleaner future; accelerating the circular economy; and reinforcing the rules-based trading system and reinvigorating the transatlantic partnership.



Trade

Launched in late 2021, a new study by LE Europe commissioned by AmCham EU and spearheaded by our Executive Council found that national exports are an engine of regional output and employment growth across the EU. The economic analysis shows that on average a 1% increase in national exports leads to a 0.9% increase in local jobs and output across EU regions. Stronger regional economic performance is driven by a host of factors, including manufacturing base, transport and communications infrastructure, innovation ecosystems and education level. When it comes to strengthening Europe's trade policy, AmCham EU recommends to focus on these three key priorities: building resilience; competing on even footing; and rebooting multilateralism.

2. A revitalised relationship

2021 was a year of intense optimism for those invested in multilateralism and the transatlantic relationship with the inauguration of President Biden in January. Ensuring a strong transatlantic relationship is good for business; it is good for citizens; and it is good for our societies.



46th | President
of the United States



Refreshed multilateralism

The year began with the world eagerly watching as the new four-year presidential term began in the US, marked by the inauguration of President Biden. With the new president came an opportunity to reset, refresh and rekindle the world's most deeply integrated relationship between Europe and the US. Throughout the year, AmCham EU remained committed to working with the new US administration to advance the trade and investment relationship between the EU and the US. To welcome President Biden, Susan Danger, CEO, AmCham EU penned an opinion piece outlining her hopes and expectations for transatlantic relations under his administration.

The long-awaited Trade and Technology Council

The official launch of the EU-US Trade and Technology Council (TTC) in June underscored the two regions determination to shape the global economy's direction around the shared values of democracy, rule of law, open trade and fair competition. With the establishment of the TTC, there is now a forum for proactively addressing specific issues. Engagement between the TTC, industry and wider society will be critical for the Council's success. As such, in the run-up to the first summit held in September, AmCham EU issued priorities for each of the TTC's working groups, including on export controls, technology standards, data governance and technology platforms, global trade challenges and secure supply chains, to name a few.

EU-US summit

The first EU-US summit to occur in seven years served as a critical milestone for stakeholders on both sides of the Atlantic to reset the transatlantic partnership. The outcomes of the summit underscored the two regions determination to shape the global agenda and drew on the fact that the transatlantic relationship was back on track. As the voice of American business in Europe, AmCham EU engaged in the summit by hosting discussions in the lead up to the visit, mapping out a positive path toward stronger cooperation.

In the run-up to the summit, AmCham EU partnered with BusinessEurope and the US Chamber of Commerce for a discussion on the role transatlantic business plays in helping Europe and the US build back better. A joint statement from the community of business associations in Europe was also issued, calling for a three-pronged agenda, mapping a positive path to transatlantic cooperation. Areas in which the EU and US can build a strong partnership and seize the momentum were also outlined in the 'Emerging areas for EU-US cooperation' position paper.

With small and medium-sized enterprises (SMEs) representing roughly 99% of all enterprises across the EU, the important role they play in Europe's economy cannot be denied. As part of our advocacy efforts during the EU-US summit, AmCham EU hosted a roundtable with Gina Raimondo, US Secretary of Commerce alongside Thierry Breton, Commissioner for Internal Market. The conversation featured a range of European SMEs, as well as senior executives from larger American and European companies, and focused on practical examples of partnerships between EU and US businesses, highlighting the impacts and benefits of transatlantic cooperation for both sides of the Atlantic.



3. Hybrid outreach: online, in-person; anywhere, anytime

If 2020 was the year of upskilling and learning what was necessary for taking public affairs completely virtual, then 2021 was the year for perfecting the skills required for business continuity. Thanks to an impressive global vaccine roll-out, it was also the year for maximising the potential of both online and physical worlds and taking the benefits of both to the next level.



Making the most of it

With the number of people allowed to meet constantly fluctuating with changes to the health measures, AmCham EU proved to be nimble and able to change tactics rapidly in order to bring our members and guests together in the most optimal ways. Throughout the year, AmCham EU hosted a total of 45 online, hybrid and in-person events. While it may have only been for a short while, here are a few standout events where we had the opportunity to engage with each other in person:

- 9th Annual Transatlantic Digital Economy Conference
- 38th Annual Competition Policy Conference
- Agri-food Risk Roundtable
- Board meeting with Kelly Adams-Smith, Chargé d'affaires, US Mission to the EU
- Meeting with Ambassador Katherine Tai, US Trade Representative
- Plenary meeting on the future of the EU's pandemic preparedness

Welcoming the new (hybrid) normal

While nothing can compete with the tried-and-tested face-to-face meeting, there remains a number of benefits to take advantage of within the hybrid world. For example, by moving the Transatlantic Conference 2021 completely virtual, AmCham EU was able to reach over 600 participants in 45 countries around the globe, drastically expanding the audience and reach of the annual conference. Beyond engaging with global audiences, the virtual world helped AmCham EU to connect with individuals and organisations outside of Brussels in new ways.

Here is a snapshot of the guests that took advantage of the zero travel time required to dial-in online with us:

- Clément Beaune, French Minister of State for European Affairs
- Gašper Dovžan, State Secretary, Ministry of Foreign Affairs
- HE Stavros Lambrinidis, Ambassador of the EU to the US
- João Aguiar Machado, Permanent Representative of the EU to the WTO
- Élisabeth Moreno, Minister Delegate for Gender Equality, Diversity and Equal Opportunities, France
- Varun Sivaram, Senior Adviser to Special Presidential Envoy for Climate John F. Kerry
- HE João Vale de Almeida, Ambassador of the EU to the UK
- Pedro Siza Vieira, Minister of Economy, Portugal

4. Engaging beyond ‘the bubble’

Although the European institutions and those surrounding them remain a primary focus for AmCham EU’s advocacy and outreach efforts, they are not the sole stakeholders driving impact across Europe. AmCham EU is constantly exploring new ways to bring its messages to the world beyond the ‘Brussels bubble’.

Communicating in creative new ways

With so much of daily life now spent in front of screens, companies and organisations must constantly rethink the way they engage with audiences online and AmCham EU is no exception. Driven by a desire for innovation, AmCham EU revamped its communications strategy to ensure it is fit for not only the present, but the future. One such format to receive a stronger emphasis within the communications repertoire in 2021 was blog posts, which were able to provide insights into the most salient topics for American businesses invested in the EU.

With video content becoming a more prominent tool to successfully communicate across social media platforms, AmCham EU had to revamp its approach to producing video content. As a result, a number of fresh videos came out during 2021, including a number of short series tied to events and global occurrences. Thinking outside the box for new approaches to existing formats adds to an already deep chest of advocacy tools including position papers, digital mailouts and newsletters, from which AmCham EU can choose to effectively promote our content across all available channels.



Staying connected from home

As many may have experienced since the beginning of the pandemic, working from home comes with a list of pros and cons. For an industry built on networking, losing the chance for personal interaction has been a major blow. Asking how your colleague is through the phone or online meeting is not the same as chatting in the office over a coffee. To combat this, AmCham EU hosted a number of events geared at not only staying connected with its members, but giving them the next-best-thing to in-person interaction. From special edition American Hours and Blues and Schmooze with live music, to looking after our mental well-being, we hoped to have given you all a chance to stay connected with us throughout the year.



Gina Raimondo

5. Expanding our network(s)

Digitally collaborating with the AmChams in Europe network

Representing the interests of more than 17,000 American and European companies employing 20 million workers, the AmChams in Europe network accounts for more than \$1.1 trillion in investment on both sides of the Atlantic. The network serves as an umbrella organization for 46 AmChams from 44 countries throughout Europe and Eurasia.

Building on the momentum kicked off in 2020 under the leadership of our CEO Susan Danger, who serves as Chairwoman of the network, and in coordination with the secretariat in Slovenia, the network gathered in May for three days of intense virtual outreach to Washington, DC. Participants explored topics such as transatlantic trade, the COVID-19 recovery and cooperation between Europe and the US under the new Biden administration. The meetings were attended by high-level stakeholders from the US Chamber of Commerce, the US Department of State, US Department of Commerce and the White House.

Discussions on the economic recovery continued later in May with Zeger Vercoouteren, Chairman of AmCham EU, and Blaž Brodnjak, President of AmCham Slovenia exchanging views and experience as both business leaders and as leaders of their respective AmChams in an event moderated by Susan Danger, CEO of AmCham EU and Chairwoman of the AmChams in Europe network.

Ahead of COP26 in Glasgow, the group penned a joint statement reaffirming the transatlantic business community's commitment to the goals of the conference as well as the emissions reductions targets set out by the Paris Agreement. The statement delivered three key messages: US industry in Europe is committed to achieving the objectives of the Paris Agreement; industry is already playing a big role in driving innovation towards low-carbon technologies and will continue to do so; and international cooperation is essential and transatlantic partners have the potential to lead the global race to net zero.

In December, Susan Danger was re-elected as Chairwoman of the AmChams in Europe network for a second term. In this role, she aims to continue to engage and speak out on the need for a strong global economic recovery and the importance of the transatlantic partnership.



Executive Council reaches new heights

The Executive Council of AmCham EU is a forum for senior executives responsible for the European operations of some of our member companies. Its mission is to drive for the continuous improvement of European global competitiveness, through targeted dialogue at the highest levels between its members and senior policymakers of the EU institutions, Member States and international organisations.

In June, the group met virtually with Ambassador Philippe Leglise-Costa, Permanent Representative of France to the EU; Ann Mettler, Vice-President, Europe, Breakthrough Energy; Joseph Quinlan, Senior Fellow, Transatlantic Leadership Network; Klaus Welle, Secretary-General, European Parliament; and Virginijus Sinkevičius, Commissioner for Environment, Oceans and Fisheries, European Commission. The discussions focused on economic recovery and resilience, Green Deal, the transatlantic relationship and the EU-US summit. The group also released a statement, signed by 21 senior business executives, calling on transatlantic leaders to seize the momentum and shape a renewed vision for EU-US cooperation.

In October, the group came back together for a new first: two-days of hybrid meetings with Adina Vălean, Commissioner for Transport, European Commission; David O'Sullivan, Senior Counsellor, Steptoe & Johnson (previously Ambassador of the EU to the US); Ambassador Michael Clauss, Permanent Representation of Germany to the EU; Angela Paolini Ellard, Deputy Director-General, World Trade Organisation; Kelly Adams-Smith, Chargé d'Affaires, US Mission to the EU; Margaritis Schinas, Vice-President, Promoting our European Way of Life, European Commission; and Myron Brilliant, Executive Vice-President and Head of International Affairs, US Chamber of Commerce. During the two-day programme, the Executive Council addressed a range of issues, including Europe's economic recovery and resilience, European Green Deal, Fit for 55, the transatlantic relationship and COP26.

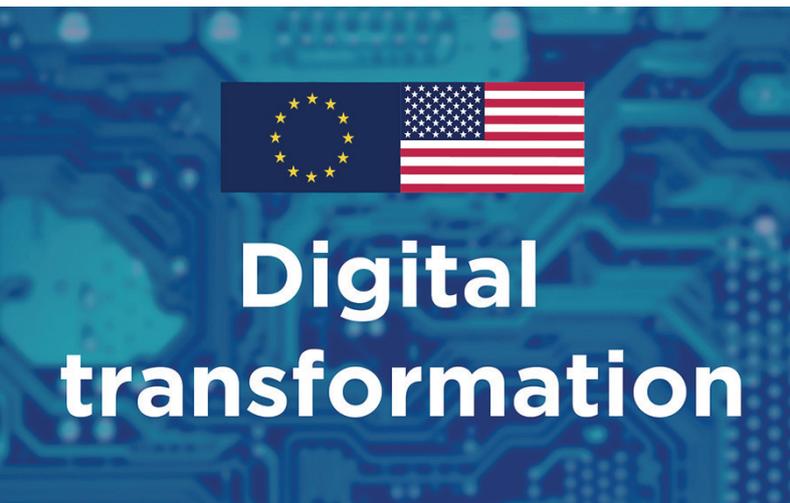


The Executive Council met one last time in November to hear insights from Margrethe Vestager, Executive Vice-President for Europe Fit for a Digital Age, European Commission on how industry can better work together with the Commission and reaffirmed its willingness to play a crucial role in facilitating cross-sectoral collaboration.

Just before the holiday season in December, the Executive Council spearheaded the launch of the 'Exporting to the world: EU regions and trade' report. The report explores the impact of international exports on regional employment and production of goods and services across the EU while outlining worldwide trends in international trade and global value chains.

6. US business in Europe: a driving force

There is no denying that 2021 was a turbulent year. As new developments emerged around the ongoing pandemic, both good and bad, they only served to highlight the importance for AmCham EU to be a strong voice for American companies committed to and invested in Europe. Throughout the year, our members have shown their dedication to support the EU agenda and reboot the transatlantic relationship.



Digital Decade

In March, the European Commission presented its vision for Europe's digital transformation by 2030. The proposed Digital Compass for the EU's digital decade focuses around the four points of: skills; infrastructure; business; and government. Our recommendations focused on the importance of building and maintaining international partnerships, facilitating broad stakeholder participation, accelerating investment and innovation, and enhancing digital skills and inclusion.

Beyond Europe's digital decade, AmCham EU issued a number of positions on core digital issues such as cybersecurity and NIS2; the Digital Markets Act; intellectual property; 5G; digital tax; artificial intelligence; ePrivacy; and data flows.

Green Deal

The planet of tomorrow depends on the policies we implement today. Achieving the goals set out in the Commission's Green Deal will be no simple feat. With clearly defined targets, and a path for achieving them, AmCham EU member companies will continue to be constructive partners in the definition and implementation of these climate policies. Whether by exploring how investments can make Europe 'Fit for 55' or providing comments on the carbon border adjustment mechanism (CBAM); by advocating for clearer sorting instructions for waste or striving towards net-zero with the batteries regulation, AmCham EU was, and continues to be, a strong voice on the issues driving Europe's green transition.

The Green Way



Invested in Europe

AmCham EU's Invested in Europe platform continues to serve as a major hub for effectively showcasing how our member companies' commitment to Europe goes 'beyond the numbers'. Storytelling is an important tool in AmCham EU's advocacy and outreach strategy by providing another outlet for sharing the message to a diverse audience. With the addition of the stories in the EU Green Way campaign, the number of pieces on the Invested in Europe platform nearly doubled in 2021; a testament to AmCham EU's creative thinking and dedication to highlighting our members contributions to Europe.

7. Broadcasting authority

Trade and Technology Council
Carbon border adjustment mechanism 5G
Supply chains resilience ReFuel EU aviation
Artificial intelligence **Sustainable corporate governance**
ePrivacy European Health Emergency Preparedness and Response Authority
Farm to Fork **EU-UK trade and investment Data Act**
Digital Markets Acts Antimicrobial resistance **Foreign subsidies**
Privacy Shield **Capital Markets Union Digital Decade** European Defence Fund **NIS 2**
Anti-money laundering Green Deal **Sustainable chemicals**
Cloud Fit for 55 **Diversity and inclusion** Open strategic autonomy
WTO reform Digital Operational Resilience Act **Global tax**

The voice of AmCham EU remained present in press and media on a large number of issues relevant to our membership, including artificial intelligence, CBAM, digital agenda, environment, EU-UK relations, industrial strategy, security and defence, strategic autonomy, taxation, trade, transatlantic relations and transparency.

The positions and views of AmCham EU were covered by news outlets in Europe and globally, including Australian Financial Review, Australian Financial Review, Borderlex, Contexte, Euronews, the Financial Times, Inside US Trade, Les Echos, MLex, POLITICO Europe and the Wall Street Journal.

AmCham EU has consistently been invited to share its expertise at speaking engagements throughout 2021. In total, AmCham EU staff and members have participated in over 30 external speaking engagements with the likes of the

Atlantic Council, the EU Delegation to the US, EURACTIV, the Greek Economic Summit, GLOBSEC, spiritsEUROPE and the European Parliament Research Service's podcast, to name a few.

AmCham EU has long served as a hub of knowledge, known for its expert reports and publications. In 2021, the Annual Transatlantic Economy report was launched in March. Recommendations to the Portuguese and Slovenian Presidencies of the Council of the EU were also launched with input on reaching the common objectives for each respective Presidency. In addition, a number of important policy papers were produced throughout the year on relevant topics including better regulation; the Digital Markets Act; emerging areas for EU-US cooperation; European health preparedness; foreign subsidies; sustainable chemicals; sustainable finance and much more.

8. What matters most: our members

AmCham EU would be nothing without our members and takes great pride in providing them with the highest level of service possible. Being a member-led, member-driven association represents one of the key reasons why our members remain engaged and committed to our work time and time again. While 2021 was a year of constant changes, AmCham EU's value proposition built on the four pillars of advocacy and influence; access and relationships; information and intelligence; and corporate branding and profiling never wavered. What makes AmCham EU unique is its ability to immerse itself in a wide range of conversations while simultaneously representing the views of a diverse membership.

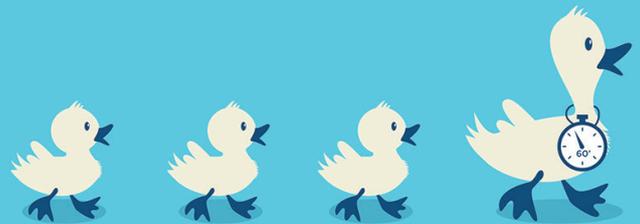
As fluctuating COVID-19 cases continued to cause disruptions to the day-to-day work environment throughout 2021, AmCham EU was in constant contact with our

members to guarantee their needs were being met in the most efficient ways possible. The online sessions started in 2020 continued throughout 2021, offering a chance for new members to learn more about AmCham EU through onboarding sessions. These have helped to ensure every one of our members is able to extract the maximum value from their membership. Feedback was also asked for in the form of member surveys, giving ample opportunity for members to have their voice and opinions heard.

Recruitment of new members remained a priority for AmCham EU during 2021, with a total of eight new members announced during the year. Welcome again to the following members who joined AmCham EU in 2021: Avery Dennison; Baker McKenzie; Bell; Boston Consulting Group; The Chemours Company; Edwards Lifesciences; Gopuff; and Lubrizol.



Sign up for AmCham EU's induction session for new members. Get your ducks in a row in less than 60'



Member

testimonials

'On behalf of the GE team let me thank you and your team for another outstanding year of support and partnership. We look forward to many more opportunities in 2022.'

Markus Becker, GE

'We strongly value our AmCham EU membership and the collaboration with you and your team. Congratulations on the many successes this year and we look forward to continue in 2022.'

Andrea Chiarello, Pfizer

'I'd like to thank you and the AmCham EU team for the professionalism and excellent support you ensure to your members. You have all been very helpful since my first day at InterDigital.'

Cinzia Guido, InterDigital

'You had a strong year and provided really valuable opportunities for us to input into so many of the important issues facing our sector. Well done!'

Kim Stollar, Boeing

'It's a pleasure, an honour and a privilege to be allowed to work with the professional, inspiring and warm-hearted AmCham EU team. Please keep being that great team, leading the industry to an ever-brighter future!'

Johnson & Johnson team

‘Thanks again for all the excellent support from AmCham EU in 2021. I have personally found your team to be incredibly helpful and responsive in helping me to come up to speed with key issues and policy positions. The depth and scope of AmCham EU’s work, and your team’s considerable expertise, is impressive! ’

Hannah Davies, Chevron

‘We highly value our interaction and partnership with AmCham EU, and we look forward to more of the same in the new year. I thank you also for the continued great work on ExCo and giving us and other members the opportunity to engage at the highest level.’

Florian Wastl, Mars

‘There is great value in being a member of AmCham EU. First for the incredible networking opportunities both with other members and also with political and institutional stakeholders. Secondly for the reputation it has as a trusted association and source of expertise. Thirdly as it is probably the only association of this level that is the platform for EU and US exchange and for the great exposure to US guests. Last but not least for the environment and devoted staff it has. Thank you for the great work you do every day! ’

Claudia Selli, AT&T

2021

highlights

Despite the uncertainty and constant changes, 2021 gave us many moments to look back on with pride. The achievements in this report are a testament to the hard work put in throughout the year and AmCham EU's ability to consistently bring value to our members no matter the circumstance. In a year of many ups and downs, we leave you with a few last reasons to stay optimistic for 2022.

Celebrations



BestinBrussels Best EU Trade Association 2021

Award winning service

After a full year of immense uncertainty and questions of how to continue to drive impact in Brussels, AmCham EU was recognised as Best EU Trade Association of the year by BestinBrussels in March 2021. A jury of senior consultants was asked to name one EU trade association which exemplifies best-practice, best-in-class EU lobbying in Brussels with AmCham EU being mentioned the most. In 2021, AmCham EU also received bronze in the 'Association Excellence Awards' category of 'International association of the year'. Receiving these awards served as a reminder that our reputation as a trusted policy partner continues to remain strong while showcasing our ability to adapt to the world around us.

Female Entrepreneur of the Year Award

2022 may be the European Year of the Youth, but AmCham EU has long been a supporter of young entrepreneurs. While 2020 saw the first female winner of the AmCham EU Youth Entrepreneurship Award, the 2021 edition, organised in collaboration with JA Europe, saw a modified edition of the award geared entirely at female start-ups. Maria Wathne, CEO of Paramate, received the AmCham EU Female Entrepreneur of the Year Award 2021 at Gen-E, the European Entrepreneurship Festival. Paramate develops sensors and connected software that enable fish farmers to monitor the level of hydrogen sulfide on their land-based farms, preventing outbreaks of the toxic gas and promoting better management of resources and the environment. As part of the winnings, Paramate received several hours of mentorship over a 12-month period from a number of senior executives from AmCham EU's member companies who will coach, encourage and offer their time, expertise and advice.



Giving back in more ways than one

In recognition of the importance of the arts and young performers, especially during times when many were unable to perform, AmCham EU continued its tradition of supporting the Queen Elisabeth competition with a donation. The annual competition is for musicians who have completed their training and who are ready to embark upon an international career. Another opportunity to give back came over the holiday season by providing gifts to the shoe-box initiative run by The Samaritans in Belgium. The project collects non-perishable food items and small gifts and distributes them to the homeless and less fortunate across Belgium. A monetary donation was also raised for those unable to contribute by sharing a shoe-box. Finally, when disaster hit close to home earlier in the year, AmCham EU made a donation to the Belgian Red Cross to support the communities as well as the rescue teams devastated by catastrophic flooding in Belgium, Germany and other parts of Western Europe.

Relay for Life

AmCham EU has long been a supporter of Relay for Life, typically gathering a team to relay walking for 24 hours as a symbol of the constant battle of cancer patients and their families while simultaneously raising funds for the Foundation against cancer. Nothing, not even COVID-19, was going to stop AmCham EU from doing the same in 2021. Together, we committed to walk, run or bike the distance between Brussels and Washington, DC. Thanks to a large participation in the initiative, we not only reached our initial goal, we doubled it covering the distance across the Atlantic and back while raising over EUR 12,000.

Relay for Life 2021:

Brussels - Washington, DC to fight cancer





Leading on climate



Thanks for a great year!
The AmCham EU team



**‘It’s time for the Atlantic to become,
once again, the beating heart of
global cooperation.’**

Ursula von der Leyen, President, European Commission.



Your benefits
as a member:

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relationships



Information
& intelligence



Corporate
branding & profiling

AmCham EU secretariat

ADVOCACY LEADERSHIP



Susan Danger
CEO



Roger Coelho
Senior Policy Director



Thibaut L'Ortye
Director of Public Affairs



Stefano Marmo
Senior Policy Manager



Emilie Bartolini
Associate Policy Manager



Lucia Vaculova
Senior Executive Assistant to the CEO



Nadia Allen
Senior Policy Adviser



Maira Madala
Senior Policy Adviser



Alex Buyruk
Policy Adviser



Sean Byrne
Policy Adviser



Nick Pawley
Senior Content Adviser



Chloe Kenny
Communications Assistant

MARKET ENGAGEMENT



Maggy Peeters
Director of Communications and Outreach



Françoise Soudaz
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Mia Dragojlovic
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Jelena Letljane
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Wendy Lopes
Senior Graphic Design Specialist



Alex Vasey
Communications Specialist

OPERATIONS



Maximiliano Santy
Senior Operations Director



Conny Dekens
Operations Manager



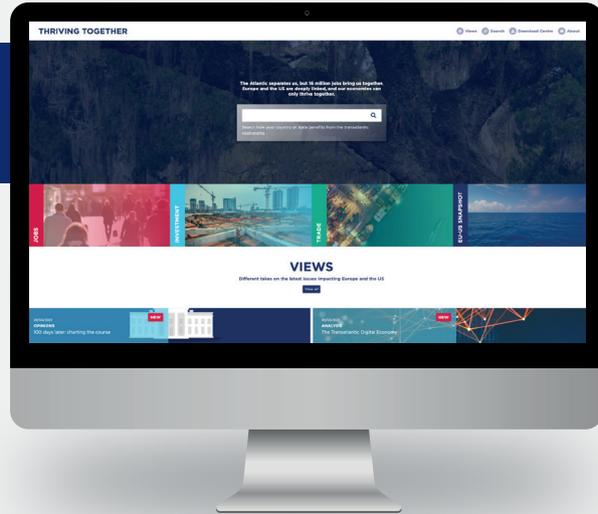
Rosa Sciacaluga
Senior Operations Coordinator



Stéphanie Vinckier
Operations Coordinator

Listing reflects the status for the majority of 2021

THRIVING TOGETHER



In March 2019, **AmCham EU** launched its transatlantic platform, **Thriving Together** to shed light on the **deep ties that bind Europe and the United States**. The platform explores the impact of the transatlantic economy on European countries and US states. It also **provides a forum for debate on the latest transatlantic issues, featuring commentary from both sides of the Atlantic**. The data presented across this website is extracted from the latest edition of *The Transatlantic Economy*, the annual survey of jobs, trade and investment between Europe and the United States.

thrivingtogether.eu



US investment in Europe

Beyond the numbers

[Read our stories](#)

US companies invested more than €3 trillion in Europe last year, with many American companies operating for more than 100 years in the EU. But that doesn't paint the whole picture: the types of investments these companies make in Europe go beyond the numbers. That is why AmCham EU has created its 'Invested in Europe' platform: to highlight the ways in which our member companies are investing in the local communities they serve, while espousing the values and principles that the EU holds dear. Check out the platform to read our stories of American companies' investment in their local communities; corporate social responsibility projects; and, new in 2021, American companies' actions to fight the ill effects of climate change, in line with the ambitions of the EU's Green Deal.

investedineurope.eu



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List accurate as of May 2022

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