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PRESS RELEASE

## Artificial intelligence: an opportunity Europe should seize

**Brussels, 25 April 2018** – The European Commission announced today a comprehensive approach to strengthen the development of artificial intelligence (AI) across Europe. The American Chamber of Commerce to the EU (AmCham EU) supports the European Commission’s efforts to unleash the technology’s uptake. AI can help solve some of the world’s biggest challenges – from healthcare research, to mobility, to energy consumption.

As with all new technology, there is a need to better explain how AI works and demonstrate its benefits. It is also critical to address concerns around jobs and the need to equip workers with new skills. The Commission’s proposal to bring stakeholders together through the ‘AI Alliance’ and expert groups will be key in assessing the technology’s impact and supporting its expansion. To foster the right policy environment, existing and new regulatory initiatives should be carefully assessed to avoid unintended consequences hindering AI uptake.

**Maxime Bureau, Chairman, AmCham EU, commented:** ‘With a unified European approach and the right level of investment, there is an opportunity for the EU to lead in the development of AI. Some of the most advanced research institutions and successful AI start-ups are located in Europe.’

He went on to say: ‘Governments, companies and civil society should work together to ensure AI brings benefits to all citizens across Europe. As industry, we have a role to play in supporting a responsible development of AI. Machines should be helping humans, not the opposite.’

**For more information about AmCham EU’s views on the role of business and government in** accompanying the development of AI, please read [our just-released position](#).

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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 €2 trillion in 2017, directly supports more than 4.7 million jobs in Europe, and generates billions of euros annually in income, trade and research and development.

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