

# 2022 Annual Report



## AmCham EU speaks for

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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 €3.7 trillion in 2022, 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](https://amchameu.eu)

A stylized graphic in the bottom left corner features a series of five-pointed stars of varying sizes, arranged in a semi-circular pattern. Below the stars is a large, stylized eagle with its wings spread wide, facing right. The eagle's body and wings are composed of several overlapping, curved shapes that create a sense of motion and strength. The entire graphic is rendered in a light blue color against the dark blue background.



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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 - 2022: forging a new normal

Between Russia's invasion of Ukraine last February, skyrocketing inflation, the compounded energy and food crisis and the disruption of global supply chains, nothing about the external environment in 2022 was 'normal'. Add in the lingering consequences of the COVID-19 pandemic and a challenging geopolitical climate, and the word 'unprecedented' has all but lost its meaning.

Despite this volatility, AmCham EU operated as normally as possible in service of the same objectives we have always had: a competitive Europe with an integrated Single Market and a strong transatlantic relationship. By collaborating with our member companies to ensure the continuity of their operations, safeguard jobs and protect investment in Europe, our reputation as a trusted policy partner only grew stronger in 2022.

We continued our steadfast advocacy for an optimum business and investment climate in Europe. Trade, sustainability and digital transformation – the pillars of economic recovery – remained at the heart of our work. With each challenge that arose, we supported growth-orientated policies and legislation that harmonised, not fragmented, the Single Market. Hand in hand with our policy work, we spoke out for the shared transatlantic values of democracy, rule of law and respect for human dignity.

At the same time, we pivoted to address emerging issues raised by the EU-US Trade and Technology Council. This initiative represents a new chapter in the transatlantic relationship, marked by open communication and close collaboration. While differences remain, the EU and the US have grown closer together on fundamental challenges through consistent dialogue, both in conference rooms and on screens.

Likewise, one of our top priorities in adapting to this new status quo was maximising our hybrid abilities. Over the last several years, AmCham EU has become a nimbler, more creative organisation. With dual in-person and online capabilities, the pandemic has enhanced, not diminished, our ability to meet and collaborate with members, EU institutions, Member State officials and transatlantic partners, no matter where in the world they reside.

With these stakeholders in mind, our staff and members conducted an ambitious outreach programme last year, connecting with a diverse range of policymakers and business leaders online and in person. Whether delivering our key messages during one of the more than 200 outreach meetings organised by our committees and task forces or bringing the conversations abroad with delegations to Paris, Strasbourg, Washington, DC and beyond, we ensured members' priorities and concerns reached the right audiences. A key component of this outreach was engagement with our fellow AmChams through the AmChams in Europe (ACE) network. With 46 AmChams from 44 countries throughout Europe and Eurasia speaking to the importance of the transatlantic economy, our voice was heard loud and clear in both Europe and the US.

One of the highlights of 2022 was collaborating with ACE and the US Department of Commerce to launch the joint EMPOWER HER initiative to bolster women's economic empowerment, equality and entrepreneurship within our communities. In less than a year, more than 100 unique companies and more than 35 AmChams in the ACE network signed the Declaration of Support to symbolise their commitment to equality.

In between all of these activities, we released several major publications and hosted a number of conferences with high-level guests and speakers from both sides of the Atlantic. AmCham EU's list of accomplishments is long, but the following pages provide a flavour of the fantastic work our committees and task forces put forward.

Last year showed us that the world is forever changed, as is the way we interact with it. Looking ahead, 2023 will no doubt be full of many more significant events, requiring organisations like ours to be agile and adapt to new circumstances. However, AmCham EU's 60th anniversary this coming year is a reminder that by expanding our offerings and strengthening connections in Brussels and elsewhere, we have a legacy of continuously creating a new normal.

What has not changed in all those years is our determination to advocate for our members, ensure the EU remains an attractive investment destination and stand up for the transatlantic values of democracy, rule of law and human dignity. In this coming year, we will continue to keep those priorities at the forefront as we work towards a more competitive EU, while positioning AmCham EU as a bridgebuilder between both sides of the Atlantic. We hope 2023 will bring peace and prosperity to Europe and the US; as ever, we 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



**Nikolaas Baeckelmans**  
Vice-Chair  
ExxonMobil



**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.  
*until June 2022*



**Fiona Taylor**  
Member-at-Large  
Verizon  
*from June 2022*



**Victoria Main**  
Member-at-Large  
SEC Newgate EU



**Susan Danger**  
CEO  
AmCham EU

## COMMITTEE CHAIRS



**AGRICULTURE & FOOD**  
**Julie Vermooten**  
MSD (Europe) Inc.



**COMPETITION**  
**Chloe MacEwen**  
Amazon



**CONSUMER AFFAIRS**  
**Michal Penkala-Nowicki**  
Procter & Gamble



**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 2022*



FINANCIAL SERVICES  
**Catherine Davidson**  
 Morgan Stanley  
*until May 2022*



FINANCIAL SERVICES  
**Brian Fox**  
 J.P. Morgan Chase & Co  
*from July 2022*



HEALTHCARE  
**Andrea Chiarello**  
 Pfizer



INTELLECTUAL PROPERTY  
**Simona Popa**  
 InterDigital, Inc.



SECURITY & DEFENCE  
**Florian Gleissner**  
 GE Aerospace



TAX  
**William Morris**  
 PwC



TRADE & EXTERNAL AFFAIRS  
**Ingrid van Laerhoven**  
 Nike, Inc.



TRANSPORT, ENERGY &  
 CLIMATE  
**Christelle Verstraeten**  
 ChargePoint

## TASK FORCE CHAIRS



DIVERSITY, EQUITY &  
 INCLUSION  
**Veronika Bendere**  
 MSD (Europe) Inc.



EUROPEAN PARLIAMENT  
 OUTREACH  
**Alberto Zilio**  
 AT&T Inc.



EXECUTIVE  
 COUNCIL  
**Chris Delaney**  
 Chair  
 Goodyear



EU-UK  
**Sharon  
 Leclercq-Spooner**  
 EPPA



RESPONSIBLE  
 BUSINESS CONDUCT  
**Julian Lageard**  
 INTEL



EXECUTIVE  
 COUNCIL  
**Malachy Tuohy**  
 Chief Sherpa  
 Goodyear



SUSTAINABLE  
 FINANCE  
**David Henry Doyle**  
 S&P Global

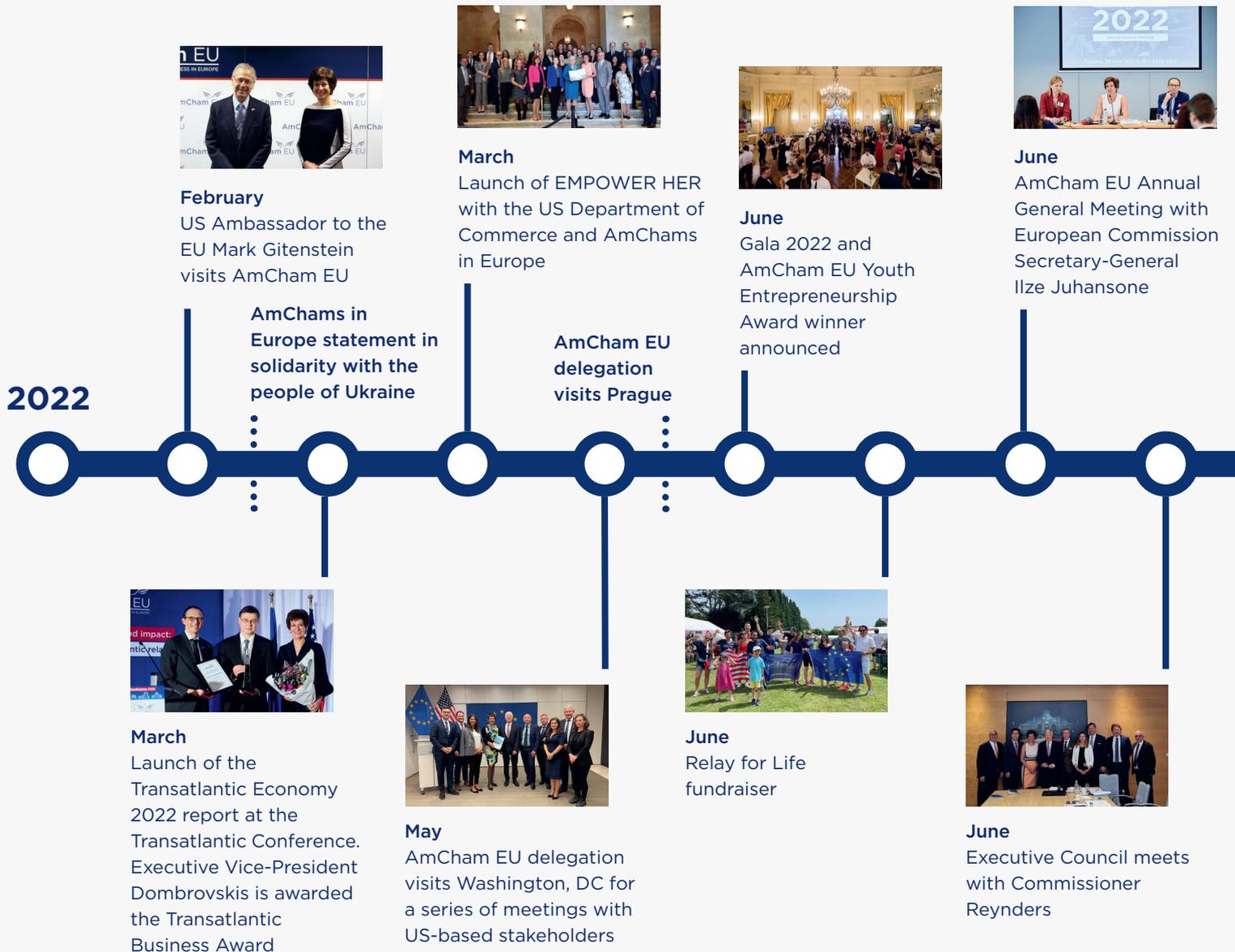


TRANSATLANTIC  
**Claudia Selli**  
 AT&T Inc.



*Listing reflects the status for the majority of 2022*

# 2022 milestones: a timeline of key events





**July**  
AmCham EU delegation visits the European Parliament in Strasbourg midway through the mandate



**October**  
30th Annual Competition Policy Conference



**November**  
10th Annual Digital Economy Conference with Executive Vice-President Vestager



**December**  
Launch of 'At a turning point: Healthcare systems in Central and Eastern Europe'

**2023**



**October**  
AmCham EU joins the AmChams in Europe Best Practices Conference in Sofia, Bulgaria



**November**  
Town Hall with Commissioner McGuinness



**December**  
AmCham EU shares messages with the five principals of the Trade and Technology Council at the third ministerial's Stakeholder Roundtable



**December**  
Diversity, equity and inclusion lunch with Commissioner Dalli for the International Day of People with Disabilities

\* Non-exhaustive list

Ready for take-off:

how to take  
the TTC  
to the next level



5  
publications

78  
position  
papers



COMMS  
TALKS



9  
social media  
campaigns



49

online, hybrid  
and in-person  
events



127

committee  
meetings



200+

outreach  
meetings

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## Standing with Ukraine



Last year started off with optimism and the expectation of economic recovery following the worst of the COVID-19 pandemic. However, these hopes were quickly dashed in February when Russia invaded Ukraine, causing unspeakable suffering and exacerbating rising inflation and the energy and food crises. Violating international law and endangering peace and security across the region, the invasion posed a clear threat to the fundamental values of human dignity, democracy and rule of law. The day following the invasion, AmCham EU, together with the AmChams in Europe network – the umbrella organisation for 46 AmChams in 44 countries across Europe and Eurasia – released a statement of support for the people of Ukraine.

We spoke out again in March, commending partners in the EU, the US and many other places for their unity and swift reactions to the unlawful invasion. As the war carried on throughout the year, we remained steadfast in our support for the people of Ukraine, by organising events and discussions around the integral role business plays in society and opportunities for the private sector to support those in need; sharing examples of how our members were, and still are, contributing aid; calling for and submitting donations to the International Committee of the Red Cross; enabling contributions from the US Chamber of Commerce and the AmChams in Europe, while also providing our own, to AmCham Ukraine to help them continue to support their employees; and keeping the focus on the war.

**AmCham EU**

**in 2022:**

**a return**

**to normalcy**

# 1. Aligning with Europe's priorities

In 2022, we stayed focused on the issues that are shaping Europe's present and future. Whether advocating for sustainability and digital policy or trade and healthcare, our aim was to help our member companies grow their footprint in the EU.



## Addressing the energy crisis

It is safe to say that energy was at the front of everyone's mind throughout 2022. Reeling from the impacts of the war in Ukraine, consumers and businesses alike struggled with soaring costs as the winter months began in earnest. When EU energy ministers met in December to debate a temporary gas market correction mechanism, AmCham EU outlined industry's views on a wide array of energy policy work from the EU institutions. Above all, our recommendations urged EU policymakers to follow better regulation principles and avoid conflicting requirements in order to maintain the bloc's attractiveness for investment and protect consumers and companies from unaffordable energy prices.

On a related subject, our member companies reiterated their commitment to making the objectives laid out in the European Commission's Fit for 55 initiative work. The package aims to align European climate, transport and energy-related regulations with the EU's 2030 55% greenhouse gas emissions reduction targets. Given its ambitious goals, this wide-ranging initiative affects numerous policy areas and must be evaluated holistically. To mark Fit for 55's one-year anniversary in July 2022, AmCham EU outlined several examples of how certain policy areas overlap and how they can be made more workable for the private sector in areas including the Energy Performance of Buildings Directive; the ReFuelEU Aviation initiative; the Carbon Border Adjustment Mechanism; and the F-Gases Regulation.



## Diving into the world of digital

Digital remains a crucial element in not only Europe's economic recovery from the COVID-19 pandemic but also in charting its path forward for the next decade. With semiconductors' role as 'the brains' inside electronics, the European Commission last year set out to strengthen supply chains and protect the EU's standing as a world leader in technology. Speaking on behalf of companies that are deeply integrated in each step of the supply chain, AmCham EU urged the Commission to consider the needs of businesses in Europe that rely on chips, as well as cooperate and coordinate with the EU's most important trade partner, the US, as it works toward the same goal.

Emerging technology like artificial intelligence (AI) has the potential to improve healthcare, optimise commerce, strengthen energy resilience, enhance employees' skills and efficiency and drive progress across sectors. In order to reap AI's benefits, regulations should provide incentives for its innovation, development and deployment in a broad range

of areas, while creating a vibrant market for trustworthy and ethical AI tools. AmCham EU continued to share positions and recommendations throughout the year for the difficult but necessary balancing act of regulating AI.

As the third ministerial of the EU-US Trade and Technology Council (TTC) approached at the end of 2022, AmCham EU looked back at the last ten years of digital policy in a blog post, delving into how the EU's approach to digital policy adapted to keep up with the rapidly evolving digital world. Taking lessons from the past, we then explored what's ahead for the next ten years in digital at our 10th Annual Transatlantic Digital Economy Conference. During the conference, Margrethe Vestager, Executive Vice-President for a Europe Fit for the Digital Age, European Commission, emphasised the need for the EU and the US to take advantage of the third TTC ministerial to enhance collaboration and strengthen the transatlantic relationship.

## Exporting to the world

Despite the volume, importance and strength of trade, the benefits of globalisation are often questioned. A crucial part of the more than €1 trillion transatlantic partnership, exports support one in seven jobs in the EU. Yet, trade disputes and rising protectionism continue to threaten support for international trade in Europe. To address these disputes and highlight the benefits of international exports, AmCham EU hosted an event in May, exploring the importance of cooperation between policymakers, business and other stakeholders. The occasion also spotlighted the economic study *Exporting to the world: EU regions and trade* that was launched in December 2021 with leading consultancy LE Europe.



## Bolstering healthcare

In December 2022, AmCham EU released a new report on healthcare systems in Central and Eastern Europe. The publication, written by Economist Impact, highlights the key differences and commonalities in healthcare financing and policy approaches across 13 European countries. It also benchmarks access and provision of healthcare services, medicines, healthcare outcomes and quality of care. Given how the geopolitical and economic context are shaping the future of healthcare in the region, it is essential that policymakers position healthcare as an investment rather than a cost, transition to alternative health financing models, develop a health system centred on primary and community care, improve access to innovative medicines and invest in digital infrastructure.

## 2. Transatlantic leadership in the spotlight

A strong transatlantic relationship is not only good for business but also for citizens on both sides of the Atlantic and society as a whole. While attention was rightfully focused on the impacts of the war in Ukraine, facilitating multilateralism and strengthening the already robust EU-US partnership remained a key priority for AmCham EU in 2022.

### The Trade and Technology Council: from dialogue to action

Launched in 2021, the EU-US Trade and Technology Council (TTC) offers a forum to engage with transatlantic partners and proactively address global challenges. The TTC can leverage and amplify the influence of the transatlantic partners, strengthen their economies and renew a cooperative spirit on both sides of the ocean.

In the run-up to the TTC's second ministerial meeting held outside of Paris in May 2022, AmCham EU outlined three principles that should continue to guide all its working groups' activities. Our recommendations focused on fostering transparency and stakeholder engagement; outlining roadmaps and clear deliverables; and prioritising outcomes with concrete impact. We urged transatlantic policymakers to focus on specific areas where the EU and the US can achieve tangible progress.

A few months later in December 2022, the third TTC ministerial took place in the Washington, DC area, where policymakers outlined an ambitious list of deliverables in a range of areas, including AI, standards, quantum, digital infrastructure and connectivity in third countries, semiconductor supply chain resilience, vaccines, skills and sustainable trade. Susan Danger, CEO, AmCham EU was invited to provide remarks at the ministerial's Stakeholder Roundtable. This was an opportunity to bring messages from the transatlantic business community directly to leaders from the EU and the US, including Antony Blinken, US Secretary of State; Valdis Dombrovskis, Executive Vice-President for an Economy that Works for People, European

Commission; Gina Raimondo, US Secretary of Commerce; Katherine Tai, US Trade Representative; and Margrethe Vestager, Executive Vice-President for a Europe Fit for the Digital Age, European Commission.

As the EU and the US prepare for the next TTC ministerial meeting, AmCham EU continues to urge policymakers to reduce trade barriers, strengthen the resilience of supply chains, support the multilateral trading system and cooperate in standard-setting bodies.





## Engaging with the WTO

On the heels of the WTO's 12th Ministerial Conference in June, an AmCham EU delegation participated in the 2022 World Trade Organization (WTO) Public Forum in Geneva in September. The Public Forum brought together 3,000 delegates from across the globe to discuss the global trading system's most pressing challenges and opportunities. It was an opportunity to reiterate our strong commitment to the rules-based trading system.

AmCham EU hosted an official session which explored how transatlantic trade can help accelerate the transition towards a more sustainable economy. While the global trading system faces many challenges, there remains significant opportunity to further align shared objectives to achieve climate neutrality by 2050.

The delegation also met with Angela Ellard, Deputy Director General, WTO; Jeremy Green, Deputy Head of Mission, Australian Permanent Mission to the WTO; Naoki Hikota, Minister, Permanent Mission of Japan to the United Nations Office and other international organisations in Geneva; Clare Kelly, Permanent Representative, New Zealand Permanent Mission to the WTO; and João Aguiar Machado, Ambassador and Permanent Representative, Permanent Mission of the European Union to the WTO.

## #Transatlantic2022

Centred on the theme of ‘Shared values, shared impact: the power of the transatlantic relationship’, AmCham EU welcomed guests once again in person to our Annual Transatlantic Conference in March. Among other topics, the day spurred dialogue on the need for a strong and united transatlantic relationship, especially in the context of the war in Ukraine. In her opening video speech, Gina Raimondo, US Secretary of Commerce, reiterated the importance of a shared response against Russia’s aggression and building on the spark of revitalised transatlantic cooperation that had been lit months before. Panellists throughout the day discussed the *Transatlantic Economy 2022* report, AI, the green transition, shared democratic values and more.



Highlights from the conference included a special lunch with The Honorable Mark Gitenstein, US Ambassador to the EU, who shared his insights on the state of transatlantic relations in a conversation with Susan Danger, CEO, AmCham EU. The conference closed with a fireside chat between Katherine Tai, US Trade Representative, and Valdis Dombrovskis, Executive Vice-President for an Economy that Works for People, European Commission. They covered a range of issues, including the recent transatlantic response to the invasion of Ukraine, the TTC’s next deliverables, ways to further advance the EU-US partnership and the need for broad transatlantic cooperation based on common values. Just before their chat, Executive Vice-President Dombrovskis was named the recipient of the AmCham EU Transatlantic Business Award.

### 3. Near, far, wherever you are

Building on the momentum of the 2021 vaccine rollout and a return to the office, 2022 saw the resurgence of full conference rooms and entirely in-person events. However, the world of hybrid is not gone for good. Last year allowed us to reconnect with those nearby while simultaneously expanding our reach further and wider than ever before.



Mind the gap:

promoting female

leadership to

#BreakTheBias



#### Right here, right now

With small, socially distanced events slowly becoming a thing of the past, AmCham EU looked to capitalise on 2022's growing freedoms and possibilities. While we opened our offices to members and guests and brought people together for some much-missed networking, we also reached out to those who were further than a train or car ride away. The lessons learned during the height of the pandemic continue to help us maximise our audiences and bring together the most relevant stakeholders. While there are too many to list, here are a few standout moments – hybrid, online and in-person – from 2022:

- 10th Annual Transatlantic Digital Economy Conference
- 39th Annual Competition Policy Conference
- 2021: a rollercoaster year for global trade
- AmCham EU Annual General Meeting with Ilze Juhansone, Secretary-General, European Commission
- AmCham EU hosts The Honorable Mark Gitenstein, new US Ambassador to the EU
- AmCham EU hosts Don Graves, US Deputy Secretary of Commerce
- Dare to dream, girls! 2022 International Day of Girls
- Introducing students to the world of public affairs
- Transatlantic Conference 2022 and Brussels Briefing
- Mind the gap: promoting female leadership to #BreakTheBias
- Town Hall with H.E. Lindsay Croisdale-Appleby, Ambassador and Head of the UK Mission to the EU
- Town Hall with Mairead McGuinness, Commissioner for Financial Stability, Financial Services and the Capital Markets Union, European Commission

## On the road again

Whereas online events provide the opportunity to reach further and wider, the lifting of travel restrictions has put face-to-face meetings back on the menu. Throughout 2022, AmCham EU was fortunate to be able to travel, holding a number of high-level and personal meetings with stakeholders across Europe and the US. Although the list of every trip and external engagement we participated in over the course of the year is too long to include, we are pleased to recap a few standout experiences from 2022.

In early May, an AmCham EU delegation travelled to Washington, DC for a series of meetings with US-based stakeholders, including the Department of Commerce, the Department of State, Capitol Hill and business groups such as the US Chamber of Commerce. Discussions ranged from the TTC to the multilateral trading system and highlighted the importance of a strong EU-US relationship. Later in May, AmCham EU also participated in the AmChams in Europe delegation visit to Washington, DC and Raleigh, North Carolina.

From late May to early June, two delegations from AmCham EU attended the 27th European People's Party (EPP) Congress in Rotterdam, the Netherlands and the Alliance of Liberals and Democrats for Europe (ALDE) Party Congress in Dublin, Ireland. At those events, our delegations engaged with Members of the European Parliament (MEPs), European commissioners, prime ministers and Member State politicians. A month later in July, an AmCham EU delegation of 60 members once again travelled to the European Parliament in Strasbourg, where participants had the chance to meet with more than 100 MEPs from the largest political groups in the Parliament. Over the course of the year, AmCham EU was also represented at events in Budapest, Geneva, London, Luxembourg, Paris, Prague, Sofia and more.





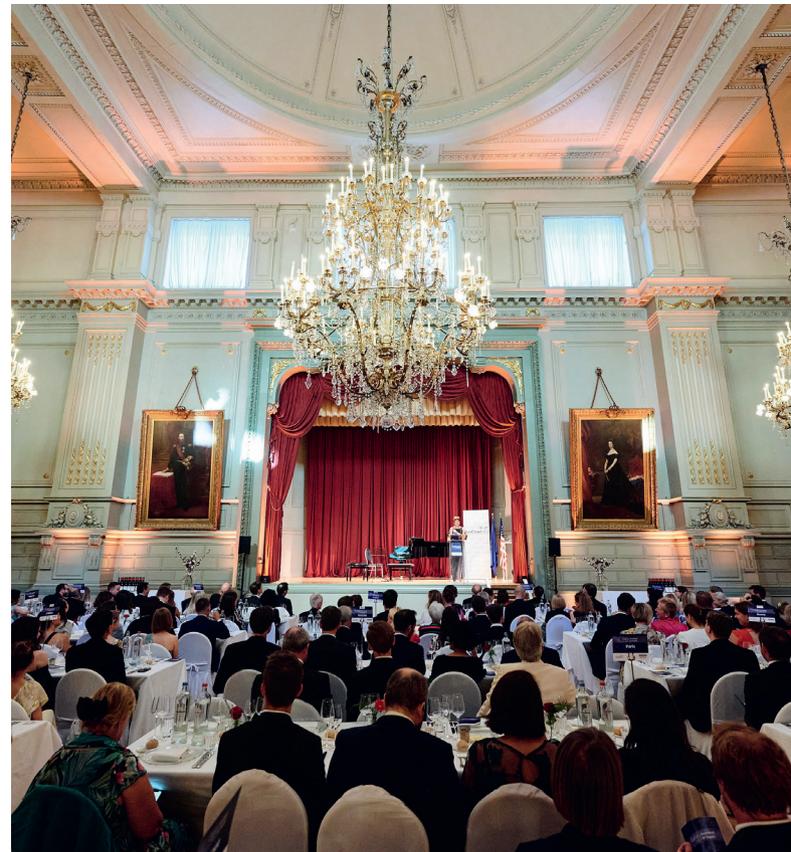
## Hey neighbour

With airports reopened and travel no longer restricted, AmCham EU welcomed a number of high-level guests from the US government to our events and offices in Brussels throughout 2022. The list is too long to name them all, but the selection of officials below provides a flavour of the many timely and captivating conversations AmCham EU was honoured to host last year:

- David De Falco, Deputy Assistant Secretary for Europe and Eurasia, US Department of Commerce
- The Honorable Mark Gitenstein, US Ambassador to the EU
- Don Graves, Deputy Secretary of Commerce, US Department of Commerce
- Jose W. Fernandez, Under Secretary for Economic Growth, Energy and the Environment, US Department of State

## Dancing queen

After three years away from the dance floor, the Brussels community finally reconnected in person – and in style – at AmCham EU’s 2022 Gala. With a special focus on ‘Invested in youth’, the evening brought together more than 250 guests to celebrate young people’s contributions to Europe. The event showcased an inspiring cello performance from the two Queen Elisabeth Competition finalists and was capped off with the presentation of the AmCham EU Youth Entrepreneurship Award to Ida Norström, CEO of Energy Effective Solutions, in partnership with JA Europe.



## 4. To Brussels and beyond

While the European institutions and those surrounding them remain a key focus for our advocacy and outreach goals, they are not the only stakeholders driving impact across the region. As an organisation, AmCham EU continues to explore new, creative formats to communicate with Brussels and the world beyond the ‘bubble’.



### Creative comms

Despite the return to the office, in-person meetings and chats over coffee or tea, much of our daily lives is still spent in front of a screen. In this environment, organisations must rethink engagement with online stakeholders and audiences. In an effort to continue to produce and share the most appealing content, we are constantly revising our communications strategy to ensure it remains not only current but meets the future needs of our members. While AmCham EU is no stranger to producing high-quality video content, we took things to a new level in 2022 by releasing several interviews with prominent guests including MEPs, Valdis Dombrovskis, Executive Vice-President for an Economy that Works for People, European Commission and Margrethe Vestager, Executive Vice-President for a Europe Fit for the Digital Age, European Commission. But it

doesn't stop there: we also launched the new 'Around town' series exploring how local organisations are supporting and building digital ecosystems while empowering female information technology experts.

Video remains just one of the many options in AmCham EU's deep chest of advocacy tools. After launching our blog several years ago, we have continued to share thought-provoking articles on the topics that are top of mind for American businesses in the EU. We think outside the box and experiment with new approaches to our position papers, digital mailouts, newsletters, campaigns on social media and other existing formats to effectively promote our content across all available channels.

## Excelling in the world of digital

With communications strategies in Brussels becoming more creative by the minute, it can be difficult for associations to rise above the noise. However, a number of campaigns stand out from the rest each year. In its annual review of the top digital campaigns from the most influential associations in Brussels, SEC Newgate EU, an EU advocacy and communications consultancy, identified AmCham EU's #Transatlantic2021 campaign as one of the previous year's best. Being selected for the organisation's European Associations Digital Report affirmed our strategy of using creativity to tell the powerful story of the transatlantic partnership to a global audience.



## Comms talks

Exploration goes beyond simply experimenting with new formats, tools or platforms to tell your story – it requires sharing knowledge about successes and setbacks with peers. In 2022, we launched a new initiative called Comms talks, which brings AmCham EU members and staff together with those who are working on different aspects of communications. During these sessions – which included topics such as leveraging digital in public affairs and mastering the art of media relations – participants discussed ideas and best practices as well as brainstormed new approaches to gain a better understanding of the distinctive nature of communications in the EU.

## 5. A far and wide network

### Reconnecting with the AmChams in Europe network

Representing the interests of more than 17,000 American and European companies, which employ 20 million workers, the AmChams in Europe (ACE) network accounts for more than €1 trillion in investment on both sides of the Atlantic. The network serves as an umbrella organisation for 46 AmChams from 44 countries throughout Europe and Eurasia.

In December 2021, Susan Danger, CEO, AmCham EU, was re-elected for a second term as Chairwoman of the ACE network. In her role she planned to continue to support and speak out on the need for a strong global economic recovery and the importance of the transatlantic partnership. Shortly after Russia invaded Ukraine in February, the ACE network issued a statement of solidarity with the people of Ukraine. Throughout the rest of the year, members of the network helped organise events exploring the role business plays in supporting those in need and how those outside of the region could provide aid.

In March, Secretary of Commerce Gina Raimondo announced an initiative promoting the role of women in international business and trade called EMPOWER HER at AmCham EU's Transatlantic Conference. The programme is a joint effort between AmCham EU, the ACE network and the US Department of Commerce. Later in the year, Susan Danger signed the EMPOWER HER declaration on behalf of AmCham EU and ACE during a meeting with Diane Farrell, Deputy Under Secretary for International Trade, during the ACE delegation to Washington, DC.



Signing the EMPOWER HER declaration was far from all the ACE network accomplished during the visit to the US in May. The AmCham executives visited Washington, DC to discuss transatlantic relations, the war in Ukraine and current global challenges with leading US stakeholders at the US Chamber of Commerce; the US Department of Commerce; the US Department of State, including with Wendy Sherman, US Deputy Secretary of State; and the US Congress. The delegation continued on to North Carolina, where the group had the opportunity to meet with business leaders based in Raleigh, notably from SAS, Bandwidth, Novo Nordisk, Delta Airlines, Credit Suisse and more.

In early October, 42 representatives from 27 American Chambers of Commerce attended the AmChams in Europe

Best Practices Conference in Sofia, Bulgaria. Susan Danger, Miranda Tiona, Senior Member Relations Adviser, and Alex Vasey, Senior Communications Specialist, AmCham EU participated and exchanged best practices and knowledge, as well as discussed issues impacting AmChams and their members. As part of the conference, delegates from the ACE network joined a reception at the US Embassy hosted by Herro Mustafa, US Ambassador to Bulgaria, as well as an elegant evening celebrating AmCham Bulgaria's AmChampions Gala where Susan Danger gave a keynote speech. To finish off the conference, AmCham Slovenia was presented with the Creative Network Award for its innovative 'I am a Teacher' corporate social responsibility campaign that advocates for education and promotes teachers in Slovenia, with AmCham EU and AmCham Sweden as runners-up.

Throughout the year, AmCham EU engaged with the network in a number of other ways. Stefano Marmo, Senior Policy Manager, AmCham EU organised a series of recurring calls where the network would discuss ongoing policy priorities across the region, issuing a statement on the outcomes of the 2022 United Nations Climate Change Conference (COP27) in November. In her role as Chairwoman, Susan Danger was invited to speak at a variety of ACE events around Europe and online, as well as participate in videos used by the other AmChams.



## Executive Council reaches new heights

AmCham EU's Executive Council - a forum for senior executives responsible for the European operations of some AmCham EU member companies - met with a number of influential stakeholders, including: The Honorable Mark Gitenstein, US Ambassador to the EU; Ambassador Thomas Hanney, Permanent Representative of Ireland to the EU; Didier Reynders, Commissioner for Justice, European Commission; Ambassador Andrzej Sadoś, Permanent Representative of Poland to the EU; and Dr Fabian Zuleeg, Chief Executive and Chief Economist, European Policy Centre (EPC).

AmCham EU's Executive Council continues to be a key tool in driving for the continuous improvement of European global competitiveness, through targeted dialogue at the highest levels between its members and senior policy-makers of the EU institutions, Member States and international organisations.



## 6. Showcasing thought leadership



AmCham EU's voice was heard in press and media on a large number of issues relevant to our membership, including cloud policy, EU-US relations and the Trade and Technology Council, financial services, foreign subsidies, global trade as well as responsible business conduct.

Our positions and views were covered by news outlets in Europe and globally, such as Borderlex, EURACTIV, MLex, PaRR, POLITICO, Reuters or the Wall Street Journal.

AmCham EU was consistently invited to share expertise at speaking engagements throughout 2022. AmCham EU staff and members participated in a number of external speaking engagements including with the Martens Centre, the Atlantic Council, Chatham House, The Enterprise Forum UK, the WTO Forum, the Public Affairs Council, the European Liberal Forum, and the Skopje Economic Finance Forum, to name a few.

AmCham EU has long been recognised for producing detailed, expert-level reports and publications. In March

2022, we launched the Transatlantic Economy 2022 report together with the US Chamber of Commerce. In addition, as France and then the Czech Republic held the Presidency of the Council of the European Union in 2022, AmCham EU published new recommendations with guidance on achieving the goals set out by each country. Ahead of the winter holidays, we launched *At a turning point: Healthcare systems in Central and Eastern Europe with the Economist Impact*. The report highlights the key differences and commonalities in healthcare financing and policy approaches across 13 European countries.

In addition, we produced a number of important policy papers throughout the year on timely topics including antimicrobial resistance; artificial intelligence; chemicals strategy; energy; corporate sustainability reporting; European defence; the EU-US Privacy Shield; food security; packaging and packaging waste; third-party litigation and much more.

## 7. Our members: front and centre

Our members remain at the core of everything AmCham EU does, and we strive to provide the highest level of service. Being a member-led, member-driven association is no doubt one of the many reasons our members remain engaged and committed to our work, day in and day out. Whether for one of our many committee meetings, conferences or a catch-up over coffee or tea, 2022 gave us the opportunity to welcome many back to AmCham EU's offices. Our value proposition is built on four pillars: advocacy and influence; access and relationships; information and intelligence; and corporate branding and profiling – these have remained at the forefront of all we accomplished throughout the year. Because of our cross-sectoral structure, AmCham EU has the unique ability to participate in and bring value to a wide range of conversations while simultaneously representing the views of a diverse membership.

Our induction sessions, which we began in 2020, offer new members the opportunity to learn more about AmCham EU

and ensure that they have the right tools to make the most of their membership. Hand in hand with both new and old members, AmCham EU embarked on a long journey to re-examine our governance rules and adapt them to ensure our organisation is fit for the future. The proposed rule changes to ensure compliance with new Belgian company codes would not have been possible without strong collaboration between our staff and the membership. During AmCham EU's Annual General Meeting in June, our members played a key role in the move or stay project, voting in favour of moving from our current office space to a new location just down the street to Avenue des Arts 56, 1000 Brussels.

As always, new member recruitment remained a priority for AmCham EU during 2022, with a total of nine new members announced during the year. Welcome again to the following new members: Baker Hughes; Daimler Truck AG; General Motors; Kekst CNC; Koch Industries, Inc; Kyndryl; Stryker; Tyson Foods; and Vertex Pharmaceuticals.



# Member

## testimonials

'It has truly been a pleasure working with AmCham EU over the past year. We very much appreciate your initiatives and role in shaping policy making in Brussels.'

Theodoros Birmpoutsoukis,  
Kekst CNC

'Thank you for all the achievements of 2022. AmCham EU plays a significant role in IBM's engagement in Europe and we're always happy to contribute and support the association.'

Jean-Marc Leclerc, IBM

'For the whole Dow Brussels team it's been a pleasure working with AmCham EU in 2022 and we look forward to working with you in 2023!'

Dennis Kredler, Dow

'It was a very intense and productive year, and we appreciate our great collaboration. Thanks to the amazing support and great engagement of all the member companies, our International Disability Day event was a great success! I hope that our DE&I task force will organize even more inspirational and meaningful events in 2023!'

Veronika Bendere, MSD (Europe) Inc.

'It has been a real privilege and a pleasure getting to know and work with the AmCham team over the past year. 2023 promises to be another eventful year, and one with many exciting milestones for AmCham EU, with the 60th Anniversary and the office move to name just two. I'm really looking forward to continuing the collaboration with the team!'

Malachy Tuohy, Goodyear

'On behalf of DuPont, I thank AmCham EU for the excellent collaboration in 2022. We look forward to a productive 2023, highlighted by the co-signature of the EMPOWER HER declaration and our engagement at the upcoming 2023 Transatlantic Conference.'

Alexa Dembek, DuPont

'InterDigital is very happy to contribute, support and collaborate with AmCham across a wide range of policy issues. As a company with a strong presence in both the US and Europe, AmCham is the perfect organization for us to engage with other stakeholders and to stay up to speed on key topics. We remain interested and available to help on both sides of the Atlantic!'

Simona Popa, InterDigital, Inc.

# Giving

# back

The accomplishments of this report would not be possible without the hard work and dedication from our staff and members throughout 2022. While many of the achievements are focused on our advocacy and outreach goals, there are a number of areas where our drive to give back extends beyond solely our members and to the communities around us. To close this report, we leave you with a couple more reasons to remain optimistic and hopeful in 2023.

## Breaking biases and empowering all

Despite an increased focus on inclusive workplaces, women still remain underrepresented in leadership roles. To celebrate International Women's Day, AmCham EU organised an online event about breaking biases around female leadership. Going beyond simply discussing the issue, we launched the EMPOWER HER initiative in March with the US Department of Commerce and the ACE network with the aim of advancing women's equality and economic empowerment in trade across the Atlantic. Finally, to mark the 10th anniversary of the International Day of the Girl, AmCham EU once again drew attention to pressing issues impacting women around the world by highlighting the critical role of public-private partnerships in the fight for gender equality.



Keeping with the spirit of inclusion, AmCham EU hosted a high-level gastronomic lunch to mark the 30th anniversary of the International Day of People with Disabilities. This special event was hosted at 65 degrés – a restaurant in Brussels that drives change by employing people with disabilities – and featured a keynote speech from Helena Dalli, European Commissioner for Equality, European Commission. The lunch explored the private sector's efforts to make the world more equitable and accessible, and the role of the public sector in supporting this vital work, while also raising over €3,000 for the restaurant.

## Youth Entrepreneurship Award



As the EU marked the European Year of Youth in 2022, we continued to support young entrepreneurs through the AmCham EU Youth Entrepreneurship Award. As in the past two years, the contest was open to female entrepreneurs and organised in collaboration with JA Europe. Last year, the award was given to Ida Norström, CEO of Energy Effective Solutions. Energy Effective Solutions programs and installs diverse, energy-efficient electrical projects that range from automated control systems to solar cells and electric car chargers. As part of the award, Energy Effective Solutions received a monetary prize as well as mentorship from top European CEOs of AmCham EU member companies, who will coach, encourage and offer their time, expertise and advice. The two other finalists, Pakkeriet Hadsund from Denmark and ONE 100 from Lithuania, also went home with a monetary prize and the opportunity for mentorship.



## Relay for Life

Marking yet another example of a return to normalcy, the annual Relay for Life once again welcomed participants in June at the St. Johns International School in Waterloo for 24 hours of walking. The full day spent on the track symbolises the constant battle cancer patients and their families fight while simultaneously raising funds for the Foundation against Cancer. As is tradition, the AmCham EU team not only walked in memory of our dear former colleague Andreas Galanakis but also campaigned to raise funds to support the foundation's work.

## Supporting our community and beyond

In 2022, AmCham EU took advantage of many opportunities to give back to our community. Among those was our response to Russia's invasion of Ukraine early in the year: AmCham EU wasted no time in donating to the International Committee of the Red Cross to support those in need.

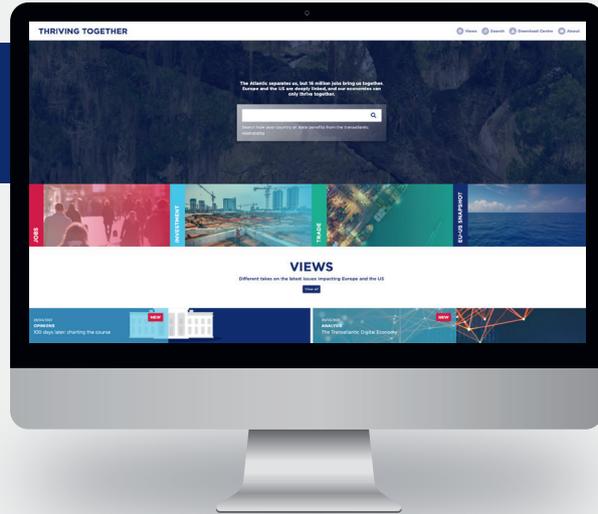
Later in the year, AmCham EU continued the tradition of supporting the Queen Elisabeth Competition with a donation while welcoming the two finalists for a performance at our annual Gala. The annual competition is for musicians who have completed their training and who are ready to embark upon an international career. As the year rolled on, AmCham EU donated a significant number of used bottlecaps, which can be exchanged for funding, to the Belgian non-profit Dopjesactie, which helps train guide dogs for those who are blind or visually impaired.

Finally, when it comes to the holiday season, AmCham EU believes everyone deserves a gift. That's why we participated in the Shoe-Box initiative run by The Samaritans in Belgium. During a fun December afternoon in our office, staff and members worked together to pack non-perishable food items and small gifts in shoeboxes and donate them to The Samaritans, who then distributed them to the homeless and underprivileged across Belgium. To wrap up the holiday season, AmCham EU donated to help support UNICEF's work in Ukraine.





# 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](https://thrivingtogether.eu)

# 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



**Nadia Allen**  
Associate Policy Manager



**Lucia Vaculova**  
Associate Manager



**Karina Grucka**  
Senior Policy Adviser



**Michal Chvojka**  
Policy Adviser



**Cathrine Bärtel**  
Policy Adviser



**Alex Buyruk**  
Policy Adviser



**Giacomo Moroni**  
Policy Adviser



**Elyse Kallen**  
Senior Content Adviser



**Laura Escobar Diaz**  
Content Adviser

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Director of Communications and Outreach



**Françoise Soudaz**  
Events and Marketing Manager



**Sarah Ouertani**  
Events and Marketing Coordinator



**Roberta Brumana**  
Associate External Relations Manager



**Jelena Letljane**  
Associate External Relations Manager



**Wendy Lopes**  
Associate Creative Manager



**Carine Pauly**  
Senior Data and Information Systems Specialist



**Miranda Tiona**  
Senior Member Relations Adviser



**Alex Vasey**  
Senior Communications Specialist

## OPERATIONS



**Maximiliano Santy**  
Senior Operations Director



**Conny Dekens**  
Operations Manager



**Rosa Sciacaluga**  
Senior Operations Coordinator



**Masha Lukyanchuk**  
Digital Transformation Project Manager

*Listing reflects the status for the majority of 2022*



Your benefits  
as a member:

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



Advocacy &  
influence



Access &  
relationships



Information  
& intelligence



Corporate  
branding & profiling



## 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](https://investedineurope.eu)





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*List accurate as of June 2023*

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