



BritishAmericanBusiness

PRESS RELEASE

BritishAmerican Business Launches Report Showing How TTIP Could Help Businesspeople in the UK

Friday 30th January 2015, London: BritishAmerican Business (BAB) today launched a new report called “Local, Specific, Tangible: How a EU-US trade and investment agreement can help businesspeople and their companies in the UK”.

The Report features case studies from the 2013-14 BAB TTIP Road Show Series, showcasing regular businesses from around the UK and their experiences exporting to the US.

UK Trade Minister Lord Livingston has welcomed the report, saying that:

“Small and mid-sized businesses who want to export to the US find they are hard hit by a double whammy of duplicate regulations and import duties.

“TTIP will seek to change that. The agreement will be negotiated with a focus on benefits for small companies including a dedicated small business chapter.”

Jeffries Briginshaw, Managing Director of BritishAmerican Business in London, said:

“While ‘on the road’, we didn’t have wonkish conversations about geopolitics, global trade policy or seemingly far-off negotiations in Brussels and Washington, DC.

“Instead, we heard from regular businesses, businesswomen and men ambitious to export, excited about US markets and often impatient for the obstacles in their way to be removed – not in the time frame of trade negotiations, but as close to yesterday as possible.

“We think it is time to share the wealth of knowledge we have obtained about the daily realities, best practices and barriers to trade between the UK and the US. There are a lot of success stories out there. But there could be more.”

The report was launched at the UK Representation in Brussels. Speakers at the launch event included: H.E. Ivan Rogers, UK Permanent Representative to the EU; Larry Stone, President, Group Public and Government Affairs, BT; Lesley Moody, CEO, AES Digital Solutions Ltd; Penelope Naas, Vice-president and Head of EMEA Public Affairs, UPS; John Sammis, Deputy Chief of Mission, US Mission to the EU.

BritishAmerican Business would like thank to UPS and BT for their support of the Road Show series and also for making this report possible.

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Notes to editors

- **About the BAB Road Show Series:** This event a follow-up to BritishAmerican Business’s national road show series, an initiative responding to the launch of the US-EU trade deal negotiation or the Transatlantic Trade & Investment Partnership (TTIP). The Road Show has visited Cardiff, Belfast, Glasgow, Birmingham, Liverpool, Edinburgh, Sheffield, Bristol, Leeds, Manchester, Reading, and

Sheffield. For more information, please visit tradeinvest.babinc.org/ttip , where the report will be live this Friday.

- **About BritishAmerican Business (BAB):** BAB is the leading transatlantic business organization, dedicated to helping companies build their business on both sides of the Atlantic. Its membership brings together the world's leading multinational and middle-market companies across sectors and geographies; and more than 100 of the world's most successful CEOs support its work through their participation in its Advisory Board. It incorporates the American Chamber of Commerce (UK) and the British-American Chamber of Commerce (USA), which merged in 2000 to create a single, pre-eminent transatlantic organization that could support its members across the Atlantic.
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