




BritishAmericanBusiness

The Transatlantic Trade and Investment Partnership



ROAD SHOW PRESS BRIEFING

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What is TTIP?

The Transatlantic Trade and Investment Partnership (TTIP) is a negotiating process between the EU and the US which would “at a stroke liberalise a third of global trade” and boost UK GDP by 0.5% (or £10 billion a year). The UK is part of the negotiating process because of its membership of the European Union.

What BritishAmerican Business believes:

BritishAmerican Business (BAB) believes that a comprehensive transatlantic trade and investment pact could be of huge benefit to our member companies on both sides of the Atlantic and add billions to the already massive trade and investment relationship shared between Europe and the United States. It would assist entrepreneurs and job creators as they seek new business opportunities in global markets while also providing new impetus for the creation of a body of world trade rules fit for the 21st century.

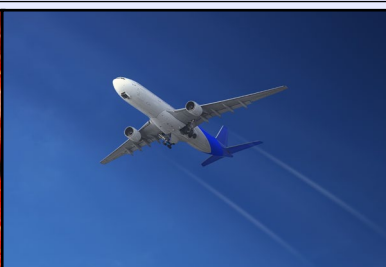
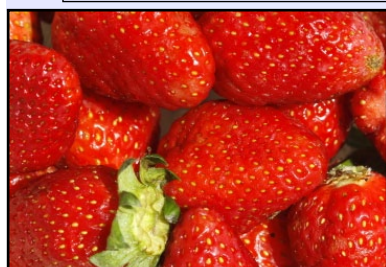
BAB is committed to supporting the TTIP negotiation process by building a member-driven, public facing, business consensus, with a particular emphasis on investigating and amplifying local, specific and tangible potential outcomes. Our road show series is at the core of this effort.

In this press pack:

- **TTIP Road Show Series Overview**
- **Information Sheet:** How can TTIP actually help your business?
- **What businesses say:** Business people share their experiences of Transatlantic Markets
- **Opinion Pieces on TTIP:**
 - What does TTIP mean for SMEs in the digital economy? by Lesley Moody, Managing Director, AES Digital Solutions Ltd
 - Why is TTIP a priority for British Business? by Simon Moore, Director of CBI International
 - The Transatlantic Trade and Investment Partnership and SMEs, by Elisabeth Roderburg, TTIP Advisor, BritishAmerican Business
 - How can TTIP facilitate trade? by Richard Currie, Director of Public Affairs, UPS
 - What excites the ICT sector about TTIP? Larry Stone, President, Group Public & Government Affairs, BT
- **BAB's TTIP activities**
- **BAB Membership benefits**

About BritishAmerican Business:

BritishAmerican Business (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 on both sides of the Atlantic.





What are BAB's Road Shows?

We have launched a nationwide series of roadshows across the UK in collaboration with a broad range of business groups, including our fellow chapters in the British American Business Council. Our aim is to highlight to companies across the UK how they can benefit from a successful trade and investment agreement between the US and EU. At the macro level, a deal is expected to lead to substantial economic growth for these major economies.

Our expert panel of speakers includes senior executives from leading companies and SMEs, MPs and government including BIS, UKTI, FCO and the US Embassy. They cover the impact on businesses of a proposed deal before opening the floor out to the audience through a Q&A session. Our roadshows focus on issues such as:

- Current status of TTIP negotiations, what companies can gain from an agreement, timetable for negotiations and opportunities for business to influence outcomes;
- Success stories showcasing trade and investment between the UK and the US;
- Current government trade promotion initiatives and support relevant to US markets.

Road Show Destinations:

2014

- March: Belfast
- April: Cardiff
- May: Glasgow
- June: Birmingham; Liverpool
- September: Edinburgh
- October: Sheffield; Bristol

See www.babinc.org/events for dates and times.

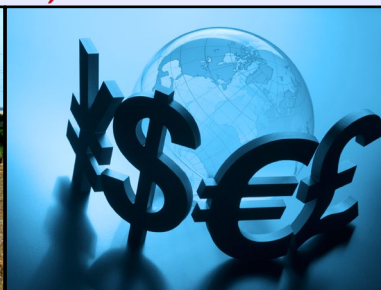
2013

- 5th March: Glasgow
- 7th March: Birmingham
- 12th July: Leeds
- 5th November: Edinburgh
- 28th November: Manchester
- 3rd December: Reading
- 4th December: Newcastle

Previous speakers include:

- **Jerry Blakett**, CEO, Birmingham Chamber of Commerce
- **John Breidenstine**, Minister-Counselor for Commercial Affairs, U.S. Commercial Service
- **Christie Buck**, Partner at Deloitte LLP
- **Simon Crosby**, Lead UKTI Adviser for Canada, USA & Mexico
- **Nick Coppin**, Head – Trade Policy Team, FCO
- **David Coyne**, Head of Economic Development, Glasgow City Council
- **Bob Creighton**, CEO, Mentorshop USA
- **Richard Currie**, Public Affairs Director, UPS
- **Sietske de Groot**, Senior Advisor on EU and International Affairs at the Federation of Small Businesses.
- **David Gardner**, Director of Public Policy, KPMG
- **Rt Hon John Healey MP**, Chairman, APPG on EU-US Trade & Investment
- **David Henig**, Assistant Director at Department for Business, Innovation and Skills
- **Alex Lau**, Senior Policy Advisor, Transatlantic & International Unit, BIS
- **Chris Loughran**, Director, Marketing Birmingham/Regional Chairman and Senior Partner Deloitte
- **Lesley Moody**, Managing Director, AES Digital Solutions Ltd
- **Jim Neel**, 2nd Secretary, US Economic Section, US Embassy
- **Gordon Matheson**, Leader, Glasgow City Council
- **Paul Noon OBE**, Regional Director, UKTI, West Midlands
- **Julie Nutter**, Minister Counselor for Economic Affairs, U.S. Commercial Service
- **Larry Stone**, President, Group Public & Government Affairs, BT
- **Jonathan Webber**, International Trade Director, UKTI West Midlands
- **Greg Wingfield**, President & CEO, The Greater Richmond Partnership.

"A thought-provoking workshop, BritishAmerican Business has got us thinking about how TTIP could affect UK Franchise networks moving into the US". Chris Powell, MD, localwineschool.com



How will TTIP actually help my business?

TTIP aims to allow UK businesses - regardless of location or size- access to US markets without having to pay the nuisance import duties which make their products uncompetitive. It also will cut the red-tape and regulations which are often prohibitive to market entry for small businesses. While larger organisations can - due to their scale - often cope with these costs, SMEs can be put at a disadvantage, often making it harder to compete in foreign markets. One of BritishAmerican Business's key objectives through the road shows is to talk to SMEs about how TTIP can help them.

Specifically, a successful TTIP will:

- Reduce tariffs, simplify and speed up customs and import procedures;
- Reform regulatory processes which place disproportionate red-tape on SMEs and hold back their export potential;
- Make it easier for companies to access government procurement markets;
- Result in better value for consumers, who currently pay for the added costs created by unnecessary bureaucracy;
- Potentially benefit the EU economy by £100 billion (€119 billion) a year, which equates to an additional £450 (€545) for each family of four across the EU.

Amongst TTIP's prospective winners are:

- **Pharmaceuticals** – Key benefits here will be increased alignment of regulatory approaches, for example, through the progressive recognition of/reliance on each other's inspections to avoid unnecessary duplication.
- **Trade in Services** – Development of a system of mutual recognition of qualifications for the services sectors (such as architects and lawyers) on both sides of the Atlantic.
- **Automotive** – Benefits would include tariff reductions and moves towards eliminating regulatory duplication, which currently adds to vehicle costs without necessarily adding to consumer safety. Under TTIP, the automotive sector could represent the largest share of auto production and sales ever covered by a single trade agreement. The reduction of tariffs and just a quarter of existing regulatory barriers alone could increase EU vehicle and parts exports to the US by 149% for the period 2017-2027.
- **Chemicals** – The aim is to achieve tariff reduction and regulatory alignment including of EU-US standards with a view also to aligning with international standards. In the UK, TTIP is expected to provide a 1.65% increase in output for the chemicals sector. Chemical exports (which already account for 14% of UK's exports to the US) could increase by nearly 7%.
- **Energy and Raw Materials** – The negotiations are expected to cover access and trade in energy and raw materials through promoting non-discrimination, the elimination of import and export duties, liberalisation of trade and recycling markets and technologies.
- **Financial Services and Insurance** – Current scope extends to market access under the general remit, with a prospect of greater specificity on issues such as rulemaking frameworks perhaps to follow.
- **Public Procurement** – The aim is to increase access to public procurement markets in both the EU and the US and eliminate local content requirements while fostering greater transparency in tendering processes.
- **Agriculture** – Expanding agriculture markets will be a two-way street with benefits for both the EU and the US. EU exports to the US are mostly higher value food products like spirits, wine, beer and processed food (such as cheeses, ham and chocolate). In the UK alone, processed food exports are expected to increase by between 2-5%. There will also be scope for enhanced cooperation around food safety checks for third country food supply chains.



How can the EU/US Trade negotiations help your business?

Here is some of the feedback we have had from attendees of our road shows regarding the barriers they currently face when exporting to the US:

“As a professional services business which advises businesses which currently conduct transatlantic trade, anything that makes this easier will help our clients and will impact on the advice we can provide”, *Andrew McNamara, Partner, BDO LLP, 5th November 2013, Edinburgh*

“This is what would help my business: General Services Administration (GSA) simplification or removal; simplification of working in multiple states; reciprocity on defence expenditure which is talked about but never reaches the SMEs”, *Marcus Kneen, CEO, Indigovision, 5th November 2013, Edinburgh*

“It would be helpful to my business if the visa waiver programme was extended to delivery of services; global entry programme extended to EU citizens”, *Sander Vermeulen, Business Consultant, SIMUL8 Corporation, 5th November 2013, Edinburgh*

“It would be helpful to cut tariffs and make importing an American product back into the USA (after modification) easier, improving certification coordination”, *Steve Broadfoot, CEO, Director, Founder of Lugplugs, 5th November 2013, Edinburgh*

“It would be useful to harmonise legislation for food safety and standards”, *Colette Backwell, Director, Scottish Food and Drink Federation, 5th November 2013, Edinburgh*

“The EU-US Trade negotiations could help my business by reducing shipping charges and so making our products more competitive. They could help to launch us into a new market”, *Zoe Brimelow, Brand Director, Duo UK, 28th November 2013, Manchester*

“The EU-US Trade and Investment negotiations would help my business by making it easier to export. Obtaining licences is an issue in our industry, the cheese exports industry. Licence is given to US citizens to import but not for UK exporters going to the US”, *Gary Johnson, Business Development Manager for Exports, Wensleydale Dairy Products, 28th November 2013, Manchester*

“The EU-US trade negotiations could help my business by reducing or abolishing duties from the EU to the US”, *Neil Flatley, Managing Director, Linzi Jay Ltd, 28th November 2013, Manchester*

“Direct and hands on free help with NDAs and commercial agreements with US suppliers and specific potential deals with some of the big US buyers.”, *Pippa McCartney, Business Development, Bernard McCartney Ltd, 28th November 2013, Manchester*

“We manufacture products which comply to the IEC standards (International Electrotechnical Commission) which the USA actively participates in. However, the USA “modifies” these standards into Underwriters Laboratory (UL) standards which have become a barrier to entry due to cost, admin, and technical changes. Why won’t the US adopt recognised CE standards instead of USA specific standards?”, *Mark Marsh, Finance Director, Seaward, 4th December 2013, Newcastle*

We would be interested in hearing how TTIP could help your business. Please let us know by emailing Amanda Zambon at azambon@babinc.org.



What does TTIP mean for SMEs in the digital economy?



Lesley Moody
Managing Director, AES Digital Solutions Ltd
www.aes.co.uk

Friday 20th December 2013, As the year draws to a close, businesses are working towards the Christmas break and preparing for 2014. At the same time, the third round of negotiations on a transatlantic trade and investment partnership (TTIP) between Europe and the US are taking place.

Thinking about the talks, I feel a bit like a child at Christmas...hoping that, like Santa, the talks and resulting agreement will bring 'gifts' for businesses in the form of help - particularly for small companies like mine - to enable us to compete and trade more effectively in the US market to make supporting our customers easier and to help us grow our US customer base.

For digital media companies like ours who provide Software as a Service (SaaS) solutions and on-line business management systems, global trade has always been part of what we do. We talk about the world shrinking in terms of doing business with communication becoming easier and new technologies improving real time business and data management – TTIP offers an opportunity to carry this a step further by providing a platform for trade growth and by simplifying / harmonizing processes and procedures.

So what would AES Digital Solutions like to see in its stocking from TTIP?

Unlike manufacturing companies, issues around things such as export documentation aren't big for us... we don't parcel our products up and ship them to our customers. Being in the ICT market its areas such as harmonization of regulatory standards for the industry with help in areas relating to IP and patents that are important.

It's often said that trading in the US can be like doing business in multiple countries. Size alone contributes to this, but there's also the fact that so much legislation is state-driven, and for all companies, irrespective of size, this can be costly and sometimes prohibitive. Contractual jurisdiction and finding the right insurances can become exceedingly time consuming.... It's in areas like these that an EU-US trade accord could make a substantial impact. Travel is also key – despite video conferencing technologies I think it's fair to say that doing business 'face to face' can still be key to sealing a deal. So improved immigration routes to speed the process for frequent business travellers would be welcomed by many of us!

One of the key things for AES Digital Solutions - and for all SMEs - is that those involved in the TTIP talks are looking to engage not only with large companies and organisations based in London and the South East, but also with SMEs throughout the UK. As Managing Director of a smaller SME providing on-line systems and associated services from the North East of England to a number of customers in the US, this is both refreshing and encouraging. TTIP is a once-in-a-generation opportunity to simplify how we do business between the EU and US and we should all, including the smallest of companies involved in EU-US export, look to make the most of the great benefits that could come from this agreement.



Why is TTIP a priority for British Business?



Simon Moore
Director of CBI International
www.cbi.org.uk

Thursday 14th of November 2013, The UK is a top trading nation. However, while the world's economic centre of gravity has been shifting to the east, our percentage share of global trade has declined to the south. To renew our role as one of the world's top traders, we clearly have to do more to break into high growth markets like the BRICs, Mexico and Indonesia – all countries that are predicted to have larger economies than any EU country by 2050.

But this is a long-term process that will not happen overnight. In the meantime, we cannot neglect our trade links with Europe and the United States – our most important markets of today. The US is of unparalleled importance for the UK economy – comfortably our biggest individual export market and largest source of FDI. Yet still many market access and regulatory barriers to trade remain – many of which are purely superfluous – and this acts as a brake on growth and jobs.

For the CBI and its members, it is illogical given the strength and depth of UK-US commercial ties that every day, import tariffs designed to protect markets from overseas competition are still applied on goods shipped across the Atlantic. Tariff elimination has to be a top priority in TTIP, especially given that duties are often applied at multiple stages of a single supply chain.

The transatlantic services economy is also essential to develop. Currently many key sectors like aviation, financial services, telecommunications and express delivery are being held back by longstanding trade barriers. The US and UK are the world's leading services exporters, so British businesses in particular have a lot to gain from an ambitious approach in the services negotiations.

Finally, we need to see a sustained push to reduce regulatory barriers to trade. This applies to both goods and services sectors, and is where the real value to be derived from TTIP lies. On the basis of conservative estimates, TTIP is expected to deliver £10 billion a year to the UK economy. But this will only happen if a more conjoined approach to regulation setting can be established between EU and US regulators. We also need to see action to reduce duplicate and inconsistent regulatory requirements when they occur, building on joint industry proposals in the automotive, chemicals and pharmaceuticals sectors to name a few.

The transatlantic trade relationship is already strong, but we can make it even stronger. This is a top policy priority for the CBI, and we will remain closely engaged in the TTIP negotiations to ensure that all political efforts are centred on delivering a high quality, ambitious agreement for UK business.



The Transatlantic Trade and Investment Partnership and SMEs



Elisabeth Roderburg
Transatlantic Trade & Investment Partnership Advisor,
BritishAmerican Business
tradeinvest.babinc.org

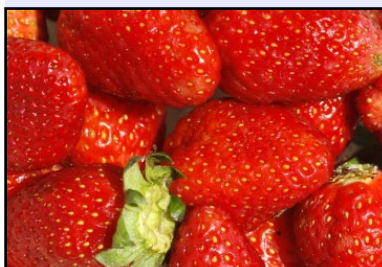
Friday 30th August 2013, Small and medium sized enterprises (SMEs) are often described as the lifeblood of the UK economy due to their sheer number, estimated at 4.8 million in 2012, and the jobs they provide, more than half of all UK employment. It is broadly recognized that SMEs – companies with less than 250 employees – account for some 90 per cent of businesses and are often in the forefront of innovation and implementation of new technologies.

It is perhaps not as well known that the SMEs stand the most to gain from a successful conclusion of an ambitious Transatlantic Trade and Investment Partnership (TTIP) between the EU and the US. This is not only because it is an explicit goal in the negotiations launched in July this year to facilitate transatlantic business participation for SMEs.

SMEs will first and foremost benefit because TTIP aims to establish a greater degree of regulatory coherence between the US and the EU. Today the EU and the US regulate to provide for, for example health and safety concerns – often at the same level – but with different regulations. In public consultations SMEs have pointed to the particular burden that such regulatory differences pose for their activity. The often difficult paperwork, conformity assessments and administrative costs of dealing with divergent regulatory environments pose sometime prohibitive costs for SMEs. While larger corporations are better placed to dedicate staff to such tasks, SMEs struggle to meet different regulatory requirements in different markets, even though the regulatory goals may be the same.

SMEs are also expected to gain significantly from TTIP because SMEs tend to dominate the sectors where increased trade is expected to result from an agreement. For example SMEs account for more than 95% of the processed food, machinery and motor vehicles and parts sectors. These are the sectors where UK exports to the US are expected to grow significantly after an agreement has reduced the barriers to trade.

So, while the launching of ambitious trade negotiations between the US and the EU may seem of little relevance at first sight, for a small company in the Midlands for example, the potential gains for the company of a successful outcome are major.



How can TTIP facilitate trade?



Richard Currie
Director of Public Affairs, UPS
www.ups.com

Monday 7th October 2013, As the U.S. Government “shutdown” continues, the second round of negotiations for the Transatlantic Trade and Investment Partnership (TTIP), due to take place this week in Brussels have been postponed. Despite this delay, and albeit with fewer hands on deck in the U.S., preparatory work continues, as USTR and DG TRADE negotiators get ready to shift gear and delve into the core policy components of the agreement.

Amidst a number of newer and some more contentious topics which are on the table, an area with major potential for success is customs and trade facilitation. Although perhaps inconspicuous at first, customs processes hold the key to unblocking transatlantic supply chain bottlenecks, liberating a host of smaller businesses and start-ups which struggle to manage cumbersome and costly administrative processes, and boosting transatlantic consumer activity by easing duties on low-value shipments.

For the Competitive Delivery Services (CDS) sector, which comprises logistics, freight and supply chain management companies such as UPS, trade facilitation measures improve our capacity to respond to the time-sensitive demands of consumers and businesses. The e-commerce boom has created immense potential for the transatlantic economy, by allowing smaller businesses in particular to benefit from access to markets on either side of the Atlantic. The TTIP can help these players further extend their commercial reach by simplifying customs processes between the U.S. and EU. Raising the de minimis threshold for customs duties and other taxes to exempt shipments below \$800, and the electronic pre-clearance of goods are two examples of how the administrative burden of importing from or exporting to the U.S. or EU can be reduced.

The U.S. and EU agree that customs and trade facilitation is an area with positive potential, and plan to begin discussing options within TTIP shortly. Ongoing cooperation on air cargo security and the mutual recognition of the EU Authorized Economic Operator and U.S. Customs and Trade Partnership Against Terrorism (AEO/CTPAT) schemes are strong precedents for cooperation in this realm.

In addition to improved customs and trade facilitation, the U.S. and EU also have the opportunity to lead by example in the realm of competition. For the CDS sector, a joint recognition of the importance of a level playing field with respect to State-owned and State-sponsored enterprises would set a high benchmark beyond the transatlantic border, paving the way to allow American, British and other European and companies to compete on a level playing field abroad.

Under the watchful eye of consumers, businesses, and governments considering the compatibility of their own customs processes with 21st century trade, TTIP negotiators have a unique opportunity to pair procedural change with tariff and regulatory measures to boost transatlantic trade. The progress achieved to this end will be one of the key topics addressed at the BritishAmerican Business TTIP Roadshow on 5



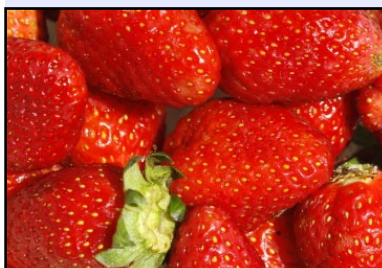
What excites the ICT sector about TTIP?



Larry Stone
President, Group Public & Government Affairs, BT
home.bt.com

Monday 7th October 2013, The second round of TTIP talks in Brussels were sadly cancelled at short notice. But both the EU and US authorities were at pains to stress there was no significant diminution in political will or momentum. There is a broad weight of business support across most sectors, but we need to get into the specifics soon given the accelerated timetable for TTIP. What excites the ICT sector, and BT specifically, about TTIP? Several things:

- There is good macro-economic correlation between trade and ICT. More trade generally means ICT growth, and hence jobs;
- TTIP (and TPP and EU-Japan etc) will likely spark greater effort by the WTO and BRICS on multilateral trade e.g. TISA progress, which is a good thing;
- Opening up sub-Federal level public procurement in various areas including ICT in the USA will help efficiency;
- Agreeing norms and principles and/or standards in forward looking high technology areas for regulatory convergence will be highly valuable for EU-US competitiveness globally e.g. cloud computing, data security, e-health, nanotech. All these need not be finalised by early 2015 but at least a framework and governance structure put in place to drive them forward through regulatory bodies on both sides of the Atlantic;
- Focusing forensically on ensuring key ICT sector regulatory principles are in synch across the Atlantic. The EU-US ICT principles agreed under TEC in 2011 for advocacy globally were a positive step, but we need to ensure the US and EU match up to their own rhetoric e.g. non-discriminatory cost-based wholesale access to US networks would help.





Our road shows have been widely supported by the business community and by Government, and we look forward to continuing to work together with existing and new partners throughout 2014. If you would like to support our road shows, please contact John Cater at jcater@babinc.org



BritishAmerican Business Supporting TTIP

BAB is committed to supporting the negotiation process by building a member driven business consensus with a nation-wide event and policy programme: In coalition with like-minded groupings we have a particular emphasis on investigating and amplifying local, specific and tangible potential outcomes for TTIP.

1) All Party Parliamentary Group on EU-US Trade & Investment

BAB is acting as the Secretariat for this recently launched APPG, chaired by John Healey MP, which aims to provide a focus for cross-party support for the negotiations, to contribute to greater public debate and understanding of the potential benefits at stake for British consumers, workers and business, and also to strengthen Parliamentary & public scrutiny of the UK Government's actions to help secure the agreement. The group will arrange discussions, briefings & visits for UK MPs with all stakeholders as well as developing relations with Parliamentarians in the US & the EU.

2) EU/US Trade & Investment Forum

BAB's EU-US Trade & Investment Forum brings together London based members and partners of BAB who have an interest in supporting the Transatlantic Trade and Investment Partnership discussions. The forum will focus initially on supporting BAB's efforts in building a business coalition in support of TTIP, through both events and policy work on substantiating and detailing BAB's members' own priorities. Our Forum Heads are Richard Currie, Director of Public Affairs from UPS and Larry Stone, President, Group Public and Government Affairs at BT.

3) High-Level Roundtables

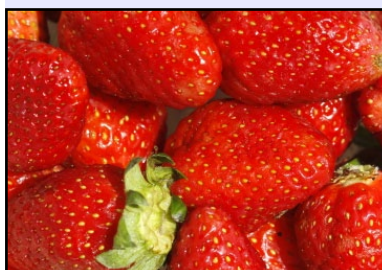
BAB has also launched a series of high level policymaker roundtables on the subject of TTIP. So far, the dinners have brought together leaders from business and Government to discuss issues such as: "What happens to US FDI if Great Britain leaves Europe?"; "Crunch time for the EU/US Trade deal- What does transatlantic business want?" and "TTIP and the Implication for Financial Services".

4) BAB Autumn Conference 2013: The New Transatlantic Market- Gamechangers, Opportunities and Risks

The US and EU represent by far the largest markets for Western companies, accounting for more than half of global GDP and more FDI and trade than any other region. These markets are now growing again – and changing fast – as are the opportunities (and the risks) they offer. At our Conference, we explored the megatrends in this market, and 4 key gamechangers: big data; energy innovation and the sustainability imperative; demography and diversity; and the prospective TTIP agreement.

5) Communications Platforms

BAB has launched a new trade & investment website - tradeinvest.babinc.org - which has a TTIP portal detailing our activities in this area as well as any updates on the negotiations as they unfold. We have been active through our [LinkedIn group](#) on TTIP and through [Twitter @BABLondon #BABTTIP](#)





British American Business TTIP Calendar 2014

| JANUARY | FEBRUARY | MARCH |
|--|---|---|
| | <ul style="list-style-type: none">• 4: All Party Parliamentary Group for EU-US Trade & Investment Meeting on the Automotive Sector• 17-18: Karel de Gucht and Michael Froman political stocktaking.• 28 Feb- 1 Mar: UKIP Party Conference | <ul style="list-style-type: none">• AmCham EU comprehensive paper on TTIP to be released.• 3: Consumer Round Table with Rt Hon Kenneth Clarke QC MP, Minister without Portfolio, and Peter Vicary-Smith, Group Chief Executive, Which?• 4-6: Members of the All Party Parliamentary Group for EU-US Trade & Investment visit Brussels• 7-9: Liberal Democrats Spring Conference in York• 12: TTIP Stake Holder event in Brussels• 10-14: EU-US TTIP 4th Scheduled negotiation in Brussels• 26: EU-US Summit• 27: BAB Roadshow Series, Belfast: The US-EU Trade Negotiations and the Coalition for Transatlantic Business |
| APRIL | MAY | JUNE |
| <ul style="list-style-type: none">• 2: BAB Roadshow Series, Cardiff: The US-EU Trade Negotiations and the Coalition for Transatlantic Business | <ul style="list-style-type: none">• 1: BAB Roadshow Series, Glasgow: The US-EU Trade Negotiations and the Coalition for Transatlantic Business• 14: BAB Spring Conference 2014: Innovation & Disruptive Technology: Transforming our Business World, at the BT Centre• 22: European Parliament Elections | <ul style="list-style-type: none">• 3: BAB Roadshow Series, Birmingham: The US-EU Trade Negotiations and the Coalition for Transatlantic Business• 12: BAB Annual Corporate Citizenship Awards Dinner• 26: BAB Roadshow Series, Liverpool: The US-EU Trade Negotiations and the Coalition for Transatlantic Business, at the International Business Festival (TBC) |
| JULY | AUGUST | SEPTEMBER |
| | | <ul style="list-style-type: none">• 21-24: Labour Party Conference• 28 Sept- 1 Oct: Conservative Party Conference |
| OCTOBER | NOVEMBER | DECEMBER |
| <ul style="list-style-type: none">• 1: BAB Roadshow Series, Sheffield: The US-EU Trade Negotiations and the Coalition for Transatlantic Business• 4-8: Liberal Democrats Autumn Conference, Glasgow | | <ul style="list-style-type: none">• 9: BAB Annual Christmas Luncheon at the Dorchester |



BritishAmerican Business Membership

About BritishAmerican Business

- Founded in 2000 through the merger of the American Chamber of Commerce in London and the British-American Chamber of Commerce in New York and London, BritishAmerican Business has become the leading transatlantic business organisation dedicated to helping companies grow their businesses and build brand reputation. We provide our member companies with access to practical, measurable business expansion opportunities, including high-calibre networking events and targeted marketing platforms, as well as valuable business intelligence and regulatory advice and influence.
- Our membership encompasses the world's leading multinational and middle-market organisations from a broad array of sectors, including most of the major American and European players in banking, energy, aerospace and defence, insurance, accountancy, law, real estate, telecoms, management consultancy, airlines and media. We also have a substantial membership of SMEs.
- Additionally, our International Advisory Board, which is chaired by Sir Martin Sorrell, CEO of WPP, consists of Chairmen and CEOs from more than 100 leading multinational organisations.
- Our membership is exclusively corporate and we work with each member company to identify how best the services we offer can be tailored to support their strategic objectives. Our aim is to ensure that maximum business value is derived from a broad cross-section of employees throughout each member organisation - from global chairman/CEO, to divisional managers, through to young professionals looking to build their careers and networks. To support this goal, we offer meetings to our members at six month intervals so we can review the relationship and offer advice on how best to extract further value from BritishAmerican Business membership.

London Membership

- In London, we offer three levels of membership designed to support the requirements of major multinationals, middle-market, and smaller companies respectively. These are:
 - *Transatlantic Council: Predominantly for large multinationals - Membership Fee: £4250 + VAT*
 - *Sponsor: Predominantly for companies with one or two overseas operations - Membership Fee: £1900 + VAT*
 - *Corporate: For small to medium-sized enterprises only - Membership Fee: £950 + VAT*
- The higher levels of membership offer access to a customised programme of exclusive networking, promotional, thought leadership and business development opportunities, including:
 - *Access to invite-only events specifically designed to help senior executives foster relationships with other critical decision makers and engage on a wide range of topical business, political and economic issues;*
 - *Priority access to targeted marketing and thought leadership platforms - offering an effective way of building brand awareness and communicating key messages on business performance, strategy, services offered and stance on key policy issues to core and influential stakeholder groups;*
 - *Complimentary places at our events: Two for Transatlantic Council members and one place per Sponsor member at the majority of our events (there is a special membership rate per event for Corporate members);*
 - *The opportunity to share the benefits of membership with a large number of employees throughout the member company and incorporate these into professional development programmes run for staff.*

Policy and Business Intelligence

- Through our offices in London and New York, we are actively engaged on policy issues and are in frequent dialogue with key political decision makers within the US and UK Governments on behalf of both our member companies and all 2,500 member companies of the British-American Business Council ('BABC'). Our overall objective is to promote open, competitive markets, as well as to achieve specific policy goals that advance our members' interests.
- In London, we operate a dozen member-run industry forums which are open to all members to join. These represent the breadth of principal business interests in London and cover: Accountancy; Advanced Manufacturing and High Value Technologies; Aviation; Energy; Europe, the Middle East & Africa (EMEA); EU – US Trade; Financial Services & Insurance; Healthcare; Human Resources & Employment, Information, Communications & Entertainment (ICE); Law; and Tax. Our forums not only help shape our policy objectives but inform roughly 50% of our events programme, thereby offering members the opportunity to influence the content of future events and nominate speakers for these.



London Events Programme

- In London, we host a programme of in excess of 60 events annually, ranging from specialised business intelligence and policy briefings with leading corporate and government representatives, to CEO presentations, dedicated networking events and high-level receptions.
- Our events programme is carefully structured to provide member companies with the opportunity to network with other leading organisations, to establish or reinforce their reputations as thought leaders within specific areas and to raise awareness of their brands and services amongst a critical business audience. Additionally, our events provide thought-provoking business intelligence, regulatory advice and influence. An overview of the types of events we offer is provided below:
 - **Business Intelligence Events:** 30+ events annually covering a wide range of business topics relevant to the transatlantic business community. These provide first-class business intelligence, marketing and leadership platforms, as well as networking opportunities.
 - **Dedicated Networking Events:** High calibre networking events – ranging from exclusive, high-level receptions, women in business, young professionals and executive assistant events.
 - **Conferences:** We hold two annual conferences which typically attract 200+ delegates from a range of industries and multinational organisations from both sides of the Atlantic.
 - **CEO Briefing Series & London Insight Series:** Two regular series of briefings from some of the world’s leading chairmen, chief executives, government decision-makers, opinion-formers and industry experts.
 - **CEO Roundtable Series:** For the top tiers of our membership, we hold a regular series of invite-only, industry-specific lunches where, typically, a London-based CEO is invited to talk about the key issues of importance to their company and sector.
 - **President’s Lunch Series:** We run a regular series of invite-only lunches with the President of BritishAmerican Business for the top tiers of our membership. These offer senior executives the opportunity for discussion and high-level networking.

Further Communication & Marketing Platforms

- Members can take advantage of editorial, advertising and sponsorship opportunities associated with the various publications we distribute to our members and, in many instances, further afield. These include:
 - **Network:** Our tri-annual magazine which has a circulation of over 3,000 contacts at London-based member companies.
 - **Industry Insight:** Industry Insight is a glossy four-paged brochure designed to provide our members with comment, news and policy updates specific to a particular industry area. Each edition focuses on a sector covered by our forums.
 - **Email Broadcast, Issue Insight and Investment News:** Our regular e-bulletins include our monthly Email Broadcast, which provides detail on new members, forthcoming events, exclusive member discounts and member company news; Investment News, which provides a broad range of business, economic, trade and investment data specifically relevant to transatlantic business development; and Issue Insight, which updates members on key policy development in Brussels, London and Washington, DC.
 - **BritishAmerican Business Investment Guides:** We produce two detailed Investment Guides annually – one offering a detailed investment overview for decision-makers at US companies seeking to develop or expand trade and investment within UK markets and one offering similar advice to UK organisations looking to enter or expand in the US.
- Members are also entitled to use the “Members News” section of our website to post press releases and communicate key corporate developments to other members.
- Our “Member Perks” service enables members to advertise exclusive discounts or offers to the rest of the membership.

Databases

- BritishAmerican Business’s Online Membership Directory includes contact information for more than 6,000 business executives at member companies in London and New York, as well as providing access to the Directories of our 22 affiliated British-American Business Council chapters throughout the US and UK.

Partner Organisations

- BritishAmerican Business is a key member of the British-American Business Council (‘BABC’), the largest transatlantic business network with 23 chapters and more than 2,500 member companies based in major business centres throughout North America and the UK. We are also a member of the European Council of American Chambers of Commerce (‘ECACC’), which has over 30 chapters throughout Europe. These provide our members with access to larger business networks beyond London and New York (e.g. our members can participate in other chapter/chamber events when travelling, promote goods and services to other chapters/chambers, etc).

Other Services

- **TransAtlantic Productions:** This service enables our members to use our events team to create, develop, market, organise and implement their special events, meetings or conferences.
- **J-1 Visa Programme:** Our J-1 Visa Programme enables our members to bring qualified trainees into the US in a quick and cost-effective way.
- **Member Space:** Complimentary office facilities for members travelling to London or New York (this space is limited so booking is required).



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EU/US Trade & Investment



Our activities to support the Transatlantic Trade & Investment Partnership, including our national roadshow programme, policy work, APPG, and high level roundtables.