




BritishAmericanBusiness



Transatlantic Trade and Investment Partnership *Road Show Press Pack*

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Department
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Innovation & Skills





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We have many exciting sponsorship opportunities available. If you would like your brand to be represented at our Road Shows or to get involved with the process, please do get in touch with Amanda Zambon, Communications Manager at BritishAmerican Business. We look forward to hearing from you!

Email: azambon@babinc.org **Tel:** +44 (0)20 7290 9879

Road Show Supporters:



Welcome

The Transatlantic Trade & Investment Partnership (TTIP) is a fantastic new opportunity between the EU and the US which, according to the Economist, would “at a stroke liberalise a third of global trade”. BritishAmerican Business (BAB) is promoting awareness of the TTIP negotiations in the UK through a programme of road shows around the country. This press pack provides an overview of the negotiations themselves as well as the roadshow series. We hope to engage with as many businesses and stakeholders as possible to paint a true picture of how the negotiations can benefit the UK.



“...there is no more powerful way to achieve that [economic growth] than by boosting trade. And there’s no better way than by launching these negotiations on a landmark deal between the European Union and the United States of America; a deal that could add as much as £100 billion to the EU economy, £80 billion to the US economy and as much as £85 billion to the rest of the world.”
Prime Minister David Cameron, 17 June 2013 at the G8 Summit in Lough Erne

What will TTIP do?

- **Cut Tariffs**, simplify and speed up customs and import procedures.
- **Reduce Non-tariff barriers** caused by bureaucracy and duplication of regulations. This is where as much as 80% of the total potential gains could come from.

What could TTIP achieve?

- **Growth:** The TTIP would be the cheapest stimulus package imaginable. An ambitious and comprehensive TTIP could boost the UK GDP by £10 billion annually.
- **Jobs:** A comprehensive transatlantic agreement could create 7 million jobs.
- **Benefit Consumers:** The average family of four is expected to benefit by £400 a year.
- **The rest of the world:** TTIP could have knock on gains of £85 bn worldwide.
- **Safeguarding liberal trade rules** for the 21st century through EU-US leadership on trade policy.

About BritishAmerican Business:

BritishAmerican Business (BAB) is the leading transatlantic business organization, comprising and representing more than 500 of the world’s leading multinational and middle-market companies across sectors and geographies: 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.



Who are TTIP's winners?

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, making it harder to compete in foreign markets. Some of the key sectors which will benefit are:

	<p>Pharmaceuticals</p> <p>TTIP will decrease regulatory duplication in the EU and US, home to nearly 60% of all medicines in development worldwide.</p>
	<p>Trade in Services</p> <p>Development of a system of mutual recognition of qualifications for the services sectors (such as architects and lawyers) on both sides of the Atlantic.</p>
	<p>Automotive</p> <p>Tariff reduction and moves towards eliminating regulatory duplication currently add to vehicle costs without necessarily adding to consumer safety. Production of UK motor vehicles could increase by 7%, and exports could increase by over £4bn.</p>
	<p>Chemicals & Oil</p> <p>The aim is to achieve tariff reduction and regulatory alignment including of EU-US standards with a view also to aligning with international standards. UK companies stand to save £450mn in tariffs alone per year.</p>
	<p>Energy & Raw Materials</p> <p>The negotiations are expected to cover the elimination of import and export duties, liberalisation of trade and recycling markets and technologies. We could use TTIP to access US gas, which is currently a third of the EU price.</p>
	<p>Financial Services & Insurance</p> <p>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. UK exports could increase by over £400mn.</p>
	<p>Public Procurement</p> <p>Only 32% of the US procurement market is currently open to EU businesses. The aim is to increase access to public procurement markets in both the EU and the US while fostering greater transparency in tendering processes.</p>
	<p>Food & Drink</p> <p>The cost for UK firms of complying with US regulations and tariffs (over and above EU regulations) is equivalent to a 13% tax. In the UK alone, processed food exports are expected to increase by between 2-5%.</p>



“Why TTIP?” – A BAB Blog Series

The online conversation has started. Visit tradeinvest.babinc.org/ttip/blog to join!

Our blog series looks at local, specific and tangible outcomes for TTIP, featuring a broad range of opinion leaders, from government to trade associations, multinational businesses and SMEs. Visit our website & leave a comment to get involved in the discussion.





National Roadshows

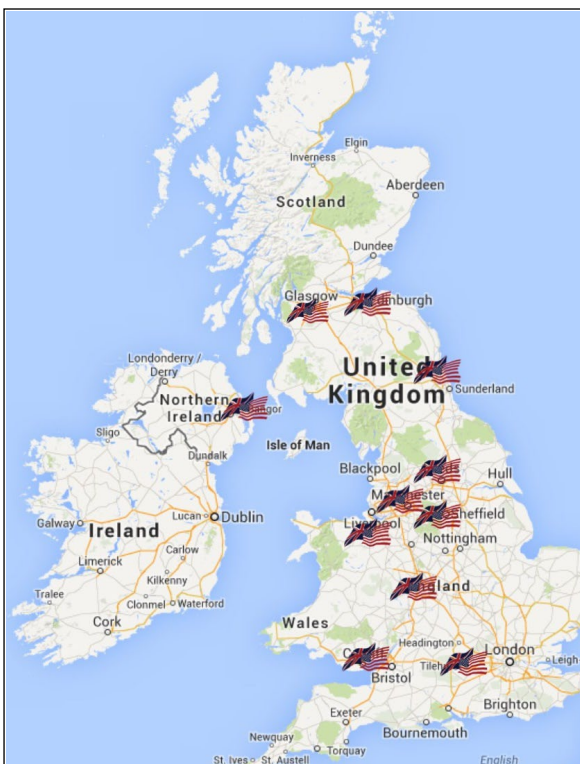


What are BAB's Roadshows?

We have launched a nationwide series of roadshows across the UK to highlight to companies how they can benefit from a successful trade and investment agreement between the US and EU. Our expert panel of speakers includes senior executives from leading companies and SMEs, MPs and government. 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 and what companies can gain from an agreement;
- Success stories showcasing trade and investment between the UK and the US;
- Current government trade promotion initiatives and support relevant to US markets.



2014 Road Show Destinations

- 2nd April: **Cardiff**
- 1st May: **Glasgow, with Rt Hon Ken Clarke MP**
- 3rd June: **Birmingham**
- 17th July: **Liverpool**
- 23rd September: **Edinburgh**
- 1st October: **Sheffield**
- 12th November: **Bristol**















2013 Road Show Destinations

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



How can TTIP help my business?






One of BAB's key objectives through the road shows is to talk to SMEs about how TTIP can help them. Here is some of the feedback we have had so far:

		Sector	What would help my business?
	Alba Exports Ltd	Food and drink - export & marketing	Simplify legal requirements for packaging and remove duplicate standards.
	Duo UK	Manufacturer - bespoke polythene packaging	Simplification of export documentation to the US .
	Delcam	Technology - Software and services	Help companies exporting where established US companies have greater market share.
	IndigoVision	Technology	Simplify General Services Administration & ease of working in multiple states.
	Linzi Jay Ltd	Fashion	Removal of duties payable on goods entering into the US.
	LugPlugs	Medical Equipment- Hearing Protection	Decrease cross border bureaucracy and repeated rounds of import duties.
	Macpactor	Compaction Technology	Direct and hands on free help with NDAs and commercial agreements with US suppliers
	Scottish Food & Drink Federation	Food and Drink	Harmonise legislation for food safety and standards.
	Seaward	Technology - R&D electrical test	Remove duplication of standards.
	Sensewhere Ltd	Technology - Crowd-mapping	Improved SMEs export finance; increased ease of transferring data & resources; tariff removal.
	SIMUL8 Corporation	Technology - Simulation Software	Extend visa waiver programme to delivery of services .
	Sphinx Medical	Medical Equipment - Incontinence	Remove duplication of regulatory standards (currently FDA & CE approval both needed)
	Vascutek Ltd	Medical Equipment - Cardiovascular	Remove duplication of regulatory standards (currently FDA & CE approval both needed)
	Wensleydale Dairy Products	Food - Cheese Production	Make it easier to obtain licences to export to the US.

BAB's other TTIP Activities

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.

Here is a summary of some of the other TTIP related activity we are engaging in alongside our Road Shows:

	<p>1) All Party Parliamentary Group on EU-US Trade & Investment</p> <p>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.</p>
	<p>2) EU/US Trade & Investment Forum</p> <p>BAB's EU-US Trade & Investment Forum brings together London based members and partners of BAB who have an interest in supporting the TTIP discussions. The forum operates through both events and policy work on substantiating and detailing BAB's members' own priorities. Recently, we hosted a public briefing on investment in TTIP with the EU Trade Commissioner, Karel de Gucht.</p>
	<p>3) High-Level Roundtables</p> <p>BAB has launched a series of high level policymaker roundtables on the subject of TTIP. Our dinners bring 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".</p>
  	<p>4) Communications Platforms</p> <ul style="list-style-type: none">• Tradeinvest Website - tradeinvest.babinc.org- Has a TTIP portal detailing our activities in this area as well as any updates on the negotiations as they unfold, as well as a blog series featuring thought leadership.• LinkedIn group on TTIP- allows• Twitter @BABLondon #BABTTIP



TTIP Calendar - 2014

<p>January</p>	<p>February</p> <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 	<p>March</p> <ul style="list-style-type: none"> • 4-6: APPG 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, Belfast
<p>April</p> <ul style="list-style-type: none"> • 2: BAB Roadshow Series, Cardiff 	<p>May</p> <ul style="list-style-type: none"> • 1: BAB Roadshow Series, Glasgow • 13: TTIP Stakeholder meeting on investment protection, Brussels • Technology: Transforming our Business World • 19-23: EU-US TTIP 5th Scheduled negotiation, Washington, D.C • 22: European Parliament Elections 	<p>June</p> <ul style="list-style-type: none"> • 3: BAB Roadshow Series, Birmingham • 17: BAB Roadshow Series, Liverpool at the International Business Festival • 24: BAB Event: TTIP and the Investment Dimension - What is the state of play?, with remarks from Commissioner De Gucht
<p>July</p> <ul style="list-style-type: none"> • 14 - 18: EU-US TTIP 6th Scheduled negotiation in Brussels • 14: APPG Panel Discussion on TTIP and Agriculture, Food and Drink • 16: TTIP Stakeholder Presentations Event, Brussels 	<p>August</p>	<p>September</p> <ul style="list-style-type: none"> • 21-24: Labour Party Conference • 23: BAB Roadshow Series, Edinburgh • 28 Sept- 1 Oct: Conservative Party Conference • 29 Sept - 4 Oct: EU-US TTIP 7th Schedule negotiations in Washington, D.C
<p>October</p> <ul style="list-style-type: none"> • 1: Stakeholder Policy Presentations During the 7th round of TTIP Negotiations • 1: BAB Roadshow Series, Sheffield • 4-8: Liberal Democrats Autumn Conference, Glasgow 	<p>November</p> <ul style="list-style-type: none"> • 12: BAB Roadshow Series, Bristol 	<p>December</p> <ul style="list-style-type: none"> • 9: BAB Annual Christmas Luncheon at the Dorchester



BAB Membership – Why not join?



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.

London Membership

In London, we offer 2 levels of membership. These are:

- **Transatlantic Council:** Predominantly for large multinationals – Membership Fee: £4500 + VAT
- **Corporate:** For small to medium-sized enterprises only – Membership Fee: £995 + VAT.

London Events Programme

In London, we host a programme of in excess of 60 events annually. Our event programme includes:

- Business Intelligence Events
- Dedicated Networking Events
- Conferences
- CEO Briefing Series & London Insight Series
- CEO Roundtable Series
- President's Lunch Series
- Gala Dinners and Event Celebrations

Communications

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.

Policy and Business Intelligence

Through our offices in London and New York, we are actively engaged in 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 2,000 member companies of the British-American Business Council ('BABC'). In London, we operate 13 member-run industry forums which are open to all members to join.

Database

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.

For more information

Please contact the Nick Royle, Membership Director, on +44 (0)20 7290 9880 or nroyle@babinc.org



Notes



BritishAmericanBusiness

Visit

tradeinvest.babinc.org

**BritishAmerican Business's
new trade and investment portal is now live!**

Investing in the UK



Our definitive guide to investing in the UK, offering practical and regional advice for U.S. companies involved in, or considering expansion into the United Kingdom.

Investing in the US



Our definitive guide to investing in the U.S., offering practical and regional advice for British companies involved in, or considering expansion into the US.

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.