



Doing  
Business  
in Europe

SYMPOSIUM MAY 12, 2016



**AmChams  
in Europe**



# AMCHAMS IN EUROPE



## JAKE SLEGGERS

- Executive Director of AmCham Slovakia
- Served two terms as chair of AmChams in Europe (ACE), the umbrella organization uniting all AmChams operating in Europe. (2012-2015)
- Minnesota Native



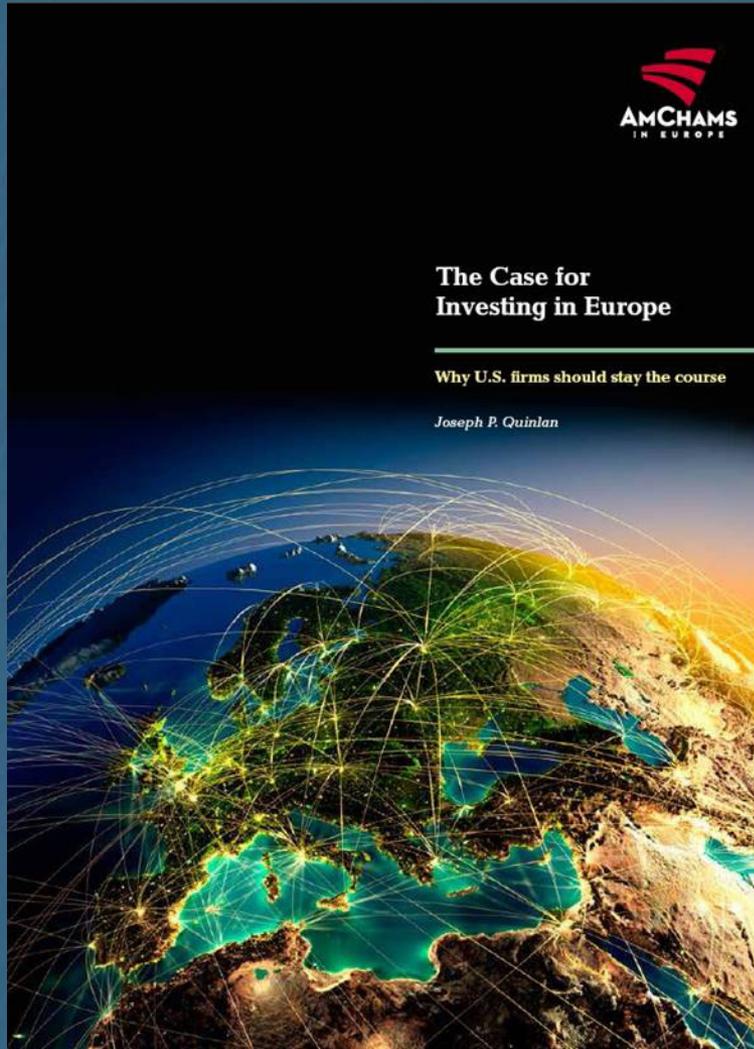


# AMCHAMS IN EUROPE (ACE)



- Founded in 1965
- Today represents the corporate interests of well over 20,000 American and European companies.
- All Member Chambers are members of the U.S. Chamber of Commerce
- Unites 42 AmChams throughout Europe
- Over 20 million employees.
- Member companies account for more than \$1.1 billion in investment on both sides of the Atlantic.
- Usually, two conferences or briefings: Wash. DC, and at one host AmCham in Europe





# The Case for Investing in Europe

- What's right with Europe
- Why Europe still matters
- The China next door
- A U.S. – EU free trade agreement (TTIP): a potential global game changer



## Why Europe still matters

- Europe: attracting +50% of U.S. aggregate FDI outflows.
- Economic growth in Europe has increased
- A critical source of global profits for U.S. firms
- U.S. foreign affiliates in Europe are agents of growth.
- U.S. corporate success in Europe = long-term success.





## What's right with Europe

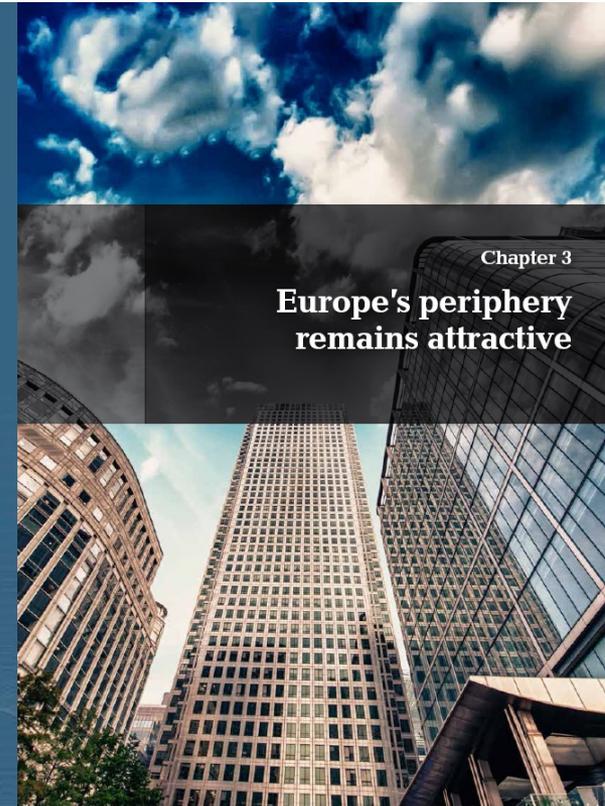
- Gaining access to wealthy consumers.
- According to the World Bank, 14 European economies ranked in the top 25 most business-friendly nations.
- Many European economies remain among the most competitive in the world, with six European countries ranked among the top 10.
- Europe is improving when it comes to innovation and knowledge-based activities.





## Europe's periphery remains attractive

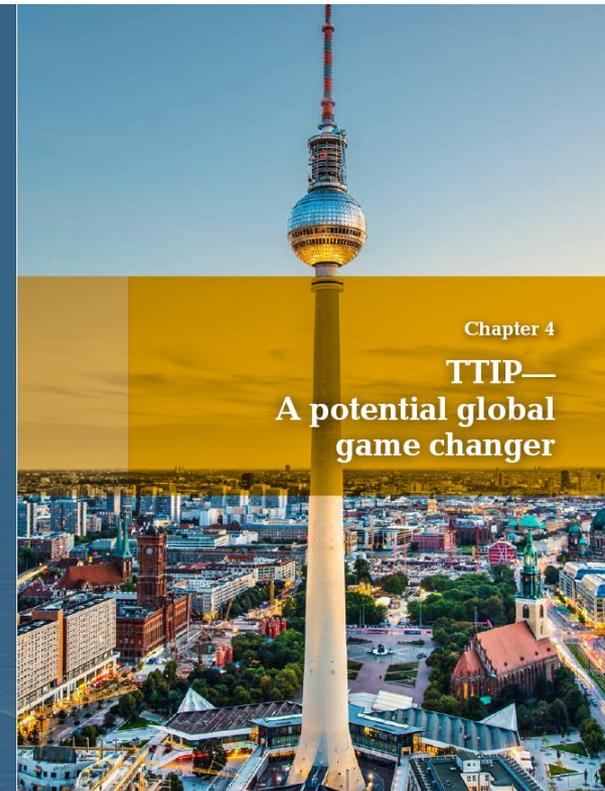
- Europe's periphery consumed more than \$3 trillion in goods imports in 2013 - a figure greater than imports of China and larger than the world's top importer of goods, the United States.
- The consumer in developing Europe spends nearly as much as consumers in China and easily outspends consumers in India.
- U.S. firms "inside" the European Union have been a part of the surge in trade between developed Europe and its extended periphery.





## TTIP: A potential global game changer

- The Transatlantic Trade and Investment Partnership (TTIP), currently under negotiation by the United States and the EU, promises to unleash significant opportunities to generate jobs, trade and investment across the Atlantic.





# Transatlantic Trade and Investment Partnership (TTIP)

- Eliminate tariffs and other border obstacles to trade in goods
- Liberalize trade in services, including the data flows that underlie them
- Expand and protect investment
- Open government procurement markets
- Stimulate innovation and protect intellectual property
- Enhance capital markets
- Facilitate the movement of people, and
- Promote regulatory cooperation.





# Transatlantic Trade and Investment Partnership (TTIP)

TTIP in Three Words:

**Setting  
Global  
Standards!**





**THANK YOU  
MINNESOTA!**