



**European-American Business Council**  
*"Investment ~ Innovation ~ Integration"*

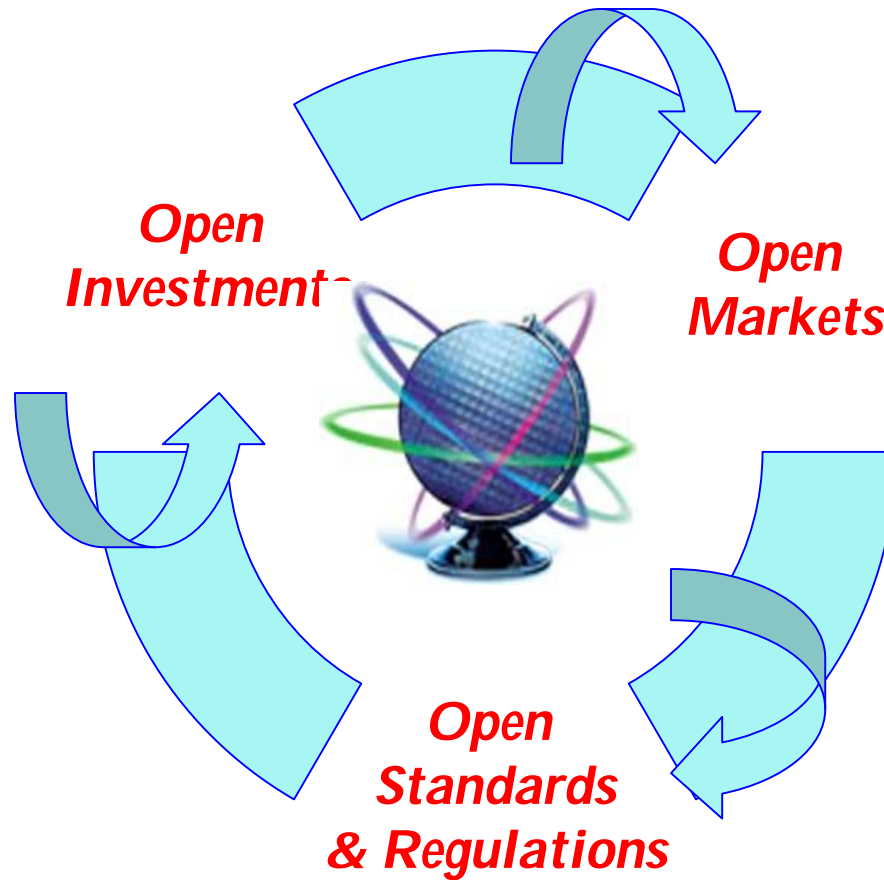
## ***EABC Trans-Atlantic Mission***

***Michael C. Maibach, President & CEO***

***December 2008***



## ***EABC Strategic Vision*** ***"An Atlantic Market"***





**11% of the World's People**

**\$1 B/Day: Trade, Investment & Services**



**55% of Global Trade  
& 58% of Global GDP...**

**Trans-Atlantic Action Has Global Impact**

2007: GDP: IMF  
Trade: GTIS



**EABC: US + EU + EFTA + Canada**  
**EABC: A 33 Country Network**

<b><i>EU Nations</i></b>		<b><i>EFTA Nations</i></b>
<ul style="list-style-type: none"><li>❑ <b><i>Austria</i></b></li><li>❑ <b><i>Belgium</i></b></li><li>❑ <b><i>Bulgaria</i></b></li><li>❑ <b><i>Cyprus</i></b></li><li>❑ <b><i>Czech Republic</i></b></li><li>❑ <b><i>Denmark</i></b></li><li>❑ <b><i>Estonia</i></b></li><li>❑ <b><i>Finland</i></b></li><li>❑ <b><i>France</i></b></li><li>❑ <b><i>Germany</i></b></li><li>❑ <b><i>Greece</i></b></li><li>❑ <b><i>Hungary</i></b></li><li>❑ <b><i>Ireland</i></b></li></ul>	<ul style="list-style-type: none"><li>❑ <b><i>Italy</i></b></li><li>❑ <b><i>Latvia</i></b></li><li>❑ <b><i>Lithuania</i></b></li><li>❑ <b><i>Luxembourg</i></b></li><li>❑ <b><i>Malta</i></b></li><li>❑ <b><i>Netherlands</i></b></li><li>❑ <b><i>Poland</i></b></li><li>❑ <b><i>Portugal</i></b></li><li>❑ <b><i>Romania</i></b></li><li>❑ <b><i>Slovakia</i></b></li><li>❑ <b><i>Slovenia</i></b></li><li>❑ <b><i>Spain</i></b></li><li>❑ <b><i>Sweden</i></b></li><li>❑ <b><i>United Kingdom</i></b></li></ul>	<ul style="list-style-type: none"><li>❑ <b><i>Iceland</i></b></li><li>❑ <b><i>Liechtenstein</i></b></li><li>❑ <b><i>Norway</i></b></li><li>❑ <b><i>Switzerland</i></b></li></ul> <p><b><i>EU Accession Candidate</i></b></p> <ul style="list-style-type: none"><li>❑ <b><i>Croatia</i></b></li></ul> <p><b><i>And the ...</i></b></p> <p><b><i>United States of America</i></b></p>



# European-American Business Council

75 Trans-Atlantic Companies 10/29/08

*ADM*  
*Adobe Systems*  
*Agfa HealthCare*  
*Albemarle*  
*Amgen*  
*Applied Materials*  
*Apple*  
*AstraZeneca*  
*AT&T*  
*Avon*  
*Battelle*  
*Bayer*  
*BDO*  
*Boehringer Ingelheim*  
*Boeing*  
*BP*  
*BT*  
*Chevron*  
*Chrysler*  
*Cisco Systems*  
*Covington & Burling*  
*Daimler*  
*Dell*  
*Deloitte*  
*Deutsche Bank*

*Deutsche Post World Net*  
*Deutsche Telekom*  
*DHL*  
*EDS – an HP company*  
*Ericsson*  
*Ernst & Young*  
*Global Sourcing Advisory Group*  
*Grant Thornton*  
*Hogan & Hartson*  
*HP*  
*IBM*  
*Intel*  
*Iridium Satellite*  
*Johnson & Johnson*  
*Kodak*  
*KPMG*  
*Kreab*  
*Lilly*  
*LoJack*  
*LyondellBasell*  
*Micron*  
*Microsoft*  
*MOL Group*  
*Monsanto*  
*Monster Worldwide*

*Motorola*  
*National Semiconductor*  
*Nokia*  
*Nortel*  
*Northrop Grumman*  
*NXP Semiconductors*  
*Oracle*  
*Pfizer*  
*Philips Electronics*  
*PwC*  
*Qualcomm*  
*Rivada Networks*  
*Salesforce.com*  
*SAP*  
*Telecom Italia*  
*Telefonica*  
*Texas Instruments*  
*Tyco Electronics*  
*Unilever*  
*US Steel*  
*VeriSign*  
*Verizon*  
*VISA*  
*Volkswagen*  
*Xerox*



## **EABC Trans-Sectoral Companies**

### **Agriculture, Chemicals, Energy & Natural Resources**

- *ADM, Albemarle, Applied Materials, Bayer, Bayer Crop Science, Boehringer Ingelheim, BP, Chevron, LyondellBasell, MOL Group, Monsanto, US Steel.*

### **Consumer Products**

- *Avon, Bayer, Dell, HP, Kodak, LoJack, Philips Electronics, Tyco Electronics, Unilever.*

### **Information Technology**

- *Applied Materials, Apple, AT&T, BT, Cisco, Dell, Deutsche Telekom, Ericsson, HP, Intel, Iridium Satellite, Kodak, Micron, Motorola, National Semiconductor, Nokia, Nortel, NXP Semiconductors, Qualcomm, Telecom Italia, Telefonica, Texas Instruments, Tyco Electronics, Verizon, Xerox.*

### **IT Software & Services**

- *Adobe, EDS-an HP Company, Energias de Portugal, HP, IBM, Microsoft, Oracle, Salesforce.com, SAP, VeriSign.*

### **Health Care & Health Sciences**

- *Agfa HealthCare, Amgen, AstraZeneca, Bayer, Boehringer Ingelheim, Johnson & Johnson, Lilly, Pfizer.*

### **Services**

- *Battelle, BDO, Covington & Burling, Deloitte, Deutsche Bank, Deutsche Post World Net, DHL, Ernst & Young, Global Sourcing Advisory Group, Grant Thornton, Hogan & Hartson, HP, IBM, KPMG, Kreab, Monster Worldwide, Postbank, PwC, Visa International.*

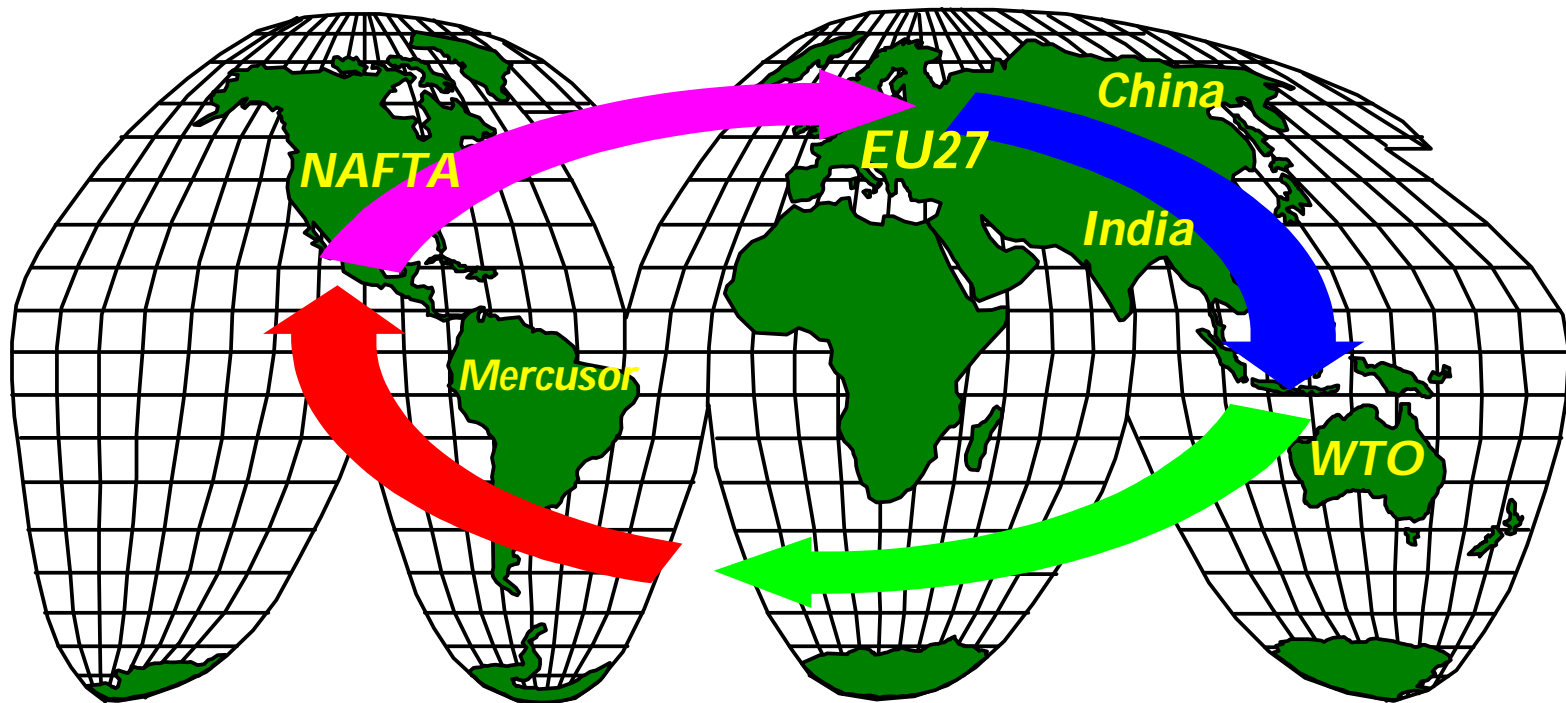
### **Transportation & Defense**

- *Battelle, Boeing, Chrysler, Daimler, DHL, LoJack, Northrop Grumman, Volkswagen 10/29/08*



# ***The Globalization Of Everything***

*Air Travel ~ Trade Agreements ~ Internet  
Telecommunications ~ Global Enterprises & NGOs*



***... Including Corporate-Government Relations***



## ***Traditional Government “Solutions”***

***Vertical Structures & Mind-Sets***

***Closed***

**US  
Gov't**

**EU  
Institutions**

**EU 27  
Govs**

***Vertical***

***Proprietary***

**US 50  
States**

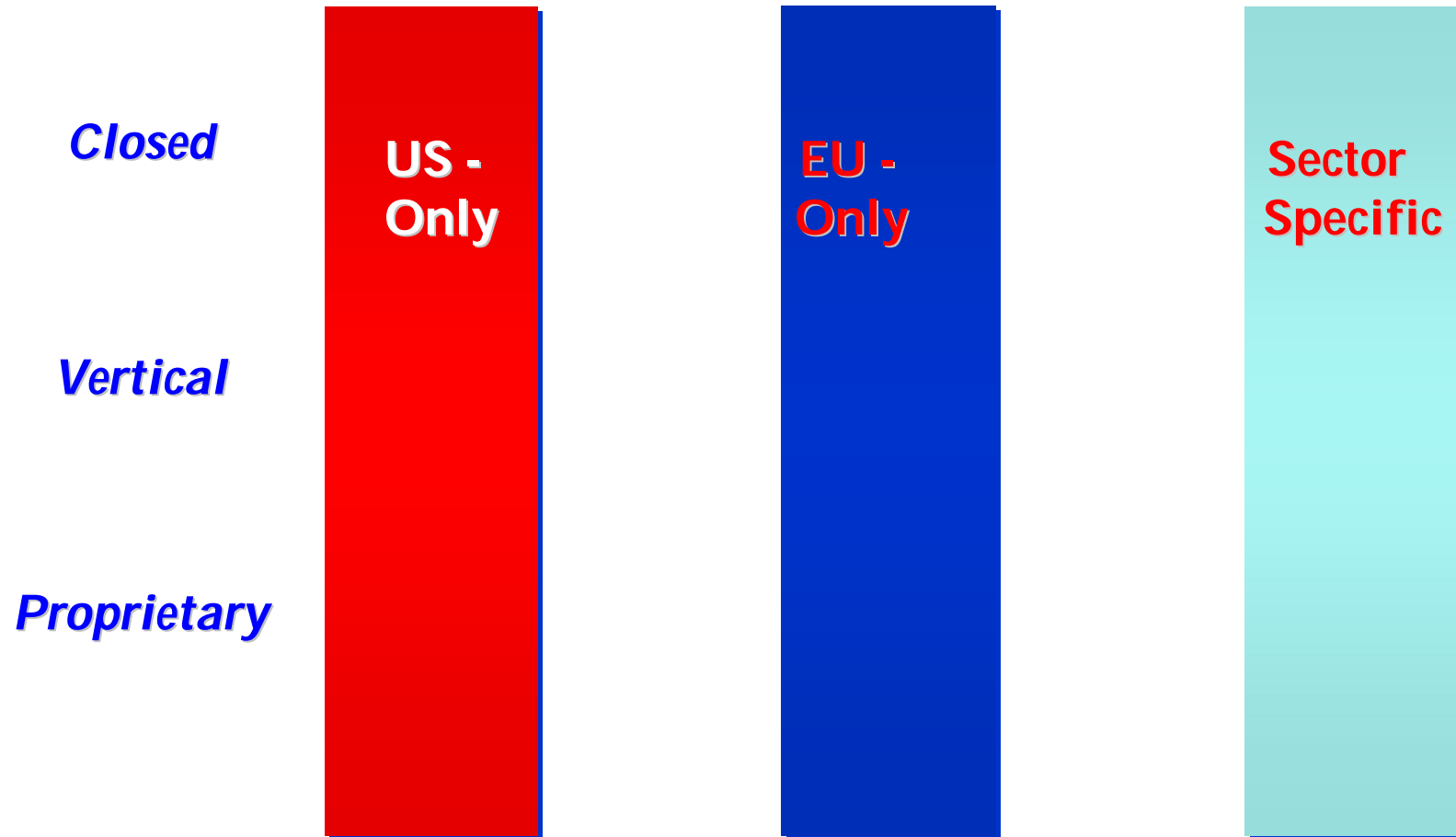
***Sovereign***





## ***Traditional Association “Solutions”***

***Vertical Structures & Mind Sets***



NATIONAL BESTSELLER



# The World Is Flat

A BRIEF HISTORY OF  
THE TWENTY-FIRST CENTURY

**Thomas L. Friedman**



# **21<sup>st</sup> Century Association Solutions**

*Horizontal Structures & Mind Sets*

*Aligned With **Global** Company Strategies*

## ***Trans-National***

**Open Markets  
& Technologies**

## ***Trans-Atlantic***

**EABC: Alliance & Win-Win Focused**

## ***Trans-Sectoral***

***Technologies & Alliances***



# **Globalization**

*“The Virtuous Cycles of Harmonization,  
Standardization & Mutual Recognition”*



[www.EABC.org](http://www.EABC.org)

- ✓ *Harmonization, Standardization & Mutual Recognition drive efficiency & lower prices...*
- ✓ *All of which drive globalization...*
- *Global regulatory collaboration begins with Trans-Atlantic collaboration.*
- *This is the **Heart** of the EABC Trans-Atlantic Policy Agenda.*



## **EABC**

### ***All On Two Wings***

- ✓ ***Brussels & Washington Offices***
- ✓ ***EABC Policy Groups Have US & EU Co-Chairs***
- ✓ ***EABC Policy Groups Meet in Trans-Atlantic Conference Calls***

***Brussels***



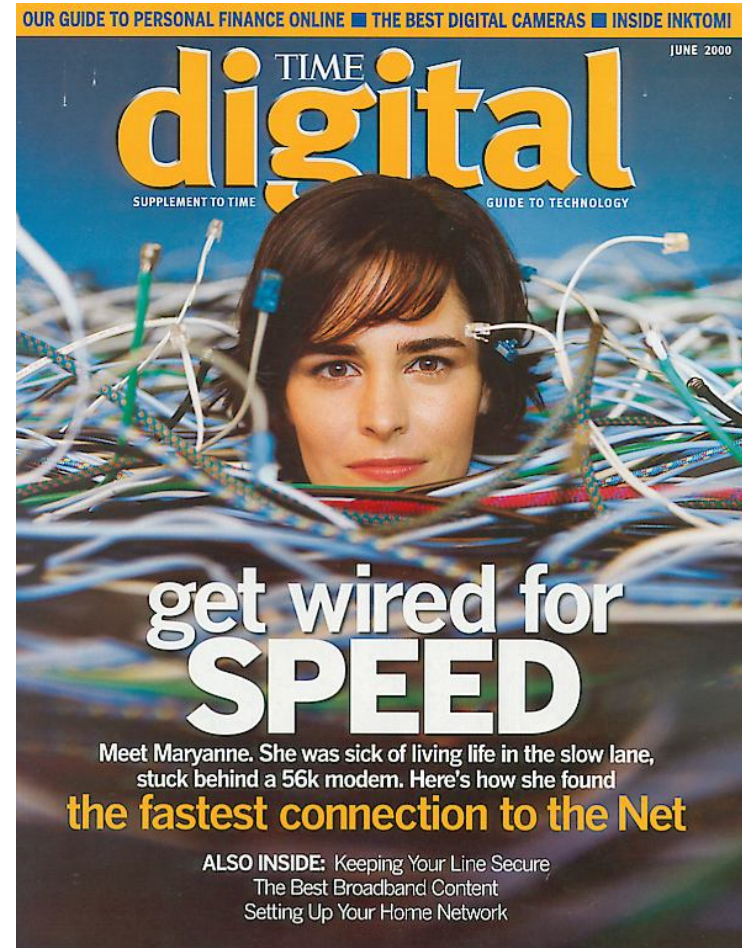
***Washington***



# Digital Economy

## Spectrum Management & IP Enhanced Services

- ✓ *Expand & allocate spectrum in the most efficient and robust manner, while maximizing global harmonization.*
- ✓ *Foster the lowest level of regulatory burden to facilitate national and cross-border deployment of IP service innovations, e.g. VoIP.*
- ✓ *Explore other issues related to expansion of the digital economy's competitive advantages.*





# eAccessibility

*"A Global Standard For Global Access"*

- ✓ *There is no harmonized standard for eAccessibility among EU Member States.*
- ✓ *Voluntary, globally harmonized technology standards would be beneficial to all parties.*
- ✓ *The global ICT Industry is working on a single interoperable standard for eAccessibility... beginning with a US-EU governmental agreement.*
- ✓ *EABC seeks to be a working partner in policy development for eAccessibility.*





# eHealth

## “ICT Driving Safety & Efficiency”



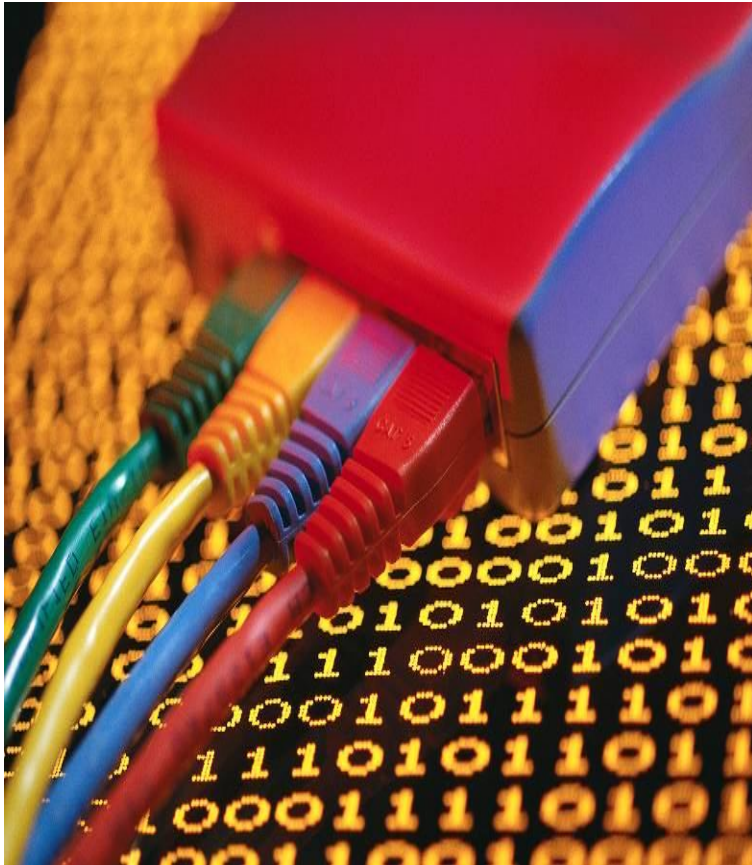
- ✓ Health care ~ **15%** of US GDP & ~ **10%** of EU GDP
- ✓ We have cutting-edge treatments supported by 1950s management technologies...
- ✓ People are **on the move** & so are diseases.
- EABC calls for Mutual Recognition of **HER Certification** across the Atlantic
- Health records in the EU & US should be based on a common set of open standards for technical and semantic **interoperability**





# **ITA: Zero ICT Tariffs**

## **WTO Information Technology Agreement**



- ✓ In 1997 71 nations signed the WTO Information Technology Agreement (ITA).
- ✓ It eliminated tariffs on most ICT hardware & software products.
- ✓ As ICT products have been enhanced through innovation, the EU has re-established 7% - 14% tariffs on selected products.
- EABC seeks to return those ICT products to 0% EU tariff levels in conformance with the ITA.



# ***RFID Technology***

***"The Internet of Things"***

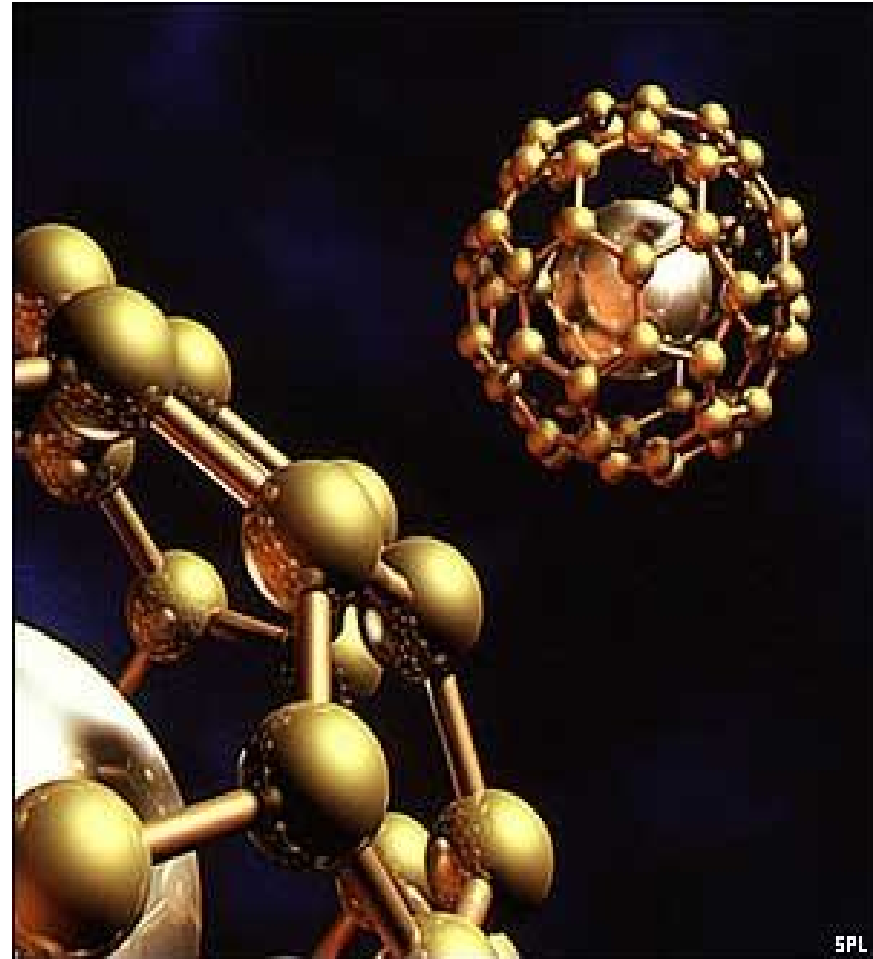


- ✓ *RFID: "Radio Frequency Identification Device".*
- ✓ *RFID replaces & improves the passive, sight-only bar code system.*
- ✓ *RFID allows the creation of **global supply chains**, the protection of intellectual property... & the securing of prescription drugs....*
- ✓ *Europe & the US must agree on a **common RFID privacy guidelines** to keep global supply chains open.*



# *Nano-Technology*

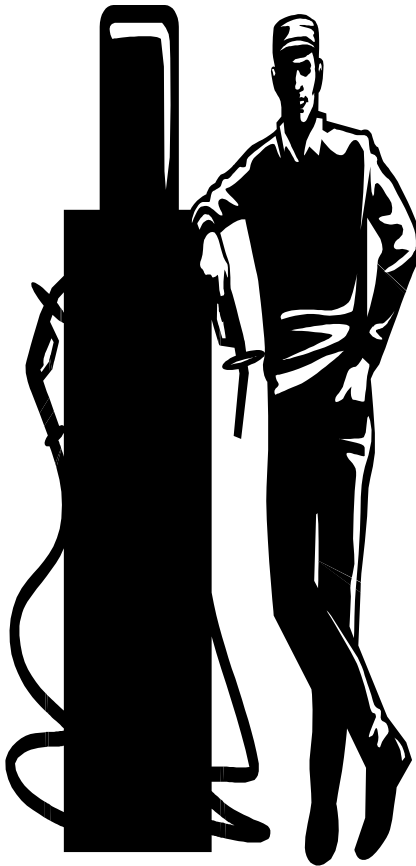
- *The EABC Nano-Technology Group will engage US & EU officials on the competitive advantages of these new technologies & address policy concerns that arise.*



SPL



## **Trans-Atlantic Bio-Fuels Standards**

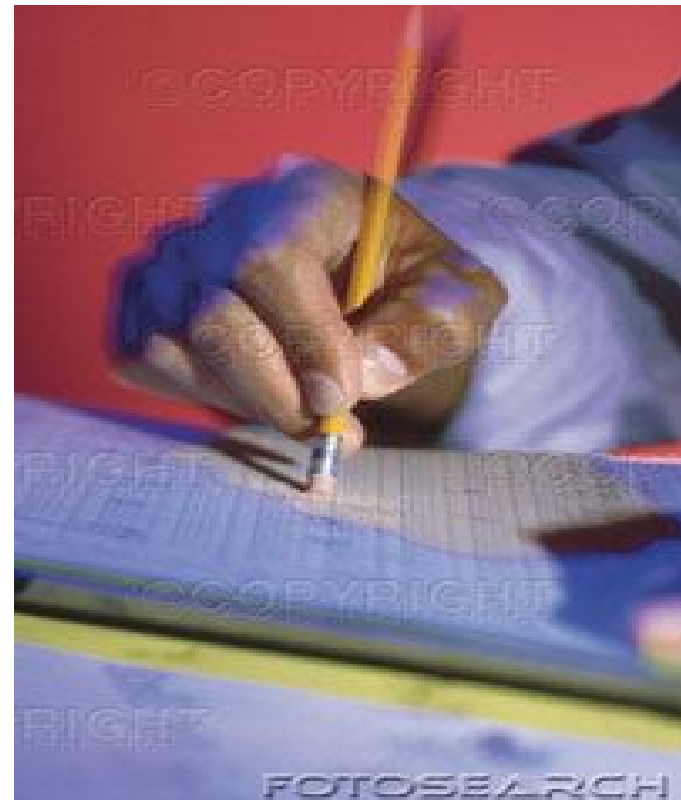


- ✓ **Bio-Fuels Are Advance As A Response To Global Warming & Oil Politics.**
- ✓ **EABC supports a single EU-US-Brazil Bio-Fuels **Standard**.**
- ✓ **Once a single standard is set, the next step will be seek industry support for the phase-out of US-EU-Brazilian barriers to trading of bio-fuels.**



## ***EU-US Accounting Mutual Recognition***

- ✓ ***Global companies must often keep **two sets** of books...***
- ✓ ***E.g. US GAAP & IFRS (EU)***
- ✓ ***Goal: Win US – EU Accounting **Mutual Recognition** in 2009.***





## US-EU Tax Treaties



- ✓ *The US negotiates bilateral tax treaties with many nations.*
- ✓ *In **2008** EABC will support US Senate passage of US tax treaties with **Canada, Bulgaria & Iceland.***
- ✓ *We will also seek **Italian Senate** confirmation of the US-Italy Tax Treaty.*
- ✓ *And we will ask **Spain** to revise the US-Spain Tax Treaty.*



## ***NATO & Homeland Security***



### ***❖ Policy Focus:***

- ✓ NATO Mission & Success***
- ✓ Homeland & Port Security***
- ✓ EU27 Defense Collaboration***
- ✓ Dual-Use Technologies***
- ✓ US-UK Defense Cooperation Treaty***





## ***Global Talent, Trade & Investment***

- ✓ ***Support USTR + DG Trade cooperation in addressing market access, investment & IPR issues in 3rd markets.***







## ***EABC Policy Alliance Memberships*** ***“Additive, Not Duplicative”***



- ✓ ***Multi-Association Efforts***
- ✓ ***Open to EABC Member Companies***
- ✓ ***Managed By Other Associations***

- ❖ ***ABC Doha (WTO)***
- ❖ ***Compete America***  
*(H-1B Visas – Green Cards – Blue Cards)*
- ❖ ***Copyright Levy Reform Alliance***  
*(EU Collecting Societies)*
- ❖ ***TPA: Trade For America***  
*(US Trade Promotion Authority)*
- ❖ ***US High-Tech Trade Coalition***  
*(ITA Enforcement)*
- ❖ ***RFID Technology Council***  
*(US Congressional Focus)*



**EABC Policy Workshops**  
 With EU & US Officials  
 2004 - 2007

**eHealth:**  
 Brussels  
 May 2007  
 Paris  
 October 2008

<p><b>Digital Economy</b>          Brussels          Washington:          September 24-25, 2008</p>	<p><b>Digital Innovation</b>          Brussels</p>	<p><b>Irish High-Tech Agenda</b>          Washington</p>
<p><b>Digital Rights Management</b>          Brussels &amp; Washington</p>	<p><b>ICT Policy Agenda</b>          London</p>	<p><b>TransAtlantic Partnerships</b>          Chicago</p>
<p><b>Privacy &amp; Data Security</b>          Washington</p>	<p><b>eAccessibility</b>          Brussels</p>	<p><b>Lobbying In Brussels</b>          Washington</p>
<p><b>US- EU Summit with          US Commerce Department</b>          Washington</p>	<p><b>RFID</b>          Chicago 2006          Washington:          September 22, 2008</p>	<p><b>CFIUS</b>          Washington 2007 &amp; 2008</p>



# EABC Smart Energy: Green ICT Workshop

Together With the Johns Hopkins University  
Center for Trans-Atlantic Relations  
1740 Massachusetts Avenue NW ~ Washington DC  
Wednesday, September 24, 2008

## AGENDA:

- 2:00pm Welcome & Workshop Purpose: *Michael Maibach, EABC President*
- 2:05pm ICT & Smart Energy Societies: *Dr. Rob Atkinson, ITIF President*
- 2:15pm ICT Company Products & Services: *Each company will present on their green technologies for 5 minutes and may use 1-2 slides. Q&A will follow each panel.*
- 4pm **ICT as Part of the Energy & Climate Solution:** *Intel - Steve Harper, Global Director, Environment & Energy Policy*  
**Policy Agenda:** *Q&A Policy Panel: Intel: Harper + Cisco: Sanford + Nortel: Andersen + BT: Moss*
- 4:45pm Networking Reception
- 5:30pm Adjourn

## COMPANY PRESENTATIONS:

### ENERGY EFFICIENT TELECOMMUNICATIONS:

- Ericsson-Asfaw Negeri  
*Sustainable Telecommunications Infrastructure*
- Motorola- Steve Crout  
*Energy Efficient Telecommunications*
- Nortel- Joseph Anderson  
*Energy Efficient Networks: Calculating Green*
- Telefonica- Carlos Rodriguez  
*Integrated Solutions for Energy Efficiency*
- Verizon- Karen Johnsen  
*Broadband: It's the Green Network*

### ICT & TRANSPORTATION:

- BT Americas- Kevin Moss  
*Strategies to Reduce Emissions from Commuting & Business Travel*
- Cisco- Jennifer Sanford  
*Virtual Tele-Presence*
- Oracle- Prosser Stirling  
*Greening the Supply Chain: Transportation Management*

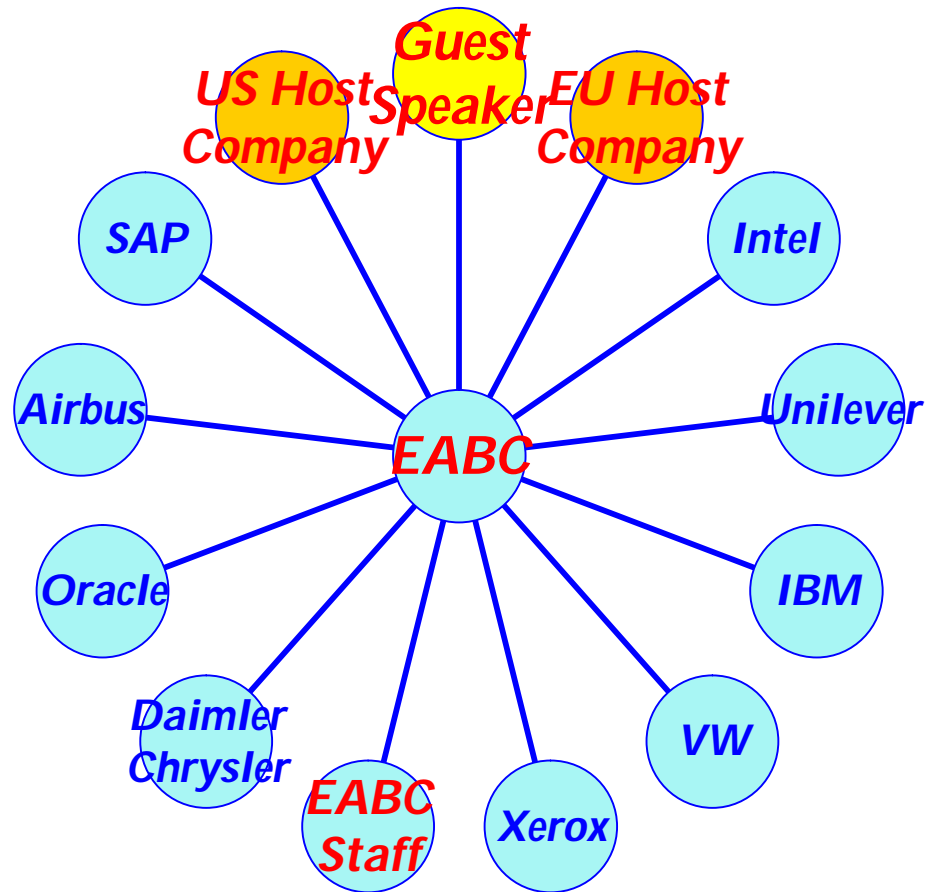
### SUSTAINABLE DEVICES:

- Applied Materials- William Morin  
*Greening & Extending Silicon Technologies*
- Dell- Neeraj Srivastava  
*Computer & Data Center Efficiency*
- Qualcomm- Cheryl Schwarzman  
*Green Technology in Full Color: Mirasol Displays*
- Texas Instruments- Chris Schairbaum  
*Semiconductors Are Changing the Energy Landscape*



# EABC Forums

*“One Table ~ One Conversation”*





***EABC European Ambassadors Dinner***  
***Trans-Atlantic Health Care Competitiveness***  
***French Embassy ~ Washington DC***  
***Wednesday, July 9, 2008***

***AGENDA***

***7pm*** EU Presidency Welcome: **Ambassador Pierre Vimont, France**  
US Welcome: US Special Envoy to the EU: **C. Boyden Gray**

***EABC Welcome/Health Care & Global IP Protection***

**Mr. David Beier, Senior Vice President, Amgen**

***8pm*** ***eHealth: A Trans-Atlantic Competitive Advantage***

**Mr. Jamie Coffin, Vice President & General Manager, Healthcare and Life Sciences,**

**Dell**

***8:05pm*** ***The US Government's eHealth Road Map***

**Dr. Robert Kolodner, National Coordinator, Health Information Technology,**  
**US Department of Health & Human Services**

***8:15pm*** ***Health Care Innovation***

**Mr. Paul Fonteyne, Executive Vice President, Boehringer Ingelheim**

***8:20pm*** ***Health Care Reform & Competitiveness***

**Mr. Alex Azar, Senior Vice President, Lilly**

***8:25pm*** ***Goals of the French Presidency of the EU***

**Ambassador Pierre Vimont, France**

***8:35pm*** Closing Remarks:

**Stuart Eizenstat, EABC Co-Chairman of the Board**

**Michael Maibach, EABC President & CEO**



**US SENATE**  
**COMMITTEE ON FOREIGN RELATIONS**  
EUROPEAN AFFAIRS SUBCOMMITTEE  
US-EU REGULATORY COOPERATION  
ON EMERGING TECHNOLOGIES  
MAY 11, 2005

**Witnesses:**

***Copyright Levies***

John Hassell - HP

Thomas Patton - Philips Electronics

***Nano - Technology***

Stephen Harper - Intel Corporation

Fred Klaessig - Degussa

***eAccessibility***

Frances West - IBM

Joseph Duffy - SAP

March 30, 2006

COMMENTARY

## ***Protect Our Heritage***

Re: CFIUS

By **STUART E. EIZENSTAT** and **MICHAEL C. MAIBACH**

March 30, 2006; Page A14

WASHINGTON -- There is a clear and present danger that Congress will use the recent Dubai Ports World controversy as a platform to fundamentally change the rules governing foreign investments in the U.S. -- and do so in ways that will scare away investments that are a lifeblood for a healthy economy.

We need to be clear-eyed about our vital national interests. Little direct foreign investment comes from the Middle East: 94% of foreign assets in America are owned by companies from the 25 industrialized, democratic OECD member countries, and 73% of all foreign investments in the U.S. are made by European companies. Our traditionally open investment climate has greatly benefited the American people. At a time when concerns are raised about the "outsourcing" of jobs abroad, foreign investment represents "in-sourcing," a vote of confidence by foreign firms and investors in the openness, flexibility and strength of the U.S. economy.

In-sourcing foreign companies employ more than five million Americans, some 5% of private industry employment. At a time when U.S. manufacturing employment is hemorrhaging, almost 35% of the jobs created by foreign firms in this country are in manufacturing. Foreign direct investment often saves a struggling American company, which might otherwise be shut down or moved abroad.

Foreign-owned U.S. operations account for 21% of our total exports and in 2004 plowed \$45 billion in profits back into the American economy. Foreign-owned affiliates purchase 80% of their intermediate components from U.S. firms; they also spend \$30 billion on R&D and over \$100 billion on plant and equipment annually in the U.S. Moreover, we also need to keep the arteries of foreign investment open to fund our record current account trade deficit and compensate for our low savings rates; foreign capital flows keep long-term interest rates lower.

[Continued]

**DOW JONES REPRINTS**



## ***Europe & America Must Save the Doha Round (WTO)***

By **STUART EIZENSTAT** and **HUGO PAEMAN**

***The Financial Times***

March 20, 2006

LONDON - Little more than a month is left before the World Trade Organization's April 30 deadline to reach a framework agreement in the Doha development round. Such an agreement is essential if a final trade deal is to be struck by the end of the year. All parties must recognize that the time for posturing is over, that the hard decisions must be made now and that the US and the European Union must act in concert to save the talks. It is time for the transatlantic business community to come off the sidelines and engage directly with governments to help break the impasse.

With all the distractions from the Boeing-Airbus dispute, the Dubai Ports World controversy, the threat that the US and France will begin to close their markets to foreign investment and the vocal opposition to globalization, we must not lose sight of the bigger picture. Trade plays an essential role in our globally integrated economy and is essential to sustain growth.

For the EU and the US, a strong Doha round is an imperative. They are the world's leading exporters of services and industrial goods. Our economies are well positioned to benefit from increased trade but high industrial tariffs, non-tariff barriers, customs bottlenecks and restrictions on services imports and investments – especially in big emerging markets such as India and Brazil – limit this potential....



# The Washington Post

## ***A Trade Deal on The Ropes: A Last Chance to Avert Disaster in the Doha Round (WTO)***

**By: Stuart Eizenstat & Hugo Paemen**  
**Co-Chairs, EABC**  
**September 24, 2007**

WASHINGTON - The World Trade Organization and global trade itself are at a critical crossroads, with one last chance to salvage the Doha round of talks. Failure would be disastrous for the WTO, would be particularly harmful to the least developed countries and could lead to a breakdown of the multilateral trade system.

The Doha round of talks began in November 2001 with the goal of reaching an agreement by Jan. 1, 2005. Unlike previous trade rounds, which were led by the United States and Europe, Doha was to be driven by a development agenda. The European Union and the United States, after years of wrangling, presented an agreement to substantially reduce E.U. tariffs on farm imports and U.S. domestic agricultural subsidies in return for lower tariffs in the developing world on manufactured products and greater market access for services.

A critical step was taken in July when key WTO committees proposed a framework with ranges of reductions in trade barriers. These proposals provide a sound basis for negotiations this month, but the talks are unlikely to be successful without an additional push at the top. The major players will not do what they know needs to be done unless everyone moves together. The United States and the European Union need to make one last effort to reduce their agricultural subsidies. Similar dire circumstances arose during the Uruguay round of talks, in which we were involved.....



## **EABC European Ambassadors** **Silicon Valley Tour 2008** **Participating Countries & Companies**

### **Ambassadors:**

- ✓ **Estonia** Ambassador Vaino Reinart

### **Washington Embassy Ministers:**

- ✓ **EU WDC Delegation:** Laurent Bochereau, Head of Science & Education
- ✓ **Germany:** Christian Joergens, Minister-Counselor, Head of Science & Technology Section
- ✓ **Ireland:** Eamonn Confrey, First Secretary
- ✓ **Poland:** Zbigniew Kubacki, Economic Minister
- ✓ **Slovenia** Irena Lukac, Head of the Economic Section
- ✓ **Sweden:** Claes Hammar, Minister for Trade & Economic Affairs
- ✓ **UK:** Oliver Griffiths, First Secretary for Trade

### **Consulates:**

- ✓ **France:** Didier Janci, Head of Economic Department, SF Consulate

### **Companies:**

- ✓ **Adobe**
- ✓ **Apple**
- ✓ **Applied Materials**
- ✓ **AT&T**
- ✓ **BT**
- ✓ **Cisco**
- ✓ **Ericsson/Redback**
- ✓ **Intel**
- ✓ **Grant Thornton**
- ✓ **National Semiconductor**
- ✓ **Oracle**
- ✓ **Symantec**
- ✓ **Visa**



**A Vision for The  
Trans-Atlantic Economic Council {TEC}  
2009 - 2010**

**❖ The TEC May Select Four Possible Approaches:**

- 1. Unilateral Trade Disputes** **“Yes-No”**
  - *US Poultry Exports to Europe*
  - *EU Compliance with ITA Tariff Rules*
  
- 2. Unilateral Regulatory Disputes** **“Yes-No”**
  - *The REACH Directive & Cosmetics*
  - *US Use of EU SDoC CE Mark System (Electrical Products)*
  
- 3. Win-Win Mutual Recognition** **“Yes-Yes”**
  - *US GAAP – IFRS Accounting Standards*
  
- 4. Win-Win Regulatory Harmonization** **“Yes-Yes”**
  1. *eAccessibility Global Standards*
  2. *eHealth Records Global Standards*



## *A Vision for An Effective Trans-Atlantic Economic Council*

### *❖ TEC Template For Action On:*

### *Mutual Recognition & Regulatory Harmonization Policy Projects*

- 1. Appoint US & EU Project Co-Chairs – Senior Career Officials.*
- 2. Ask the Co-Chairs For A Plan of Action & A Time-Line For Success.*
- 3. Ask the Co-Chairs to Give Progress Reports at each TEC Meeting.*
- 4. Provide Political Support As Appropriate & When Timely.*
- 5. Involve Legislative Leaders On the Take-Off, Not Just the Landing.*
- 6. Ask the US-EU Regulatory Cooperation Forum to Advise the Co-Chairs On Best Practices & Effective Measurement Tools.*