



American Chamber
of Commerce in Spain
Founded in 1917

Launching a New Agenda for a Transatlantic Economic Alliance

Madrid, March, 14, 2007
CASINO DE MADRID
Alcalá, 15

Opening remarks

09:00 Jaime Malet, Chairman, American Chamber of Commerce in Spain.
(confirmed)

09:05 Miguel Angel Navarro, Secretary General for the European Union.
Ministry of Foreign Affairs and Cooperation, Spain (confirmed)

09:15 C. Boyden Gray, Ambassador of the United States to the European Union
(confirmed)

General overview of the transatlantic relationship

09:20 Wolf-Ruthart Born, Ambassador of the Federal Republic of Germany in
Spain (confirmed)

09:30 José María Pons Irazazábal, Director General for Europe and North
America. Ministry of Foreign Affairs and Cooperation of Spain (confirmed)

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10:00 Presentation of the report: *The Transatlantic Economy 2006*

By **Joseph P. Quinlan**, Senior Fellow at the **Center for Transatlantic Relations** and Chief Investment Strategist for Bank of America (**confirmed**)

Joseph Quinlan and Prof. Daniel Hamilton (Director of the Center for Transatlantic Relations, Johns Hopkins University) are co-authors of the Report and recipients of the Transatlantic Business Award 2006 by the American Chamber of Commerce to the EU for such works as Deep Integration: How Transatlantic Markets are Leading Globalization (2005), and Partners in Prosperity: The Changing Geography of the Transatlantic Economy (2004). They are the Transatlantic Leadership Award 2007 winners of the European-American Business Council.

10:40 Discussion panel on the US-EU economic relationship: trade and investment

The status and health of the overall economic transatlantic relationship.

The trade disputes between the US and the EU (subsidies for Airbus and Boeing, FSC tax, beef produced with hormonal growth): are they headline-grabbing stories with little real impact?

Can US and EU leadership rescue the floundering Doha Round?

The proposal for a single transatlantic market put forward by Chancellor Merkel. Should the US and the EU aim to someday achieve a transatlantic Single Market since trade barriers are low and the real obstacles lie in investment flows or should they instead attempt strive to attain a FTA ? Or is an alignment of intellectual property, patents, competition policy and the harmonization of technical regulations on industrial products, of environmental, energy and transportation (Open Skies Agreement) standards and the regulation of financial services (including hedge funds) a more realistic proposition? Should transatlantic trade agenda focus be on the WTO Doha Round only or on negotiating trade agreements with China and other powers as well?

Speakers:

- **Wolfgang Münchau**, Associate Editor, Financial Times. Director of Eurointelligence.com (**confirmed**)
- **Alfredo Bonet**, Secretary General for Foreign Trade at the State Secretariat for Tourism and Trade. Ministry of Industry, Tourism and Trade of Spain (**confirmed**)
- **Guillermo de la Dehesa**, Vice Chairman, Goldman Sachs Europe (**confirmed**)
- **Carles Gasòliba**, Senator (Spain). President, Spanish Committee, LECE (European League of Economic Cooperation) (**confirmed**)
- **Bill Miller**, Political Vice President, US Chamber of Commerce (**confirmed**)
- **Cristóbal Montoro**, Former Minister of Finance of Spain. (**confirmed**)
- **Pedro Schwartz**, Full Professor of Economics, Universidad de San Pablo-CEU. Chair, Advisory Committee, St. Louis (Mo.) University (Madrid campus) (**confirmed**)

11:40 Coffee Break

12:00 Discussion panel on the US-EU economic relationship: the business climate

The EU Commission's attempts to streamline regulation and reduce red tape. How are they affecting US companies operating in the EU?

What are the prospects for a US-EU Regulatory Cooperation Agreement?

What are some of the obstacles that EU companies face when investing in the US and the ones US companies must deal with when investing in Europe?

What measures do US companies advocate in the reform package for the Single Market being drafted by the EU Commission?

Is the US becoming less attractive as a location for multinationals to conduct fairs and training programs, and as a commercial and financial centre because of the strict security and visa regulations imposed after 9-11? Is protectionism coming back?

Speakers:

- **Dan O'Brien, Senior Europe Editor/Economist, The Economist Intelligence Unit (confirmed)**
- **Francisco Belil, President, Siemens España and Chairman of the German Chamber of Commerce in Spain. (confirmed)**
- **Antonio Garrigues, President of Garrigues, Abogados y Asesores Tributarios (confirmed)**
- **Mikael Hagström, Executive Vice President, EMEA and Asia Pacific, SAS (confirmed)**
- **Juan Rodríguez Inciarte, General Director, Banco Santander Central Hispano (confirmed)**
- **John Vassallo, Chairman, American Chamber of Commerce to the EU and Director for European Affairs, General Electric (confirmed)**
- **Antonio Vázquez, President, Altadis (confirmed)**

Closing remarks: C. Boyden Gray, Ambassador of the United States to the European Union (confirmed)

14.00 Lunch

Keynote speaker: to be confirmed

Simultaneous translation