



COMMITTEES AND WORKING GROUPS 2020

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Introduction

Committees are the true driving force behind *AmChamSpain*. Our members orient our organization's advocacy work and the related actions through voluntary participation, choosing the committees and groups suited to their interests or areas of specialization.

These committees meet regularly (at least 3 or 4 times a year) to discuss the principal subjects of interest and develop the committee's action plan based on the economic and political environment or the milestones in their different sectors.

Based on the membership category, our partners can participate in different ways:

- Executive sponsors: participation in as many groups as they would like.
- Sponsors: participation in two groups.
- Corporations, foundations and non-profit organizations: participation in one group.

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Advocacy

Executive committee¹

Led by:

Mr. Jaime Malet, AmChamSpain

Mr. Alejandro Beltrán, McKinsey

AmChamSpain's Advocacy Committee is an extension of its Governing Board. It has the mission of supervising the work of the rest of the entity's committees to guarantee its alignment with the Chamber's public positioning strategy.

Principal lines of work:

- Development of AmChamSpain's strategic plan.
- Coordination of the Chamber's publications and its position papers.
- Definition of interactions with the Presidency of the Government, Ministers and the main political leaders in the country.

Attracting and Retaining Foreign Direct Investment (FDI)

Executive committee²

¹ Access by invite only. Reserved for BOD members.

² Access by invite only.



Led by:

Ms. Helena Herrero, Hewlett Packard

Mr. Javier Targhetta, Atlantic Copper

The FDI Committee targets its efforts to promoting Spain as a destination for new Foreign Direct Investment, especially from the United States, sharing the experience of foreign multinational members of *AmChamSpain*. Furthermore, the Committee promotes initiatives and suggests adopting measures to Public Administrations directed at retaining and developing high added value foreign investments due to FDI's ability to generate employment, improve the level of exports and strengthen the business network (R+D centers, competition centers, regional headquarters, etc.).

Principal lines of work:

- Communication with American headquarters of US multinationals established in Spain to provide more information about the climate for foreign investment in the country
- Collaboration with Public Administrations to attract and encourage strategic projects



Digital Economy

Led by:

Ms. Marta Martínez IBM

The committee members conduct their activity concerning the benefits that digitalization provides to the Spanish economy, in terms of improving competitiveness, growth and job creation. This committee also intensely monitors the regulatory debate in the EU concerning the policies that affect ICT companies and the financial framework to develop public-private projects, as well as concerning the transposition of these regulations to the Spanish legal framework.

Principal lines of work:

- GDPR and Spanish Organic Personal Data Protection Act
- ePrivacy Regulation
- eEvidence Regulation
- Free flow of data and EU-US Privacy Shield
- *Digital Single Market*
- Artificial Intelligence (European and Spanish strategy)
- Spanish digital agenda



Energy and Sustainability

Led by:

Mr. Roberto Anta, 3M

Ms. María Sicilia, Enagas

The Energy and Sustainability Committee serves as the meeting place for different actors in the energy sector (large energy consumers, producers, distributors) in order to defend their national interests concerning energy policy. Likewise, the committee works in a cross-cutting manner with other actors on the aspects linked to sustainability and industrial development.

Principal lines of work:

- Monitoring the legislative framework linked to the energy transition and the decarbonization of the Spanish and European economies
- Support to internationalization for Spanish companies in the energy sector
- Energy Union in the European Union
- Environmental monitoring
- Exchange of best sustainability practices
- Circular economy



Diversity and Inclusive Leadership

Executive committee³

Led by:

Ms. Diane Tucci, Costco

Mr. Juan Orti, American Express

The mission of this committee is to promote diversity among our members, as well as to project the value of diversity as an element of competitiveness for the Spanish economy. Likewise, the committee promotes training and informative actions intended to help foster female executives in order to provide greater access to the highest levels of corporate governance.

Principal lines of work:

- Visibility and exchange of good practices in diversity and inclusive leadership between our partners or in relation with public entities and other professional networks
- Fostering female talent through mentoring initiatives and other recruitment actions and skill development activities
- Promoting informative actions concerning the Agenda 2030 objectives
- Collaboration with the HR Committee in developing cross-cutting actions linked to other pillars of diversity (generational diversity, LGBTI, etc.)

³ Access by invite only after presenting profiles (executives who lead the diversity initiatives in their companies or executives with participation on the board of directives).



Tax Policy

Led by:

Ms. Teresa Ruiz de Azúa, Procter & Gamble

Ms. Esther Martín, Repsol

This committee acts as a forum to exchange information and best practices among the finance and tax directors of member companies as well as leading experts coming from legal and tax firms. The committee also promotes interaction with representatives of the Spanish tax authorities (AEAT) and US tax authorities (IRS).

Principal lines of work:

- Impact of the US tax reform and other tax provisions on the operations of Spanish companies in the United States
- Directives and recommendations of the OECD and other multilateral tax issues
- Analysis of the impact of Spanish tax policy on attracting US investment



Innovation and Intellectual and Industrial Property Rights (IPR Task Force)

Led by:

Mr. Simón Anselem, The Walt Disney Company

The committee's objective is to highlight the importance of defending industrial and intellectual property rights in Spain as a driving force for economic development. The committee's activity brings together companies from the multimedia and content distribution sector.

Principal work policies:

- Fight against the illegal distribution of contents in Spain
- Improve the climate for the investment of US multimedia companies in Spain (limitations on investment in DTT, mandatory reinvestment in local content, etc.)
- Transposition of the European Copyright and Audiovisual directives



Human Resources

Led by:

Ms. Paloma Beamonte, Xerox

Mr. Iñigo Sagardoy, Sagardoy Abogados

The members of this committee draft *AmChamSpain's* positioning concerning labor law, proposing reforms and initiatives that improve the Spanish job market, especially from the viewpoint of established multinational companies in Spain. The committee also works to identify best practices concerning talent management and human capital development.

Principal lines of work:

- Analysis and proposal of measures to improve the competitiveness of the Spanish labor market
- Identification and exchange of good practices concerning talent development, employee engagement, new business models, career management, etc.
- Development of training and informative initiatives for executives from the talent and HR area



Corporate Social Responsibility (CSR)

Led by:

Mr. Juan Ignacio Elizalde, Coca-Cola

Mr. Raúl Grijalba, ManpowerGroup

This committee brings together American and Spanish companies that make a strong effort concerning corporate social responsibility to share their experience on the topic and their best projects both in Spain as well as in other markets. The group also serves as a spokesperson for initiatives developed by its members as a platform to generate synergies in the development of new projects and communication with NGOs and foundations linked to *AmChamSpain*.

Lines of work:

- Development of partnerships to improve the employability and digital skills of different vulnerable groups
- Support and visibility for projects developed by member companies and foundations of *AmChamSpain*



Health Care

Led by:

Mr. Sergio Rodríguez, Pfizer

Ms. Ana Teresa García, Abbott

This committee brings together pharmaceutical, biomedical and health care technology companies to promote access for innovation to the Spanish health care system in order to improve the health of the population and the sustainability of the system.

Principal lines of work:

- Promotion and defense of access for pharmaceutical innovation and health care technology to the Spanish health care system
- Improving the visibility of the best practices developed by partners concerning public-private collaboration
- Importing innovative models developed by member companies in other markets
- Dialog with political stakeholders to develop policies which favor the sustainability of the system and access to health care innovation for both patients and professionals



Tourism

Led by:

Mr. Amancio López, Hotusa

Mr. Abel Matutes, Palladium

This committee is made up of companies from the tourism sector (hotel groups, airlines, ground transportation, technological services, means of payment, etc.), both Spanish and American.

Its mission is to strengthen the Spanish tourism sector, increasing the tourism especially of American tourists in Spain. It also works to strengthen the role of Spanish tour operators in the United States.

Main lines of work:

- Collaboration with Spanish tourism promotion entities to increase American tourism in Spain.
- Monitoring the US regulatory framework related to the tourism sector (general conditions for investment, application of the Hems-Burton Act, etc.).
- Organization of events to make visible the characteristics and advantages of the United States as a potent source for this market.