



COMMITTEES AND WORK GROUPS 2021

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Introduction

Committees are the true driving force behind *AmChamSpain*. Our members guide our organization's advocacy work and related actions through their voluntary participation, choosing the committees and groups that best suit their interests or areas of expertise.

The committees meet regularly (at least three or four times a year) to discuss the pressing topics of interest and to implement their plan of action based on the economic and political environment or the milestones in their different sectors.

Based on their membership category, our partners can take part in different ways:

- Executive sponsors: participation in any group they want.
- Sponsors: participation in two groups.
- Corporations, foundations and non-profit organizations: participation in one group.

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Attracting and Retaining Foreign Direct Investment (FDI)

*Executive committee*¹

Led by:

Ms. Helena Herrero, Hewlett Packard

Mr. Javier Targhetta, Atlantic Copper

The FDI Committee strives to promote Spain as a destination for new Foreign Direct Investment, especially from the United States, sharing the experiences of the foreign multinational members of *AmChamSpain*. Additionally, the committee promotes initiatives and suggests adopting measures to governmental entities that are aimed at retaining and developing high added value foreign investments due to FDI's ability to create jobs, enhance exports and strengthen the business sector (R&D centers, competition centers, regional headquarters, etc.).

Principal lines of work:

- Communicating with the American headquarters of multinational companies established in Spain to provide the best information about the climate for foreign investment in Spain.
- Collaborating with governmental entities to attract and promote strategic projects.

¹ Access by invitation only.



Digital Economy

Led by:

Mr. Horacio Morell, IBM

The members of this committee carry out their activities on the benefits that digitalization provides to the Spanish economy in terms of improving its competitive standing, growth and job creation. This committee also intensely monitors the regulatory debate in the EU concerning policies that affect multinational companies and the financial framework for the development of public-private projects, as well as the transposition of these regulations into the Spanish legal framework.

Principal lines of work:

- GDPR and cross-border data flows.
- ePrivacy Regulation.
- DSA / DMA.
- Spanish and European strategies for the development of AI.
- Digital Agenda 2025.



Sustainability

Led by:

Mr. Roberto Anta, 3M

Ms. María Sicilia, Enagas

The Sustainability Committee promotes sustainability as a strategic lever to promote economic growth and strengthen the competitive standing of member companies, serving as a meeting place among the members of *AmChamSpain* to jointly raise awareness about our commitment to environmental and social responsibility and to channel collaboration with governments, institutions and other stakeholders.

Principal lines of work:

- Monitoring the legislative framework connected to the energy transition and the decarbonization of the Spanish and European economy.
- Raising visibility of the best practices concerning members' sustainability policies.



Diversity and Inclusion

Led by:

Ms. Diane Tucci, Costco

Mr. Juan Orti, American Express

The mission of this committee is to promote diversity among member companies, as well as to project the value of diversity as an element to enhance the competitive standing of the Spanish economy. Likewise, the committee promotes training and informative actions aimed at fostering diverse talent in Spanish corporate culture (women, LGBTI, age and cultural diversity, etc.).

Principal lines of work:

- Raising visibility and exchanging good practices on diversity and inclusive leadership among our members or in relation to public entities and other professional networks.
- Supporting women through mentoring initiatives and other recruitment actions aimed at women with high potential from member companies.
- Promoting informative actions about the Agenda 2030 objectives.
- Collaboration with the HR Committee in developing cross-cutting actions.



Tax Policy

Led by:

Ms. Teresa Ruiz de Azúa, Procter & Gamble

Mr. Jose Luis Migoya, Iberdrola

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

Principal lines of work:

- Impact of the US tax reform and other tax measures 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 policies on attracting investment from the US.



Audiovisual

Led by:

Mr. Simón Amselem, The Walt Disney Company

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

Principal work policies:

- Defending American investment in the Spanish multimedia sector.
- The General Multimedia Communication Act.
- Digital Agenda 2025 and international multimedia hub.



People, Talent and Corporate Culture

Led by:

Ms. Ana Argelich, MSD

Mr. Iñigo Sagardoy, Sagardoy Abogados

The members of this committee draft *AmChamSpain's* position concerning labor legislation, proposing reforms and initiatives that improve the Spanish job market, especially from the viewpoint of the multinational companies established in Spain. The committee makes recommendations on attracting international talent, reskilling and upskilling. Its members regularly exchange good practices linked to human resources.

Principal lines of work:

- Analyzing and proposing workplace measures to improve the competitive standing of the Spanish economy.
- Identifying and exchanging good practices concerning talent development, employee engagement, new models of working, career management, etc.
- Developing training and informative initiatives for executives in the human resources 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 strive to work on corporate social responsibility, who share their experience on the topic and their best projects in both Spain and other markets. The group also serves as the spokesperson for initiatives developed by its members as a platform to create synergies in the development of new projects and communication with NGOs and foundations associated with *AmChamSpain*.

Lines of work:

- Developing partnerships to improve the employment prospects and digital skills of different at-risk groups.
- Developing joint corporate volunteering initiatives.
- Supporting and raising visibility of projects implemented by *AmChamSpain* member companies and foundations.



Healthcare

Led by:

Mr. Sergio Rodríguez, Pfizer

Ms. Paloma Beltrán, Boston Scientific

Ms. Josefina Lladós, Amgen

This committee brings together pharmaceutical, biomedical and healthcare technology companies that work together to promote access to innovation in the Spanish healthcare system in order to improve the population's health and the sustainability of the Spanish healthcare system.

Principal lines of work:

- Promoting and defending access to pharmaceutical innovation and healthcare technology for the Spanish healthcare system.
- Raising the visibility of the best practices developed by members concerning public-private partnerships.
- Importing innovative models developed by member companies in other markets.
- Defending intellectual and industrial property in the healthcare sector.



Tourism

Led by:

Mr. Amancio López, Hotusa

This committee is formed by companies from the tourism sector representing a wide range of activities (hotel groups, airlines, ground transport, technological services, payment methods, etc.) from both Spain and the United States.

Their mission is to strengthen the Spanish tourism sector, increasing the number of American visitors to Spain. The committee also works to strengthen the role of Spanish tour operators in the United States.

Principal lines of work:

- Collaboration with Spanish tourism promotion offices to increase visits by American tourists to Spain.
- Monitoring the regulatory framework in the US related to the tourism sector (general conditions for investment, applications of the Helms Burton Act, etc.).
- Organizing events to raise the visibility of the characteristics and advantages of the United States as a leading source for tourists to Spain.