



AmChamSpain
American Chamber of Commerce in Spain

ANNUAL REPORT 2023



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AmChamSpain

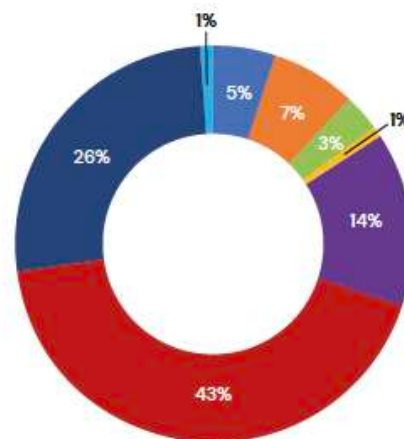
The U.S. Chamber of Commerce in Spain (AmChamSpain) is a non-political, non-profit institution founded in 1917 that has become the most exclusive networking and advocacy platform in Spain. The more than 280 associated companies have an aggregate turnover of 248,000 million euros in Spain, approximately 20% of the GDP, generating more than one million direct and indirect jobs.

AmChamSpain's objectives include working from the private sector to continue adding value to investment and trade flows between Spain and the United States, thus supporting the competitiveness, productivity and the internationalization of Spain. Furthermore, in the current context of political and economic changes, our mission is also to help adapt the productive fabric to the new reality of technological revolution and multiple social and geopolitical challenges.

AmChamSpain Partners

More than 260 partner companies, with the participation of more than 490 senior executives.

- Associations / Institutions (5%)
- International Company (7%)
- Schools / Universities (3%)
- Government (1%)
- Large Spanish Companies (14%)
- Large U.S. Companies (43%)
- Spanish SMEs (26%)
- U.S. SMES (1%)



Member of:



U.S. Chamber of Commerce



AmChamSpain is part of the global network of AmChams spread throughout the world, which, in turn, is part of the **U.S. Chamber of Commerce**, the American employers' association that, with more than 3 million member companies, is the primary business organization in the United States.

+260 Partner companies

+25 Companies of the Fortune 100

+14 IBEX 35 companies

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Letter from the Chairman

Dear Partners,

I am writing to you to share the Report of activities carried out by the Chamber during the year 2023. This period has been marked by a series of major geopolitical challenges such as the conflict in the Middle East and the continuation of the war in Ukraine. 2023 has also been the year of the launch of artificial intelligence and, to a certain extent, the year of the unexpected resilience of the world economy in an environment of high interest rates.

During 2023, the Spanish economy experienced growth close to 5% in investments in key sectors such as the green and digital transition, investments that had a direct impact on employment and consumption, while the foreign sector contributed significantly to competitiveness and financing. In this context, the GDP in Spain managed to reach 2% above pre-pandemic levels, marking an important milestone in our economic recovery.

As a result of the combined efforts of the Chamber and its members, in 2023 we worked to influence improvements to the competitiveness, productivity and internationalization of the Spanish economy through various activities and events, such as dialogues with senior government representatives and roundtable discussions with the country's business leaders. Our Working Committees also played a prominent role, rendering numerous proposals to government institutions to improve the business climate, cooperation between Spain and the United States, and foreign direct investment.

During 2023, we celebrated the first edition of "Global Trends 2023: Energy, Technology and Friendshoring in Times of Global Turbulence" an event where more than 30 national and foreign speakers participated and more than 300 executives from our partner companies attended.

The conference addressed key trends, such as the reconfiguration of global value chains, geopolitical changes, the role of Artificial Intelligence in business and Spain's potential in the energy revolution and health innovation in Europe.

In particular, I would like to highlight our advocacy and networking initiatives around crucial topics such as the digital economy, sustainability, corporate social responsibility, health, talent and business culture, as well as attracting and retaining investments, together with the promotion of diversity and inclusive leadership. Likewise, our Young Leaders Network program has successfully concluded its fourth edition, with the participation of more than 90 young professionals from partner companies. This achievement underscores our continued commitment to developing our nation's future business leaders.

Finally, I am pleased to share that the Chamber has incorporated 12 new member companies, which additionally strengthen our organization and its influence. I especially want to thank the diligent efforts of the AmChamSpain team, led by Aida Casamitjana.

On behalf of the Governing Board, we express our best wishes to you and your families. Warmest regards,

Jaime Malet
Chairman, AmCham Spain



AmChamSpain Governing Board

Chairman



Jaime Malet
Chairman
TELAM
GLOBAL
PARTNERS

Vice Presidents



Joaquín Arenas
President
of Spain
and
Portugal
BANK OF
AMERICA



Alejandro Beltran
Managing
Partner
Spain and
Portugal
MCKINSEY &
COMPANY



Helena Herrero
President
HP

Board Members



Miguel Alava
Director
AMAZON WEB
SERVICES



Simon Amselem
CEO
THE WALT
DISNEY
COMPANY



Roberto Anta
General
Country
Manager
3M SPAIN



Ana Argelich
President
and CEO
MSD



Claudio Boada
Senior Advisor
BLACKSTONE



Irene Cano
Managing
Director
META



Demetrio Carceller Arce
President
Executive
DAMM



Benedetta Cossarini
President
AIG



Alvaro de la Haza Vice
president
Executive
COSENTINO



Andres Esteban
President
MORGAN
STANLEY



Ramon Gomez de Olea
Managing
Manager
RUSSEL
REYNOLDS



Alberto Granados
President
MICROSOFT
SPAIN



Luis Isasi
Non-
executive
president
SANTANDER
BANK



Trinidad Jimenez
Director
TELEFÓNICA



Alfonso Lebanon
President
EQUATORIAL
COCA-COLA



Josefina Lladós
General
Manager
AMGEN



Antonio Logrono
President
and Director
General
DOW



Amancio Lopez
President
HOTUSA



Pedro López-Quesada
Chairman of
Banking, Capital
Markets &
Advisory for
Iberia
CITIGROUP



Martin de Cabiedes Arranz Candles
Director of the Development of Business and IR EUROPA PRESS



Carlos Martín Carrión
Managing Director COCA-COLA



Horacio Morell
President IBM



Brian O'Hare
Partner-Director CLAIRFIELD CORPORATE FINANCE (TREASURER)



Sandra Orta
General Manager BRISTOL MYERS SQUIBB



Juan Orti
President AMERICA N EXPRESS SPAIN



María Río
Vice President and General Manager GILEAD SCIENCES



Sergio Rodríguez
President FOUNDATION PFIZER



Richard Alan Silberstein
Secretary



Javier Targhetta
President ATLANTIC COPPER, FREEPORT MCMORAN



Albert Triola
Senior Vice President, Support Renewal Sales, Oracle EMEA and Country Leader ORACLE



Diane Tucci
Country Manager COSTCO WHOLESALE



Andrés Vilamitjana
Managing Director CISCO



Alfredo Yepes
President and CEO HEWLETT PACKARD ENTERPRISE

Honorary Chairwoman



Julissa Reynoso
Ambassador U.S. EMBASSY IN SPAIN

U.S. Embassy



John Coronado
Advisor for Commercial Affairs U.S. EMBASSY IN SPAIN



Isabel Rioja-Scott
Counselor for Economic Affairs U.S. EMBASSY IN SPAIN

Message from the EXECUTIVE DIRECTOR

We are proud to announce that, during 2023, AmChamSpain has carried out one of the most extensive and valuable programs of events and activities in recent decades, consolidating our voice in the Spanish and international business communities.

This report reflects all the activities carried out in 2023. Our work has included everything from meetings with the main stakeholders of the Spanish government and some of the U.S. government, to enriching sessions with internationally renowned business leaders.

The AmChamSpain team has coordinated more than 60 activities, achieving the participation of more than 80% of our associated companies, providing high-level promotion and networking opportunities for all of them.

We are especially happy to have consolidated two events of great importance for the Chamber: Global Trends, which is held during the first semester to debate and analyze the most relevant business situations; and our Christmas Party, the most outstanding networking event of the year, where our partners, stakeholders and friends come together in a unique space to celebrate the holidays and achievements of the entire year.

Finally, on behalf of the entire Chamber team, we want to express our most sincere gratitude to all members for their valuable support throughout this year, participating in committee meetings, talent programs and attending to multiple events. The Chamber has a great human team that works with enthusiasm and passion, and we are full of satisfaction by the enthusiasm that our members continually transmit to us.



Aida Casamitjana
Executive Director



Alejandro Rueda
Program Director



Marta Martorell
Financial and HR
Director



Milton Rodriguez
Director of
Communications and
Corporate Relations



Ana M. Piñol Muñoz
Event Manager



Andrea Lacambra
Administrative Manager



Paco Flores
Press Manager







+60

Events in 2023

+1200

Assistants





EVENTS CELEBRATED IN 2023

CEO Coffee with Ana Argelich

President and CEO of MSD

FEBRUARY 9, 2023 – MADRID

The **Diversity and Inclusion Committee** held a CEO Coffee session with **Ana Argelich**, President and CEO of **MSD**. During the session, participants learned more about the corporate culture of **MSD** and its diversity initiatives and talent promotion within the company. In addition, participants exchanged views on the role of American companies in promoting diversity in the Spanish business fabric.



Sustainability Committee: Monograph with Nippon Gases

FEBRUARY 22, 2023 – MADRID

The **Sustainability Committee** visited the headquarters of **Nippon Gases** to know the company's vision regarding the ecological transition.

We found that, apart from incorporating ESG principles and reducing its carbon footprint, **Nippon Gases** It also plays an important role in reducing its customers' footprint.



Cocktail reception for the MWC 2023

FEBRUARY 28, 2023 – MADRID

The Chamber held a cocktail reception on the occasion of the **Mobile World Congress 2023** and the launch of the region of **Amazon Web Services** in Spain. The event took place at Casa Batlló in Barcelona.

During the event, we had the pleasure of receiving a delegation from the American Government led by the Ambassador of Cybersecurity and Digital Policy, **Nathaniel Fick**, and the Consul General of the United States, **Katie Stana**.





Lunch with Pablo Hernández de Cos

Governor of the Bank of Spain

MARCH 8, 2023 – MADRID

The first dialogue of the year took place with **Pablo Hernandez de Cos**, Governor of the Bank of Spain, under the title “Economic Situation and Economic Policy Challenges.”

The Governor's intervention analyzed the macroeconomic data of the moment and highlighted the effects of the war in Ukraine on energy market prices.



Breakfast with José Manuel Albares

Minister for Foreign Affairs, European Union, and Cooperation

MARCH 17, 2023 – MADRID

Dialogue with **Jose Manuel Albares**, Minister for Foreign Affairs, European Union, and Cooperation-
“Spain, Europe and the United States in the new global context.”

The Minister highlighted the importance of defending transatlantic values such as plurality, diversity and freedom, and stressed the importance of European and American unity to face challenges such as the destabilization of the energy market, the war in Ukraine and climate change.





+20 Press publications
of the event

+100 Managers



Empower Her: Women's Economic Empowerment

MARCH 29, 2023 – MADRID

Our **Diversity and Inclusive Leadership Committee** promoted the event “**Empower Her: Women's Economic Empowerment**,” In collaboration with **AmChamEU**.

During the event, we had the intervention of the U.S. Ambassador in Spain, **Julissa Reynoso**. In addition, we held a round table composed of **Susan Danger**, CEO of **AmChamEU**, **Maria Teixidor**, Vice President of the Spanish National Committee of UN Women, **Albert Triola**, CEO of **Oracle** and **Beatriz Faro**, Former President of the AmChamSpain Diversity Committee and Founder of **Mujeres en Farma**.



Meeting of the Digital Economy Committee

APRIL 19, 2023 – MADRID

The **Digital Economy Committee** held a meeting at the Innovation Studio of **IBM**. During the session, the latest developments in the European and national regulatory framework related to the digital economy were reviewed, with special attention given to matters such as data transfer, cloud computing, artificial intelligence and cybersecurity.



Fiscal Committee Meeting

APRIL 25, 2023 – MADRID

Our **Fiscal Committee** met at the headquarters of **Uria Menendez** to monitor national and European regulation, focusing, above all, on the analysis of the Pillar 2 directive.



Sustainability Committee: Meeting with Luis Ángel Colunga

MAY 18, 2023 – MADRID

The **Sustainability Committee** held a session with the High Commissioner of the Strategic Project for the Recovery and Economic Transformation of Industrial Decarbonization, **Luis Ángel Colunga**, at the headquarters of **3M**.

The session analyzed how PERTE can support industries in their transition towards more environmentally friendly models and processes.





Sustainability Committee: Monograph with IBM

MAY 23, 2023 – MADRID

Our **Sustainability Committee** met at the **IBM** Innovation Studio, to maintain a monographic session with **IBM**.



Global Trends 2023: Energy, Technology and Friendshoring in Times of Global Turbulence.

JUNE 13, 2023 – MADRID

This year, the 1st Edition of the Conference took place “**Global Trends 2023: Energy, Technology and Friendshoring in Times of Global Turbulence**,” organized in collaboration with Europa Press.

The event brought together more than 30 speakers from the public and private sectors and, among those attending, there were more than 100 senior representatives of the Spanish business ecosystem.





Welcome



Jaime Malet, Chairman of AmChamSpain and Asís Martín de Cabiedes, President of Europa Press.

Opportunities for Spanish companies in the U.S.: Mapfre's success story



Antonio Huertas, President of MAPFRE and Jaime Malet, Chairman of AmChamSpain.

Investment opportunities for Spanish companies in the U.S.



Angel Garcia Altozano, Corporate Managing Director of ACS, Edouard Matitia-Cohen, Managing Director of Bank of America and Isabel Rioja-Scott, Economic Counselor, US Embassy.

How to turn Spain into a health innovation HUB



Carlos Murillo, President of **Pfizer**, **Roberto Urbez** Managing Director of **BMS**, **Ana Argelich**, President of **MSD**, **Beatriz Faro**, Former President of the AmChamSpain Diversity Committee and Founder of Mujeres en Farma.

Spain attractive for foreign investment. Investment, innovation and local impact.



Miguel Alava, Managing Director, **Amazon Web Services**, **Andreu Vilamitjana**, Managing Director, **Cisco**, **Romina Lorenzo**, CEO, **UPS**, **Juan Rivera**, Senior Managing Director, **FTI Consulting** and **Isabel Tocino**, Counselor, **Santander Bank**.

Advantages and challenges of Spain in the new global context.



Diego Rubio, Director of the **National Foresight and Country Strategy Office** and **Alejandro Beltran**, Partner Director, **McKinsey Iberia**.

The digitalization of the Spanish economy and digital humanism



Carme Artigas, Secretary of State of Digitalization and Artificial Intelligence.

The impact of AI on business and society.



Enrique Polo de Lara, Senior VP and President, Salesforce, Alberto Granados, CEO and President, Microsoft Spain, Chema Alonso, Chief Digital Officer, Telefónica and Alicia Richart, CEO, Afiniti.

Spain as the leading energy HUB in Europe.



Rafael Mateo, CEO, Acciona Energía, Mario Ruiz-Tagle, CEO, Iberdrola Spain, Arturo Gonzalo, CEO, Enagás and Carmen Becerril, Chairwoman, OMIE.

The future of employment in Spain



Antonio Garamendi, President, CEOE and Assisi Martin de Cabiedes, President, Europa Press.

Challenges and Opportunities for Spain in the globalization process before the Presidency of the European Council



Jose Manuel Albares, Minister for Foreign Affairs, European Union, and Cooperation

Recommendations for the Spanish Presidency of the Council of the European Union



Susan Danger, CEO, AmChamEU and Aida Casamitjana, Executive Director, AmChamSpain.

European funds in the context of the globalization of the Spanish economy



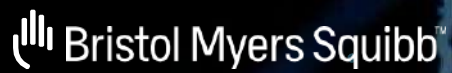
Hector Gomez, Minister of Industry, Commerce and Tourism and **Alejandro Beltran**, Partner Director, McKinsey Iberia.

The Spanish Economy in the Global Era: Changes and Opportunities



Larry Summers, President Emeritus of Harvard University and Former Secretary of the U.S. Treasury.

Global Trends 2023 was brought to you by





Christmas Party - November 30

Teatro Real of Madrid

On November 30th we celebrated the traditional Christmas party at the **Teatro Real of Madrid**, the most important networking event of the year.

Over the course of the evening, we also held a celebration of the achievements of 2023 and welcomed the Christmas holidays with partners, collaborators and friends of the Chamber. The event was attended by the U.S. Ambassador in Spain, **Julissa Reynoso**, as well as authorities, representatives of the institutions, partners, friends and collaborators of the Chamber. Among the attendees, we had the pleasure of having **Jordi Hereu**, Minister of Industry, **Luis Planas**, Minister of Agriculture, **Javier Solana**, Former Secretary General of NATO, and **Jose Montilla**, Former President of the Generalitat of Catalonia.







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 DELTA

 DOW

 Sabadell

 Bristol Myers Squibb[™]

Coca-Cola

 GILEAD


Hewlett Packard
Enterprise

 NIPPON
GASES



12th Edition

30 Participants

A group of approximately ten people are seated at long white tables in a modern meeting room. They are dressed in business casual attire and appear to be engaged in a discussion or presentation. The room features a large blackboard and a whiteboard in the background, along with a ceiling-mounted projector. The floor is made of light-colored wood. A semi-transparent red banner is overlaid across the middle of the image, containing the text "MOVING UPWARDS WITH AMCHAMSPAIN" in white, bold, sans-serif capital letters.

MOVING UPWARDS WITH AMCHAMSPAIN

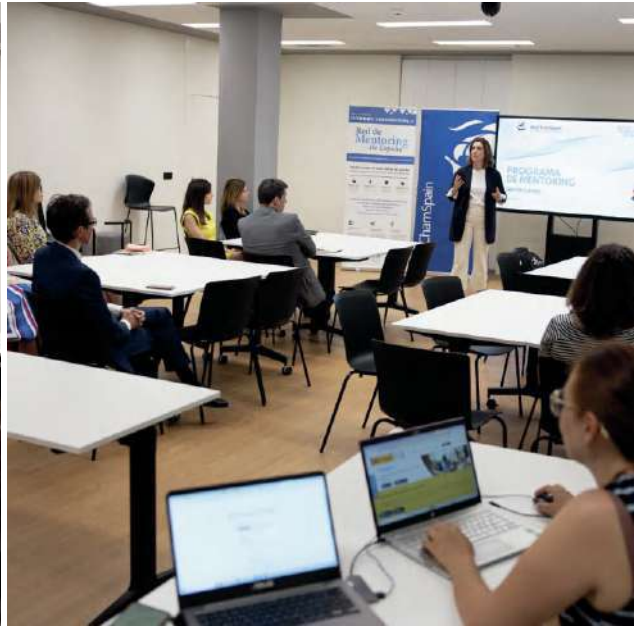
Mentoring Program for women: Closing of the 2022 edition:

Moving Upwards with AmChamSpain

JUNE 15, 2023 – MADRID

The **Diversity and Inclusive Leadership Committee** celebrated the 8th Edition of the Mentoring Program for Women “**Moving Upwards with AmChamSpain**”, alongside **Grid for Mentoring Spain**. During the closing session, we had the interventions of **Carmen Alba Ruiz-Morales**, Director of **Schiller International University**, and of **Julio Rodríguez**, CEO of **Grid for Mentoring Spain**.





Kickoff

Moving Upwards with AmChamSpain

OCTOBER 24, 2023 – MADRID

The **Diversity Committee** promoted the kick-off session of the 9th Edition of the Mentoring Program for Women “**Moving Upwards with AmChamSpain**”, In collaboration with **Grid for Mentoring Spain**, at the headquarters of **Schiller International University**. The session was led by **Julio Rodríguez**, CEO of **Grid for Mentoring Spain**.



CEO Coffee with Romina Lorenzo

UPS CEO

JUNE 20, 2023 - MADRID

The **Diversity and Inclusive Leadership Committee** promoted a CEO Coffee session with **Romina Lorenzo**, Managing Director of **UPS**. The directive highlighted the important role of education and citizen awareness to promote equality.



Sustainability Committee: Monograph with Iberdrola

20 JUNE 2023 - MADRID

The **Sustainability Committee** participated in a monographic session at the headquarters of **Iberdrola**. During the session, we learned more about the company's strategy regarding green hydrogen and discussed the development of its technology and its applications.



Masterclass: How to Be an Extraordinary Speaker?

21 JUNE 2023 - VIRTUAL

The **Diversity Committee** held the masterclass “How to be an extraordinary speaker?”, organized in collaboration with **Dooit** within the framework of the “Women who have something to say” program. The masterclass was led by **Mariana Ferrari**, President of **Dooit**.



4th of July Celebration with NYYC

American Magic

JULY 4, 2023 - BARCELONA

Before closing the first semester, we celebrated the 247th Anniversary of the Independence of the United States, together with our friends and colleagues from the **New York Yacht Club American Magic**. The event took place in Barcelona.

During the event, we listened to the interventions of our Chairman, **Jaime Malet**, from the team captain and President of navigation operations, **Terry Hutchinson**, and the U.S. Consul General, **Katie Stana**.





Visit from Kathi Vidal

Under Secretary of Commerce and Director of the USPTO

OCTOBER 2, 2023 - MADRID

The Chamber held a meeting with **Kathi Vidal**, Under Secretary of Commerce and Director of the **US Patent and Trademark Office**, together with our member partners from the audiovisual and technology sector.

At the meeting, public-private collaboration in the defense of intellectual property rights and the fight against illegal content and products were analyzed.



Sustainability Committee: Monograph with Westinghouse

OCTOBER 17, 2023 - MADRID

The **Sustainability Committee** of **AmChamSpain** met at the headquarters of **Westinghouse Electric Corporation** and **Tecnatom** to learn more about the company's good practices in sustainability.



Diversity Committee: Presentation of the Global Summit of Women

OCTOBER 25, 2023 - MADRID

The **Diversity Committee** of **AmChamSpain** organized the presentation of the **Global Summit of Women**, which will take place in 2024 in Madrid. We count on the interventions of the President of the Summit, **Irene Natividad**, from the leaders of the Committee, **Diane Tucci**, Country Manager of **Costco**, and **Albert Triola**, President of **Oracle**, and with **Maria Parames**, Director of People and Communication at **Bankinter**.



Meeting of the Digital Economy Committee with Isabel Rioja-Scott

Economic Counselor of the U.S. Embassy in Madrid

OCTOBER 27, 2023 – MADRID

Our **Digital Economy Committee** met with **Isabel Rioja-Scott**, Economic Advisor of the **United States Embassy** in Madrid, and her team. The members of **AmChamSpain** presented their priorities in terms of digital regulation and learned about the vision of the U.S. government on issues such as the development of AI and transatlantic cooperation in digital matters.



Digital Economy Committee meeting with Neema Singh and Mary Walker

Digital Economy and Deputy Assistant Secretary for Services

NOVEMBER 17, 2023 – MADRID

The members of our **Digital Economy Committee** had the opportunity to meet with **Neema Singh**, Deputy Assistant Secretary for Services at the **United States Department of Commerce**, and with **Mary Walker**, Senior Advisor at the **U.S. Department of State**. At the meeting, views were exchanged on the development of AI, cybersecurity and international data transfers.



Sustainability Committee Meeting: “From Degeneration to Regeneration” with BCW

NOVEMBER 21, 2023 – MADRID

The **Sustainability Committee** met in **BCW Spain** for the celebration of the session “From degeneration to regeneration.” The session was led by **Isabel Roser**, Senior Advisor of **BCW Spain** in the area of sustainability, and **Izaskun Martínez**, VP and Director of the Barcelona Office of **BCW Spain**.



Rethinking the office: the human psyche and the challenge of presence

NOVEMBER 21, 2023 – MADRID

The **People, Talent and Corporate Culture Committee** promoted the act “**Rethinking work spaces and models, the human psyche and the challenge of presence**”, in collaboration with **Cushman Wakefield** and **Sagardoy Abogados**.

At the event, we had the interventions of: **Ana Argelich**, President of **MSD**, **Iñigo Sagardoy**, President of **Sagardoy Abogados**, **Oriol Barrachina**, CEO of **Cushman & Wakefield**, **José M. Peiro**, Professor of Social Psychology and Organizations at the **University of Valencia**, **Maria Carmen Mendez**, HR Director of **MSD**, **Loreto Fernández-Roca**, HR Manager at **UPS**, **José Antonio Ondiviela**, Western Europe Industry Advisor in Smart Cities of **Microsoft**, and **Javier Bernades**, International Partner of **Cushman & Wakefield**.





The background image shows a social gathering in a well-lit room. In the foreground, a table with a red tablecloth holds a white pot with pink flowers, a can of Fanta, and plates of food. Several people are standing and talking in the background. A semi-transparent red banner is overlaid across the middle of the image, containing white text.

4th Edition

91 Participants



YOUNG LEADERS NETWORK

YOUNG LEADERS NETWORK

Kick Off Young Leaders Network 2023

FEBRUARY 15, 2023 - MADRID

The kick-off of the program **YLN** took place at the headquarters of **Microsoft** in Madrid.

Jaime Malet and **Aida Casamitjana**, Chairman and Executive Director of the Chamber, welcomed the 91 participants of the edition. We also had the interventions of the two ambassadors of the program: **Alberto Granados**, President of **Microsoft**, and **Andreu Vilamitjana**, President of **Cisco**.





Uber: from disruptor to benchmark

MARCH 1, 2023 – MADRID

On March 1, we held the session "**Uber: from disruptor to benchmark**," within the framework of our program. During the session, participants had the opportunity to listen to **Felipe Fernandez Aramburu**, Managing Director of **Uber Spain**, who explained the company's vision, emphasizing its sustainable development goals and its ambition to turn cities into better places for people. In addition, **Sven Schaffrath**, Southern Europe Marketplace Director, **Ricardo Pabón García**, Marketing Director of **UberEats** and first employee of **Uber** in Spain and **Matias Weisz**, Head of **Public Policy** also participated.



Knowing more about Netflix Spain

APRIL 20, 2023 – MADRID

We had the pleasure of participating in the event “Learning more about **Netflix Spain**,” at which we learned more about the company directly from **Diego Avalos**, Vice President of Content for Spain, Portugal and the Nordic Countries, and **Victor Marti Farres**, Post-Production Director.



Innovation Amgen!

MAY 18, 2023 – MADRID

In May, the workshop “**Innovation Amgen!**,” in which the participants in the program **YLN** learned more about the pharmaceutical company and the FlexSpace work methodology.

The interventions were carried out by **Fina Lladós**, Chairwoman, **Sandra Vicente**, HR Director, **Miquel Balcells**, Executive Medical Director, and **Laura Pellisé**, Head of Policy & Government Affairs.



Personal Branding in a Professional Context with BCW

06 JUNE 2023 - MADRID

Program participants participated in the “Personal Brand in a Professional Context” workshop, organized in collaboration with **BCW**. The session was led by **Martha Velasco**, Vice President of Consumer Engagement, who told more about the importance of building a personal brand, the appropriate channels to do so, and the most common techniques such as storytelling or the elevator pitch.



The five things you didn't know about Five Guys

JUNE 22, 2023 - MADRID

Participants in the program **YLN** participated in the workshop, “The five things you didn't know about **Five Guys Spain**.” There, they had the opportunity to learn more about the company directly from **Daniel Agromayor**, CEO of the company, who gave them a review of the history, values and strategy of the brand.



A walk through the cloud. AWS cloud technology and its presence in Spain

SEPTEMBER 18, 2023 - MADRID

Upon returning from the summer holidays, we held the “A walk through the cloud workshop. The cloud technology of **AWS** and its presence in Spain.”

There, the participants enjoyed the interventions of several representatives of **AWS**: **Antonio Vargas**, Head of Public Policy, **Martha Da Silva**, Public Policy Analyst, **Óscar Sanz**, Government Sales Manager, **Suzana Curic**, Head of Enterprise, **Francisca Merchan**, Sr. Sales Manager SMB Iberia, **Alejandro Hernández**, Account Manager, **Iñaki Bilbao**, Sr. Business Development Manager, and **Ignacio Gilart**, Head of Non-Profit Organizations.



3M. Where innovation never rests. Come discover the science that surrounds you

OCTOBER 26, 2023 - MADRID

As part of the program, the session “3M. Where Innovation never rests. Come discover the science that surrounds you,” organized in collaboration with the company.

The interventions were led by **Roberto Anta**, President of **3M**, and **Alicia Ortega**, Director of the Innovation Center.



Closing of the fourth edition of YLN with Cisco

NOVEMBER 28, 2023 – MADRID

To close the program, we held the closing session of the 4th edition of the program **YLN**, together with its two ambassadors, **Alberto Granados**, President of **Microsoft**, and **Andreu Vilamit-jana**, President of **Cisco**. Also participating in the session were **Jaime Malet**, Chairman of **AmChamSpain**, **Ariadna Hernández**, Communications Director of **Cisco**, and **Angel Ortiz Alvarez**, Director of Cybersecurity.





A group of people, including men and women in formal business attire, are seated around a large, round table in an ornate, high-ceilinged room. The room features a large, multi-tiered crystal chandelier hanging from the ceiling. In the background, there are large windows with decorative frames and heavy curtains. The people are engaged in conversation, and the atmosphere appears to be a formal meeting or dinner. The text "GOVERNMENT BOARDS" is overlaid in white on a semi-transparent red banner across the middle of the image.

GOVERNMENT BOARDS

Governing Board – Meetings

FEBRUARY 16, 2023 – MADRID

Honored guest: **Borja Sémpér**, Spokesperson for the Electoral Campaign of the **People's Party**.



APRIL 20, 2023 – BARCELONA

General Meeting of Partners and Chamber Governing Board, held in Barcelona at the Majestic Hotel.

07 JUNE 2023 - MADRID

General Meeting of Partners and Chamber Governing Board, held in Madrid.



OCTOBER 3, 2023 – MADRID

Held in Madrid, with the attendance of, as guest of honor, **Manuel de la Rocha**, Secretary General of the Department of Economic Affairs and G20 in the Cabinet of the Presidency of the Government of Spain.



NOVEMBER 22, 2023 – MADRID

Held in Madrid, with the attendance of, as guests of honor, **Andoni Ortuzar**, President of the **PNV**, and **Aitor Esteban**, Spokesperson for the same.



U.S. Embassy Relations



Throughout 2023, we continued to work closely with the entire diplomatic team at the U.S. Embassy in Spain, led by the Ambassador **Julissa Reynoso**.

Furthermore, during the month of September, we attended the presentation and welcome ceremony of the new Deputy Chief of Mission, **Rian H. Harris**, with whom we had collaborated during his previous position at the Embassy in Madrid.

AmChamSpain in AmChams in Europe and U.S. Chamber of Commerce

2023 AmChams in Europe U.S. Conference

A delegation of executives from **AmChams in Europe**, along with representatives from more than 30 countries in Europe and Eurasia, participated in the Annual U.S. Conference in Washington, D.C. and Houston, Texas, from May 8 to 12.



AmChamSpain is part of **AmChams in Europe**, which represents 45 American Chambers of Commerce in 43 countries in Europe and Eurasia, with more than 17,000 companies and 20 million workers, and more than 1.1 billion dollars in transatlantic investments. In 2023, **AmChams in Europe** organized its two annual meetings, with the participation of **Aida Casamitjana**, Executive Director of the Chamber.



2023 AmChams in Europe Best Practices Conference

From September 27 to 29, the **AmChams of Europe** gathered in Athens to celebrate the **60th Anniversary of AmChams in Europe**.





A photograph of a group of people, mostly men and women, sitting at long white tables in a meeting room. They are all looking towards the left side of the frame, presumably towards a speaker. The room has large windows in the background. A semi-transparent red horizontal band is overlaid across the middle of the image, containing the text 'WORKING COMMITTEES' in white, bold, sans-serif capital letters. In the foreground, on a white table, there is a small white carton of 'Purissima' brand milk, a black smartphone, and some papers. The people are dressed in business casual attire. Some have name tags on their lapels. The overall atmosphere is professional and focused.

WORKING COMMITTEES

Working Committees



Committees are the real engine of the Chamber. Our partners, American companies established in Spain and Spanish companies with interests in the United States, are structured in specialized groups according to their objectives and expertise to guide the advocacy work of our organization and define our positions on issues of vital importance for the business environment and foreign direct investment, particularly U.S. foreign direct investment, in Spain.

As a result of this work, throughout 2023, we have held numerous private meetings and sent hundreds of letters and reports to the Government, members of Parliament and the European Parliament, Autonomous Communities, and political and business leaders. This work makes AmChamSpain one of the leading business advocacy organizations in Spain.

Committee Structure and Dynamics

Our committees convene in person several times each year to discuss major matters of interest and prepare monographs on specific topics and shared issues.

Most committees are led by a group of volunteer companies and a larger group of supporters who receive frequent updates on topics of interest, the development of position papers and position statements and other related activities.

Led by:



Simon Amselem
Country Manager
THE WALT DISNEY
COMPANY

AUDIOVISUAL

Its objective is to promote the development of the audiovisual sector in Spain and to defend the framework for U.S. investment in the sector. Its activity brings together companies involved in audiovisual production and content distribution (TV channels, SVOD platforms).

Main Lines of Work:

- Defense of U.S. investment in the Spanish audiovisual sector.
- Monitoring the development and implementation of key regulations (General Law on Audiovisual Communication, Film Law, etc.).
- 2025 Digital Agenda and Spain Audiovisual Hub.

Some companies that are part of it:
+than 10 companies represented



Led by:



Diane Tucci
Country Manager
COSTCO WHOLESALE



Albert Triola
Country Leader
ORACLE

Some companies that are part of it:
+ than 60 companies represented



Europa Press

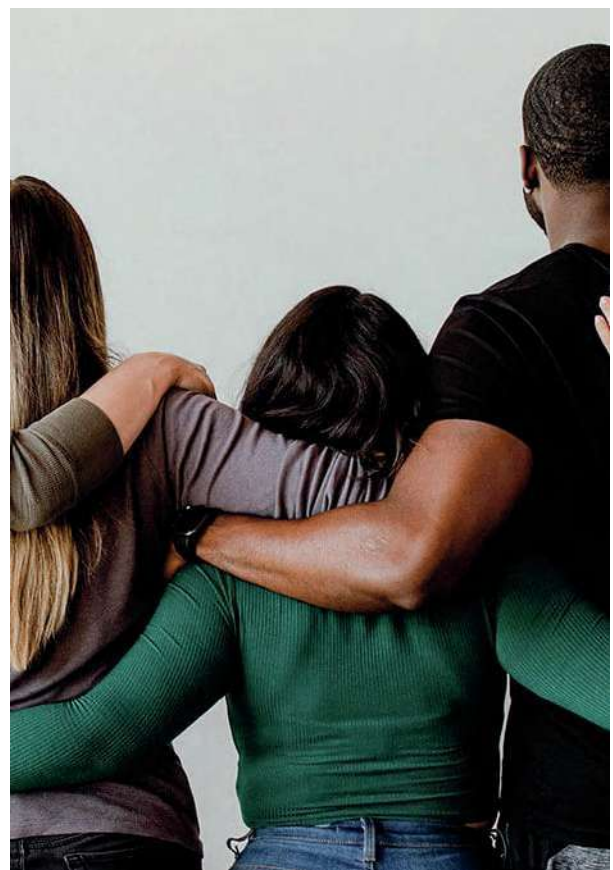


DIVERSITY AND INCLUSION

The mission of this committee is to promote diversity and inclusion among member companies, as well as to project its value as an element of competitiveness for the Spanish economy. Likewise, the committee promotes training and informative actions aimed at developing diverse talent in the Spanish business community (female talent, LGBTI, generational and cultural diversity, etc.).

Main Lines of Work:

- Visibility and exchange of good practices in diversity and inclusive leadership among our partners or in relation to public entities and other professional networks.
- Development of female talent through mentoring initiatives and other training actions aimed at high-potential women from partner companies.
- Promotion of informative actions on 2024 Agenda objectives.



Led by:



Horacio Morell
President
IBM

Some companies that are part of it:
+45 companies represented



DIGITAL ECONOMY

Committee members develop their activity around the benefits that digitization brings to the Spanish economy, in terms of improving competitiveness, growth and job creation. This committee also closely follows the regulatory debate in the EU regarding policies affecting multinational companies and the financial framework for the development of public-private projects, as well as the incorporation of these regulations into Spanish law.

Main Lines of Work:

- EU-U.S. cross-border data flow.
- Cybersecurity.
- DSA / DMA.
- Development of artificial intelligence in Europe.
- Regulation of the cloud sector.



Led by:



Teresa Ruiz de Azúa
Head of Tax
PROCTER & GAMBLE



Rocío Anguita
Global Head of Tax
COSENTINO

Some companies that are part of it:
+45 companies represented



FISCAL

This committee works as a forum for the exchange of information and best practices between the finance and taxation managers of partner companies and major experts from legal and audit firms. It also promotes interaction with representatives of the Spanish (AEAT) and U.S. (IRS) tax authorities.

Main Lines of Work:

- Impact of U.S. tax reform and other tax provisions on the operations of Spanish companies in the United States.
- OECD Directives and Recommendations and other multilateral tax issues.
- Analysis of the impact of Spanish fiscal policy on attracting American investment (fiscal incentives for innovation, etc.).



Led by:



Iñigo Sagardoy
President
SAGARDOY ABOGADOS



Ana Argelich
President and Managing
Director
MSD

Some companies that are part of it:
+55 companies represented



PEOPLE, TALENT AND CORPORATE CULTURE

Committee members construct AmChamSpain's position on labor legislation, proposing reforms and initiatives to improve the labor market in Spain, especially from the perspective of multinational companies established in Spain. The committee makes recommendations with regard to attracting international talent, re-skilling and up-skilling. Its members continually exchange best practices tied to the people area.

Main Lines of Work:

- Analysis and proposal of workplace measures to improve the competitiveness of the Spanish economy.
- Identification and exchange of best practices in terms of talent development, employee engagement, new work models, career management, etc.
- Development of training and information initiatives for talent and people managers.

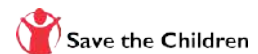


CORPORATE SOCIAL RESPONSIBILITY

This group brings together North American and Spanish companies with outstanding efforts in corporate social responsibility, who share their expertise in this area and their best projects in Spain as well as in other markets. The group also serves as a means to speak for initiatives developed by its members as a platform to create synergies in the development of new projects and communication with NGOs and foundations linked to AmChamSpain.

Main Lines of Work:

- Development of partnerships to improve the employability and digital competencies of different vulnerable groups.
- Development of joint corporate volunteer initiatives.
- Support and visibility of projects developed by AmChamSpain member companies and foundations.



Led by:



Sergio Rodriguez
President
PFIZER



Josefina Lladós
CEO
AMGEN

Some companies that are part of it:
+ than 25 companies represented



HEALTH

In this committee, pharmaceutical, biomedical and healthcare technology companies assemble together to promote access to innovation in the Spanish healthcare system, with the aim of improving the health of the population and the sustainability of the Spanish healthcare system.

Main Lines of Work:

- Promotion and defense of access to pharmaceutical and health technology innovation in the Spanish healthcare system.
- Visibility of best practices developed by partners with regard to public-private collaboration.
- Importing innovative models developed by member companies in other markets.
- Defense of intellectual and industrial property in the healthcare sector.



Led by:



Roberto Anta
General Country Manager
3M



Alvaro de la Haza
Executive Vice-president
COSENTINO



Maria Sicilia
Director, Investment Office
ENAGAS

Some companies that are part of it:
+55 companies represented



SUSTAINABILITY

This committee promotes sustainability as a strategic lever to drive economic growth and strengthen the competitiveness of companies, serving as a meeting place for AmChamSpain members to collaboratively share our commitment to environmental and social responsibility, and to channel collaboration with governments, institutions and other stakeholders.

Main Lines of Work:

- Monitoring the Spanish, European and U.S. regulatory framework, related to carbon footprint reduction, waste management and sustainable mobility.
- Visibility of members' best practices in sustainability through visits to their headquarters and project presentations.
- Importing innovative models developed by member companies in other markets.
- Interaction with key stakeholders for the decarbonization of the private economy (government and political representatives, experts, etc.).



Led by:



Alberto Granados
President
MICROSOFT



Andreu Vilamitjana
Managing Director
CISCO

YOUNG LEADERS NETWORK

The objective of this committee is to lead the Chamber's efforts to develop young talent within partner companies. This program includes leadership sessions with CEOs, visits to partner companies, skills development workshops and networking activities.

Participants from some companies:



NEW MEMBERS

During 2023, we welcomed to AmChamSpain:



Member Companies

 ZF CONSORCI barcelona ZONA FRANCA	 E COSENTINO	 COSTCO WHOLESALE	 CUSHMAN & WAKEFIELD
 Damm	 DOW	 ENRIQUE TOMAS ★★★★★	 EQUATORIAL COCA-COLA BOTTLING COMPANY
 europa press	 FCB	 FIVEGUYS	 GILEAD
 g globalvia	 Gonvarri Industries	 GRUPO HOTUSA	 Hewlett Packard Enterprise
 HEYCO ENERGY Group, Inc.	 hp	 IBM	 indra

Patron Members

- ABBOTT LABORATORIES
- ABBVIE SPAIN
- ABERTIS INFRASTRUCTURES
- ACCIONA
- ADQUALIS
- AECOM
- AMERICAN TOWER SPAIN
- AON
- APPIAN SPAIN
- ASER INFORMATION TECHNOLOGY
- ATLANTIS HOTEL AND RESORT
- ATREVIA
- BAKER & MCKENZIE BARCELONA
- BAKER & MCKENZIE MADRID
- SABADELL BANK
- BAXTER
- BBVA
- BFF BANKING GROUP
- BIG LANGUAGE SOLUTIONS
- BINTER CANARIAS
- BIOGEN SPAIN
- BREWSTER MADRID
- CAIXABANK
- CAPITELEX, S.L.
- CASES & LACAMBRA
- CBRE REAL ESTATE
- CLAIRFIELD CORPORATE FINANCE
- COBEGA
- CROWE
- CUATRECASAS
- DELOITTE
- DELTA AIR LINES
- DISCOVERY NETWORKS
- DLA PIPER SPAIN
- DU PONT ASTURIAS
- ECOLAB
- EDELMAN SPAIN
- ENAGAS
- EXPEDITORS INTERNATIONAL
- EY
- FERROVIAL
- FOUR SEASONS HOTEL MADRID
- FTI CONSULTING SPAIN
- GAM
- GE HEALTHCARE
- GLOBAL STRATEGY GROUP
- GOMEZ-ACEBO & POMBO Abogados
- GOOGLE
- GRIFOLS
- IBERDROLA
- IDOM
- INGERSOLL RAND SPAIN
- INVENERGY
- JONES LANG LASALLE
- KEARNEY
- LEAR CORPORATION
- LLORENTE & CUENCA
- LUCTA
- MAJESTIC HOTEL & SPA
- MAPFRE INTERNACIONAL
- MARY KAY COSMETICS SPAIN
- MASTERCARD
- MERCER
- METLIFE EUROPE
- MOTOROLA SOLUTIONS SPAIN
- MULTICANAL IBERIA
- NBC UNIVERSAL
- NETFLIX
- NYNYC AMERICAN MAGIC
- PARAMOUNT NETWORK
- PEREZ-LLORCA ABOGADOS
- PHARMAMAR
- PRICEWATERHOUSE COOPERS
- PROLOGIS SPAIN MANAGEMENT
- PUIG
- RED DE MENTORING SPAIN
- ROCAJUNYENT
- SAGARDOY ABOGADOS
- SALESFORCE
- SAS Madrid
- SCHILLER INTERNATIONAL UNIVERSITY
- SORECO INTERNATIONAL DESK
- SQUIRE PATTON BOGGS
- TABACALERA
- THE MADRID EDITION
- THE WESTIN PALACE MADRID
- URIA MENENDEZ ABOGADOS
- WESTINGHOUSE TECHNOLOGY SERVICES
- ZAVALA CIVITAS
- ZURICH INSURANCE

Corporate Members

- ABS QE SPAIN
- AICOX SOLUTIONS
- AIR-VAL
- ALTING
- AUDALIA NEXIA
- BANK OF AFRICA EUROPE
- BENIPLAST-BENITEX
- BLUMAQ
- BODEGAS MARQUES DE CACERES
- BOVE MONTERO
- BUFETE M. VEGA PENICHET
- BUSINESS TELECOMMUNICATIONS SERVICES
- EUROPE
- CARBUROS METALICOS
- CARDIVA 2
- CIGNA LIFE INSURANCE COMPANY OF
- EUROPE
- COMERCIAL QUIRURGICA FARMACEUTICA
- COSMOPARTNER
- CSI RENTING DE TECNOLOGIA
- DILLERS
- DROGUERIA ROVIRA
- ELZABURU
- EMERSON
- EMS
- EQUIFAX
- ERSHIP
- EUROPEVIA
- EUROPEAN COLLEGE-EC BUSINESS SCHOOL
- EUROSEMILLAS
- FICOSA INTERNATIONAL
- ESADE FOUNDATION
- GN HEARING CARE
- HEIDRICK & STRUGGLES SPAIN
- INTERCONTINENTAL HOTEL MADRID
- IMPLEMENTOS
- INDUSTRIAS QUIMICAS DEL EBRO
- INDUSTRIES MONTANYA
- ISMAEL QUESADA
- J & A GARRIGUES
- KLEIN IBERICA
- KORN FERRY SPAIN
- L.C. RODRIGO ABOGADOS
- LEVI STRAUSS SPAIN
- LOPEZ DE HEREDIA VIÑA TONDONIA
- MAC DERMID PERFORMANCE SOLUTIONS ESPAÑOLA
- MANUFACTURAS ARTESA
- MARSH
- MENADIONA
- MONTERO TRADUCCIONES
- OMNICOM PUBLIC RELATIONS GROUP
- OSBORNE CLARKE
- PANARCOS INTERNATIONAL
- PARANGON PARTNERS
- PJM PUJADAS
- PLUG AND PLAY PLATFORM SPAIN
- RIVERO & GUSTAFSON ABOGADOS
- ROC BLANC HOTELS
- SOC. GRL. DE AGUAS BARCELONA-AGBAR
- TBWA
- UNGRIA, PATENTES Y MARCAS
- VIALEGIS ABOGADOS
- W. L. GORE & ASOCIADOS
- WILMER REPRESENTACIONES
- ZETA ESPACIAL
- ZIMMER BIOMET

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