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**T R A N S A T L A N T I C
B U S I N E S S D I A L O G U E**

TABD NEWS

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A REPORT ON TRANSATLANTIC BUSINESS DIALOGUE DEVELOPMENTS
MARCH 1997 ISSUE NO. 97/1

MESSAGE FROM THE 1997 CO-CHAIRS

We are pleased to have the opportunity to chair this unique initiative during 1997 on behalf of European and American businesses active in creating the New Transatlantic Marketplace. In order to build on the success and momentum of the Chicago Conference last November, we are focusing this year on the top priorities for action, where the TABD can best help to improve the conditions for transatlantic trade and investment.

Foremost, the CEOs in the TABD wish to see a rapid conclusion of a meaningful Mutual Recognition Agreement. Progress has been made, but still more needs to be done. In the area of standards and certification, we will be looking this year for tangible progress towards our goal of "approved once, accepted everywhere in the transatlantic marketplace." We are working together with the administrations to see the implementation of other TABD recommendations contained in the Progress Report and Chicago Declaration. Toward that goal, we have developed a new working method, bringing together issue groups under the leadership of top business leaders. 'New' issues for the TABD, such as electronic commerce, financial services and biotechnology, have been added to the 1997 agenda.

We look forward to the May 28 EU-U.S. Summit in The Hague. Building upon the recent success of the Information Technology Agreement, where the TABD made an important contribution, we hope and expect to see further tangible results.

Thank you for your continued interest and support.

Dana Mead
Tenneco

Jan Timmer
Philips Electronics

| KEY EVENTS IN 1997 | |
|---|--------------|
| TASBI PARTNERING EVENT (<i>Brussels, The Hague</i>) | APRIL 21-25 |
| EU-U.S. SENIOR LEVEL GROUP MEETING (<i>The Hague</i>) | MAY 14 |
| EU-U.S. SUMMIT (<i>The Hague</i>) | MAY 28 |
| TABD CONFERENCE (<i>Location TBD</i>) | NOVEMBER 6-7 |
| EU-U.S. SUMMIT (<i>Luxembourg</i>) | DECEMBER |

From: TABD - U.S. / Charlotte Hebebrand Date: 3/29/97 Time: 17:11:58 Page: 1 of 3

TABD CONFERENCE TO BE HELD NOVEMBER 6-7, 1997

The next CEO-level TABD Conference will be held in Europe on November 6-7, 1997. This will be the third such conference - following on from the successes of Seville and Chicago, which brought together over 100 CEO-level business leaders from Europe and the United States. The location of the conference will be announced shortly.

Jan Timmer and Dana Mead will co-chair the event which will include participation by William Daley, Secretary of Commerce, Sir Leon Brittan, Vice President of the European Commission, and Commissioner for Industry Martin Bangemann, accompanied by senior members of the U.S. Government and the European Commission. The conference will provide an opportunity for dialogue between business and government at the highest level to discuss transatlantic trade relations and develop creative solutions to remaining barriers to transatlantic trade.

TABD DOCUMENTS CAN BE OBTAINED FROM THE WEBSITE:

<http://iepnt1.itaiep.doc.gov/tabd/tabd.html>

JOINT STEERING COMMITTEE - 26TH FEBRUARY

Business plans for 1997 presented

Delegates from the EU and U.S. Steering Committees met in Washington on February 26 to present their plans to the governments for the coming year. The meeting was the first since the Chicago Conference in November 1996. Jointly chairing the meeting were the steering committee co-chairs, Craig Burchell (Philips Electronics) and Ted Austell (Tenneco), Stefano Micossi, Director General for Industry at the European Commission, and Stuart Eizenstat, Undersecretary for International Trade at the Department of Commerce.

The business co-chairs presented two documents: "The Work of the TABD in 1997" (annex 1) and the organizational chart (annex 2). In addition to the issues covered last year, the 1997 agenda will be supplemented by other issues such as electronic commerce and financial services. Craig Burchell and Ted Austell explained how the issue groups have been brought together under the active leadership of CEOs, to promote visibility and effectiveness. Issue managers will remain the points of contact for the individual issues. A list of issue managers is attached (annex 3).

Strong MRA message sent

During the meeting, the business community praised the significant efforts made to date by government negotiators towards the conclusion of the MRA, but took the opportunity to send a strong message of concern that the January 31st deadline, agreed by government and business at Chicago, had been missed. The business communities reiterated the need for governments to uphold the commitment of Presidents Clinton and Santer to conclude the negotiations. The business co-chairs said that the successful conclusion of the MRA remains the most important item on the short-term TABD agenda. An MRA will remove barriers on US\$ 40 billion worth of trade between the U.S. and the EU.

TRANSATLANTIC SMALL BUSINESS INITIATIVE (TASBI)

One of the major success of the TABD has been the creation of a Transatlantic Small Business Initiative (TASBI). This initiative, launched by the TABD Small and Medium Sized Enterprise (SME) group, with the support of the U.S. Government and European Commission, makes specific recommendations on how to improve transatlantic (and global) business opportunities for small businesses. Examples include the development of a database on small companies and partnering missions to help small businesses create trade opportunities and joint ventures. The first partnering program within the TASBI took place on February 24-27 in Detroit when over 110 European companies travelled to Michigan to take part in the European Automotive Suppliers' Mission to Michigan.

The next TASBI event will take place April 21-25 in the Hague and Brussels as part of the Eurobenefit Matchmaker program. This event will address issues of concern to small businesses. For more information on the TASBI, please contact U.S. Issue Manager Mark Struhs (+1) 817 284-0114 ext. 202 or EU Issue Manager Jean Heymans (+32) 2 502-7090.

INFORMATION TECHNOLOGY AND TELECOMS SUCCESS IN GENEVA

The Information Technology Agreement, which will reduce to zero by the year 2000 tariffs on the majority of information technology products was finalized on March 26. The Agreement includes 39 countries accounting for 92.3% of world trade for information technology products. The TABD has been credited with making an important contribution to the progress of this Agreement. The conclusion of the ITA was one of the goals that the TABD identified as a high priority, and it has been at the top of the agenda for TABD discussions since the Seville Conference.

The recent agreement achieved within the WTO towards further liberalisation and deregulation of telecoms markets has been another important aim of the TABD.

| TABD CONTACTS <i>see Annex 3 for full list of contacts</i> | |
|--|--|
| EU | U.S. |
| Steering Committee Chairs | |
| Craig Burchell <i>Philips Electronics</i> | Ted Austell <i>Tenneco</i> |
| Coordinators | |
| Stephen Johnston, <i>Philips</i> 115 Rue Froissart, 1 st Floor 1040 Brussels, Belgium Tel: + 32 2 231 1728 Fax: + 32 2 231 0254 | Selina Jackson, <i>Tenneco</i> 701 Pennsylvania Avenue, NW, Suite 710 Washington, D.C. 20004 Tel: +1 202 942 0238 Fax: +1 202 638 3306 |
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Annex 1: The work of TABD in 1997; **Annex 2:** Organizational chart; **Annex 3:** List of issue managers

THE WORK OF THE TABD IN 1997**OBJECTIVES FOR 1997**

The objectives of the TABD in 1997 are:

- to consolidate the achievements of the Chicago conference;
- to achieve measurable progress on implementing TABD recommendations;
- to focus action on priorities;
- to strengthen CEO involvement through the year;
- to raise the visibility of the process and demonstrate its value;
- to organize a follow up CEO conference in autumn 1997.

GUIDING PRINCIPLES

Drawing on the experiences of the first year, there is agreement among the business executives who participated actively in the preparation of the Chicago Conference that the TABD in 1997 should be based on the following principles:

- TABD should be clearly visible as a vehicle for business to make joint recommendations to government through a transparent and representative process;
- Activity at the working level should be focused on achieving tangible worthwhile results through an efficient, flexible structure, i.e. results-oriented and pragmatic;
- The transatlantic consensus must be maintained by regular contacts;
- Existing business organisations should be used as much as possible, involving each of them in the most efficient and appropriate way;
- Sectoral questions will be handled by the industry sectors concerned themselves, involving their sectoral organisations as appropriate;
- TABD should be independent of the governments, but should maintain good contacts with them and with the legislators (U.S. Congress, European Parliament etc.).

MANAGEMENT OF TABD IN 1997

For the TABD to achieve its objectives following the guiding principles requires a bold, simple and flexible structure with clear lines of communication and responsibilities:

- Leadership is provided by the U.S. and EU Chairmen, Mr Timmer and Mr Mead;
- Overall management is assured by the Chairmen's sherpas, providing central contact points in Brussels and Washington and using the Steering Committee to coordinate overall activities;
- The core of the follow-up structure should continue to be the issue group, each one lead by an issue manager (one in U.S., one in EU for each issue). This system has worked very effectively in 1996;
- The issue manager is the driving force for the issue and a focal point for input, focusing on the top priority tangible deliverables identified within the group, making recommendations for action and encouraging implementation;
- The issue manager has responsibility to mobilise activity from business, government, association, and other organisations, to achieve a wide array of input and implementation of TABD recommendations.

OVERVIEW OF WORKING METHOD

The issues covered by the TABD fall broadly into two categories. Firstly, issues on which TABD recommendations have already been made and which now require vigilant monitoring to ensure proper implementation by government and agencies. Secondly, issues requiring work to identify the priorities for action aimed at achieving tangible results.

Bringing together complementary issue groups (see attached chart), makes it possible for a main grouping to be led by a CEO. Greater CEO involvement gives the TABD better visibility and a stronger profile. It consolidates the strong representative nature of the process and reinforces its legitimacy. Integrating more CEOs into the process, also strengthens linkage with the working level bringing greater cohesion and effectiveness.

Grouping issues creates opportunities for symbiosis and reduces scope for contradiction. Grouping facilitates progress control. It gives visibility and added transparency by showing clearly the full scope of the work within TABD. It also facilitates the integration of new issues and strengthens the ability to react quickly where necessary.

GROUPINGS**Transatlantic Advisory Committee on Standards (TACS)**

Objective: Working towards a new transatlantic regulatory model based on the principle 'approved once, accepted everywhere in the New Transatlantic Marketplace.'

Working Level: Sectoral approach with selected horizontal issues.

An efficient structure is already in place with a work plan for 1997 focused on tangible deliverables.

Business Facilitation

Objective: Working towards regulatory convergence in selected areas and facilitating the smooth operation of the new transatlantic marketplace.

Working Level: Taxation, Export Controls/Foreign Policy Measures, Customs, Product Liability, Electronic Commerce, Accountancy Standards, and International Business Practices.

Group is focused on convergence of policies in important areas for transatlantic trade.

Global Issues

Objective: Contributing to the development of the global trading system, through joint actions to stimulate and strengthen the multilateral process.

Working Level: WTO Issues, Information Technology Agreement, Government Procurement, Intellectual Property, Investment, Competition, and Financial Services.

Issues primarily relevant to the operation of the new transatlantic marketplace within the context of the global trading system.

Small and Medium sized Enterprises

Objective: Promoting transatlantic links between small businesses.

Focuses on initiatives to stimulate growth of SMEs which make a valuable contribution to the economies of the EU and U.S.

Subject to change - 3/27/97

Annex 2

THE TRANSATLANTIC BUSINESS DIALOGUE

EU Chair: Jan Timmer, Philips Electronics U.S. Chair: Dana Mead, Tenneco

Transatlantic Advisory Committee on Standards (TACS)

EU Chair: Bo Berggren, CEO, Stora
U.S. Chair: Lodewijk J.R. de Vink, COO
Warner-Lambert

Horizontal Issues:

MRA
Conformity Assessment
(Suppliers Declaration)
International Standards
Govt. Policies: trade and standards
Sectoral Issues: see Note 2 for current list

Business Facilitation

EU Chair: Francis Mer, CEO
Usiner-Sacilor
U.S. Chair: William E. Bradford, CEO
Dresser Industries

Taxation
Export Controls/Foreign Policy Measures
Customs
Product Liability
International Business Practices
Electronic Commerce
Accountancy Standards

Global Issues

EU Chair: TBD
U.S. Chair: John Luke, CEO
Westvaco

WTO Issues
Financial Services
ITA
Government Procurement
Intellectual Property
Investment
Competition

Small and Medium-sized Enterprises

U.S. Chair: Janet Wells, Insta Graphic Systems
EU Chair: Dante Speroni, Speroni SpA

TASBI
Partnering events
Electronic Partnering Systems
Study on SME needs in U.S. and EU

Notes: 1. The 1997 TABD agenda is not limited to the issues shown above. New consensus issues may be introduced at any time. Interest is presently being explored in other areas such as transportation and labeling.

2. Sectoral issues in TACS in 1997 include: Accountancy, Aerospace, Agri-biotech, Automotive, Chemicals, Electrical/Electronic/Telecommunications and Information Technology, Forest Products, Heavy Equipment Industries, Medical Devices, Pharmaceuticals, Recreational Marine and Tires. Other issues under development include: Energy.

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TABD CONTACTS - AS OF MARCH 27, 1997

| | EU | U.S. |
|-----------------------------------|---|--|
| Steering Committee Chairman | CRAIG BURCHELL, <i>PHILIPS ELECTRONICS</i> TEL: (31) 40 278 8676 FAX: (31) 40 278 2885 | TED AUSTELL, <i>TENNECO</i> TEL: (202) 942 0220 FAX: (202) 638 3306 |
| Steering Committee Coordinator | STEPHEN JOHNSTON, <i>TABD/PHILIPS</i> TEL: (32) 2 231 1728 FAX: (32) 2 231 0254 | SELINA JACKSON, <i>TABD/TENNECO</i> TEL: (202) 942 0238 FAX: (202) 638 3306 |

I - TRANSATLANTIC ADVISORY COMMITTEE ON STANDARDS (TACS)

| | EU | U.S. |
|--|--|--|
| Working Chair | HANNS GLATZ, <i>DAIMLER BENZ</i> TEL: (32) 2 233 1133 FAX: (32) 2 233 1180 | VINCE LOVO/LAURA PERALTA, <i>WARNER LAMBERT</i> TEL: (202) 862 3840 FAX: (202) 296 0623 |
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| <u>Sectoral Issues:</u> * <i>Accountancy</i> | To be confirmed | Charles Heeter, <i>Arthur Andersen</i> Tel: (202) 862 3127 Fax: (202) 862 7098 |
| <i>Aerospace</i> | Anthony Parry, <i>British Aerospace</i> Tel: (32) 2 280 0300 Fax: (32) 2 280 0375 | Ed Kupcis, <i>Boeing</i> Tel: (206) 237 4303 Fax: (206) 237 4838 Bob Robeson/Howard Ailsworth <i>Aerospace Industry Association</i> Tel: (202) 371 8456 Fax: (202) 371 8471 |
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| <i>Medical Devices</i> | Egid Hilz, <i>Siemens</i> Tel: (49) 9131 758 924 Fax: (49) 9131 758 925 | Matt Gallivan, <i>HIMA</i> Tel: (202) 783 8700 Fax: (202) 783 8750 |
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2 - BUSINESS FACILITATION*

| | EU | U.S. |
|--|---|---|
| Working Chair | CONRAD ECKENSCHWILLER, <i>CNPF</i> TEL: (33) 1 4069 4332 FAX: (33) 1 4069 4433 | ARDON JUDD, <i>DRESSER INDUSTRIES</i> TEL: (202) 296 3070 FAX: (202) 296 3033 |
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| Accountancy Standards | To be confirmed | To be confirmed |

3 - GLOBAL ISSUES

| | EU | U.S. |
|-------------------------------------|--|---|
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4 - SMALL AND MEDIUM-SIZED ENTERPRISES

| | EU | U.S. |
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