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MEDIA ADVISORY

TRANSATLANTIC BUSINESS DIALOGUE CONFERENCE
NOVEMBER 8-9, 1996 - CHICAGO, ILLINOIS

News media are invited to join American and European business leaders in Chicago on November 8-9, 1996, for the second Transatlantic Business Dialogue conference. Reporters are welcome at the opening news conference, the two dinners, the opening plenary session and the concluding news conference.

The TABD facilitates closer economic and investment relations between the European Union and the United States. Alex Trotman, Chairman of Ford Motor Company, and Jürgen Strube, Chairman of BASF, have co-chaired the Dialogue this year. During the conference, Jan Timmer, Chairman of Philips Electronics, will represent Dr. Strube. Senior government participants include Mickey Kantor, United States Secretary of Commerce, Sir Leon Brittan, European Commission Vice President, and Martin Bangemann, European Commissioner for Industry. More than 100 CEO's and senior-level government officials will participate.

The Chicago conference will:

- Evaluate government action on original Seville recommendations.
- Identify additional issues where American and European business leaders, in dialogue with the administrations, can agree on policy change.
- Develop TABD objectives for 1997.
- Formulate plans to broaden political and public support for the TABD and the concept of the transatlantic marketplace.

The Conference will be held at the Fairmont Hotel, hosted by the Executives' Club of Chicago. Please call Ms. Judi Portnoy at the Executives Club (312/263-3500) to register for press events and obtain information on accomodations. For further information, please contact:

Bill Day
Ford Motor Company
202/962-5366

Ella Krucoff
European Commission
202/862-9540

Jim Desler
Department of Commerce
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Philips Electronics
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November 8-9, 1996
Chicago, Illinois

FRIDAY, NOVEMBER 8, 1996:

- * ~~2:00 pm~~ **Introductory Press Briefing** - The Fairmont Hotel
Alex Trotman, Chairman, Ford Motor Company
Jan Timmer, former Chairman, Philips Electronics
- * 4:00-5:30 pm **Opening Plenary Session** - The Fairmont Hotel
Welcome: Chicago Mayor Richard Daley (Invited)
Dick Notebaert, Chairman, the Executives' Club of Chicago,
Chairman, Ameritech
- "One Year After Seville":** Panel Discussion
Alex Trotman, Chairman, Ford, and US Chair, TABD
Jan Timmer, former Chairman, Philips Electronics
Sir Leon Brittan, Vice President, European Commission
Martin Bangemann, Member of the European Commission
Mickey Kantor, United States Secretary of Commerce
- (The remainder of the session will be closed to the press)
- 5:45-6:45 pm **Round Table Group Meetings** - The Fairmont Hotel
- * 7:30-10:30 pm **Dinner at The Art Institute of Chicago**
Hosted by John Bryan, Chairman, Sara Lee Corporation
Remarks: Mickey Kantor, U.S. Secretary of Commerce (proposed)
- *Private viewing of the exhibition "Degas Beyond Impressionism"

SATURDAY, NOVEMBER 9, 1996:

- 7:30 am **Breakfast**
- 8:30 am **Round Table Group Meetings**
- 12:30 am **Closing Session and Lunch** - The Fairmont Hotel
- * 3:00 pm **Press Conference**
- 3:30 pm **Conference Ends**
- * 6:30 -10:00 pm **Cocktail Reception and Dinner at Chicago Mercantile Exchange**
OPTIONAL *Opportunity to meet with Chicago business leaders and other conference participants*
Hosted by Jack Sandner, Chairman of the Board, Chicago Mercantile Exchange
Remarks: Sir Leon Brittan, European Commission Vice President

* Events open to the press



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

[LETTER TO PARTICIPANTS]

We are pleased to invite you personally to the Transatlantic Business Dialogue (TABD) Conference being held in Chicago on November 8-9, 1996.

The Transatlantic Business Dialogue is a unique business-driven initiative launched at a Conference in Seville, Spain, last year where more than 100 leading American and European executives met with senior government officials to develop an agenda for eliminating trade and investment barriers across the Atlantic. The Seville conference initiated an unprecedented process enabling the transatlantic business community to work jointly with government officials on the actual issues of greatest concern to business.

In Chicago, European and American CEOs and the top U.S. and European Union trade officials will engage in an intensive dialogue to evaluate the results achieved since Seville, develop creative solutions to remaining trade and investment obstacles, and focus on new priorities. This is an unparalleled opportunity for you to shape a true Transatlantic Marketplace and have an impact on the trade and investment obstacles affecting your company's future.

The meeting will be hosted by the Executives' Club of Chicago and will take place at the Fairmont Hotel. Attached is a program outline, registration forms, and other practical details.

We very much hope that you will be able to join us in Chicago. Please respond by returning the enclosed Reply Form by October 11, 1996.

Alex Trotman
CEO, Ford Motor Company

Jürgen Strube
CEO, BASF

Michael Kantor
Secretary of Commerce
of the United States

Sir Leon Brittan
Vice President of the
European Commission

Martin Bangemann
Member of the
European Commission



8th - 9th November 1996
Chicago, Illinois

BACKGROUND

The Transatlantic Business Dialogue (TABD) aims to facilitate closer economic relations between the European Union and the United States. It is a unique business driven process highlighting industry's priorities for the elimination of barriers to transatlantic trade and investment which currently impede competitiveness on both sides of the Atlantic. The goal of the TABD is to focus governments' attention on issues where consensus exists between the transatlantic business community and identify specific actions required from government to achieve this aim. In doing so, the TABD is making an essential contribution to the creation of the Transatlantic Marketplace, the economic cornerstone of the New Transatlantic Agenda.

Business leaders on both sides of the Atlantic have praised the TABD as a unique process providing them with a voice in the making of transatlantic trade policy. The TABD is also highly praised by senior government officials and has become an integral part of EU-U.S. relations. BASF Chairman Jürgen Strube, describing the Seville Conference which launched the TABD one year ago, said that it was, "an unprecedented opportunity for European business to join with its American counterparts to agree on priorities for reducing impediments to trade and investment. The cooperative spirit of the Seville conference enabled a united transatlantic business community to focus government attention on the priority areas for business. We have been pleased with the four-way business-to-government partnership that has evolved through this process."

The TABD will reconvene with American and European CEOs and senior-level government officials in Chicago on November 8-9. The purpose of the Conference is to evaluate government action on the TABD joint recommendations, serve as a catalyst for government action, and set out the priorities for the TABD during next year. The conclusions of this Conference will serve as private sector input into the U.S.-EU Summit in Dublin this December. Ford Motor Company Chairman, Alex Trotman said, "The Chicago Conference is an opportunity for senior-level government and business leaders to identify and understand each other's priorities and to develop creative solutions to remaining barriers to transatlantic trade and investment."

Trotman added, "The TABD has the potential for playing a major role in streamlining trade between the U.S. and the Europe which would result in tangible benefits to consumers. We have been encouraged so far by governments' eagerness to engage the business community. Business plans to remain involved in the coming year with the goal of implementing as many of the business recommendations as possible."

The TABD was launched one year ago when more than 100 American and European business leaders gathered in Seville, Spain on November 10-11, 1995. The Seville conference was convened by the late U.S. Commerce Secretary Ron Brown, European Commission Vice President Sir Leon Brittan, and European Commissioner Martin Bangemann. It was co-chaired by Alex Trotman, CEO of Ford Motor Company and Paul Allaire, Chairman of Xerox Corporation from the U.S. and by Jürgen Strube, CEO of BASF and Peter Sutherland of Goldman Sachs International from the EU.

The business participants at the Seville Conference produced more than seventy specific recommendations for government consideration in the areas of Standards, Certification and Regulatory Policy; Trade Liberalization; Investment; and Third Country cooperation. Many of those recommendations were incorporated into the Joint Action Plan resulting from the December 3rd U.S.-EU Summit held in Madrid.

Alex Trotman and Jürgen Strube have served as business co-chairs of the TABD process through 1996. They have worked together to ensure that the dialogue initiated in Seville continues. This follow-up effort includes many companies who look to the TABD as a means of focusing their respective governments on the issues which are of the greatest concern. The Seville recommendations subsequently were organized into fifteen issue groups and issue managers representing the private sector on both sides of the Atlantic chair each issue area. The issue managers produced a mid-year joint Progress Report which was submitted to President Clinton, President Santer and Prime Minister Prodi as business input into the U.S.-EU Summit in Washington on June 12, 1996.

Some of the key goals outlined in the Progress Report are:

- Standards, Certification and Regulatory Policy
 - Reform of Standards, Certification and Regulatory Policy based on the principle, “approved once, accepted everywhere in the Transatlantic Marketplace”
 - Further regulatory cooperation to remove costly barriers caused by differing standards and regulatory policy
 - Conclusion of the Mutual Recognition Agreements (MRAs)
 - Greater use of Suppliers’/ Manufacturers’ Declaration of Conformity
- WTO issues

A continued commitment to the multilateral process and priority attention to be given to the full implementation of the Uruguay Round commitments and, in addition, progress towards China’s accession to the WTO
- Trade Liberalization

Full implementation of the Uruguay Round tariff results and accelerated or increased tariff dismantling, including total elimination of duties, for those industrial sectors which have expressly requested this.

- Information Technology Agreement
A commitment to the successful outcome of ITA negotiations by December 1996, extended to the maximum number of countries and products

- Export Controls
Avoid the use of unilateral and especially extraterritorial export controls and sanctions, which could lead to retaliatory actions.

- Intellectual Property
Full and complete implementation of the Agreement on Trade Related Aspects of Intellectual Property (TRIPs) by the U.S., EU, and its member states and accelerated implementation of TRIPs by key third-country markets

- International Business Practices
Commitment to implement promptly the 1994 and 1996 OECD recommendations.

- Small and Medium Sized Enterprises (SMEs)
Development and implementation of a Small Business Initiative to include a new information system and a program to assist small businesses to explore trade opportunities and facilitate joint ventures and export financing

- Investment and R&D
A shared commitment to open investment regimes including the principles of national treatment of investors and investments

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