



USEU SNAPSHOTS

WORKING TOGETHER, SHARING INTERESTS



(A NEWSLETTER FROM THE U.S. MISSION TO THE EU)
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Partnering in the Transatlantic Dialogue: Ambassador Kennard to the AmCham Germany annual conference



AMBASSADOR KENNARD MEETING WITH MEMBERS - US CONSUL GENERAL EDWARD M. ALFORD TO HIS LEFT AND ROBERT POLLARD OF THE U.S. EMBASSY TO HIS RIGHT - (PHOTO: AMCHAM GERMANY)

“American companies operating in Germany hold assets worth \$400 billion. German companies in the U.S. control assets worth more than \$600 billion. Germany is the largest European exporter to the United States. And our relationship with Germany is part of the larger U.S.-E.U. transatlantic economic relationship which is the largest economic relationship in the world.” Ambassador Kennard addressed the annual meeting of American Chamber of Commerce in Frankfurt on May 7 - [Click to read the full statement](#) - The Ambassador emphasized the enormous interdependence of the U.S and EU economies, noting that we face the same difficulties: “Just as we struggle, together to recover from the worst recession since the Great Depression... Just as we begin to see the first small green shoots of growth, heralding the beginnings of economic recovery, the Greek crisis comes hurtling at us.” On the topic on innovation, Ambassador Kennard spoke about his experience in how governments can help foster innovation through enlightened regulation, and he also called for a shared vision in United States and Europe to lead the world in this area: “Now, more than ever, we need a shared vision of a strengthened, productive partnership for transatlantic action. And we must execute that vision with urgency, focus and discipline.”

USEU welcomes the next generation of French leaders from ENA



FAMILY PICTURE IN THE STAIRS OF THE U.S. MISSION. (PHOTO: VIRGINIA STERN)

Chris Murray said. After lively discussion, Ambassador William E. Kennard hosted a dinner for the 25 students with special guest Ambassador of the French Permanent Representation to the EU, Philippe Etienne.

On May 17, USEU welcomed the next generation of French leaders from ENA, the prestigious French Ecole Nationale d'Administration, who were on a six month internship at the EU Institutions and diplomatic missions in Brussels. The evening started with an exchange of views on transatlantic relations and cooperation conducted by the Deputy Chief of Mission, Chris Murray, with the participation of a USEU team, Chris Davis, Minister-Counselor for Political Affairs, Renée Earle, Minister-Counselor for Public Affairs and Dan Mullaney, USTR Senior Trade Representative. The debate focused on deceptive similarities on both sides of the Atlantic and identified cultural and institutional differences. The U.S. and the EU have a common agenda, “they have the same priorities, but rank them differently”

Transatlantic relationship at the heart of the “green economy”

“The United States is committed to building a sustainable, clean energy economy that can drive investment and job creation while reducing pollution and greenhouse gasses,” was the message Assistant Secretary of Commerce Suresh Kumar delivered to over three hundred French and American professionals gathered at the conference “The Greening of America: An Opportunity for Europe?” held in Paris on April 12. The two-day conference focused on what the United States and Europe can do together to accelerate the spread of the most effective technologies and approaches within the trans-Atlantic economic area in order to reach or exceed goals on climate change. With over \$80 billion of Recovery Act money dedicated to green activities, the renewed commitment to reducing the U.S. carbon footprint means opportunities for European businesses. U.S. Ambassador to France Charles Rivkin emphasized that the transatlantic relationship is at the heart of what we call the “green economy”. For more information about this conference and watch interviews with participants, take a look at the [eZine](#) of the event produced by the [European Media Center](#) in Brussels.



THE CONFERENCE “THE GREENING OF AMERICA: AN OPPORTUNITY FOR EUROPE?” HELD IN PARIS ON APRIL 12, 2010. (PHOTO: LAURENS VERMEIRE)

Facebook Insights

The U.S. Mission launched its [Facebook page](#) on January 15. Since, the community as grown up to 450 fans! The page regularly highlights the Mission programs and U.S. policy goals. The launch of the Facebook page was a new step to interact with the social media community. More projects are coming. Stay tuned!



Already **457** people like the Facebook page of the U.S. Mission!

USEU-PA brings Faces of Afghanistan to Brussels



PHOTO OF THE SECOND PANEL ON 'ECONOMY AND JOB CREATION' MODERATED BY SHADA ISLAM, SENIOR PROGRAMME EXECUTIVE, EUROPEAN POLICY CENTRE. FROM LEFT TO RIGHT: PAUL TURNER, MIRWAIS SARAH, SHADA ISLAM, RANGINA HAMIDI (PHOTO: SANDRINE D'HOEDT)

The U.S. Mission to the EU and the European Policy Centre (EPC) co-hosted the conference "Faces of Afghanistan: Beyond the Headlines," which took place in Brussels on May 4. As the title suggests, the aim of the conference was to focus beyond the security issues dominating the headlines and rather to shed light on the challenges facing Afghan civil society as it struggles to ensure good governance and bring stability and development to the country. The conference explored the efforts and progress of Afghanistan's vibrant and courageous civil society in three panels: Governance, Economy and Job Creation and Forces in Civil Society. Afghans spoke about their own key concerns and priorities and discussed the current struggle by civil society organizations in Afghanistan to ensure good governance, speed up economic development and contribute to peace and stability. The conference was streamed live using [CO.NX](#) which gave the opportunity to people from around the world to participate and ask questions. Click for [more information](#). See a [video excerpt](#) of Ambassador Kennard's opening remarks.

Customs compliance

Effective customs interface is essential in today's world, to facilitate trade while ensuring security of goods in the global supply chain. David Dolan, Customs and Border Protection (CBP) Attaché at the U.S. Mission to the EU, participated in the 5th Advanced Forum on Global Customs Compliance in Brussels May 18, where he gave a presentation on the status of the global implementation of the Authorized Economic Operator (AEO) and mutual recognition/reciprocity with other security initiatives. Conference attendees discussed the associated program benefits for "Authorized Economic Operators" (trusted traders) and the need for consistent program applications across Customs administrations, to avoid duplicitous and/or contradictory program implementation approaches. Dolan outlined the performance measures and stages that the U.S. addresses during the process of establishing mutual recognition with foreign Customs administrations. At present, the United States has mutual recognition arrangements with New Zealand, Canada, Jordan and Japan and is presently engaged in dialogue on future arrangements, to include the European Union. Click for [more information](#) on Mutual Recognition.



LOGO: CUSTOMS - TRADE PARTNERSHIP AGAINST TERRORISM

CO.NX on demand

CLICK ON THE LINKS BELOW AND REVIEW THE CONFERENCE!

[Opening remarks - Panel 1 - Panel 2 - Panel 3 - Concluding remarks](#)



A PHOTO EXHIBIT DISPLAYING THE BREADTH OF CIVIL SOCIETY ACTIVITIES IN AFGHANISTAN WAS SHOWN AT THE CONFERENCE "FACES OF AFGHANISTAN: BEYOND THE HEADLINES" ON MAY 4. PARTICIPANTS ENJOYED SEEING IMAGES FROM AFGHANISTAN'S RICH CULTURAL AND ARTISTIC HERITAGE AS WELL AS SCENES OF DAILY LIFE. THE PHOTOS WERE PROVIDED COURTESY OF THE EUROPEAN COMMISSION.

USAID Advisor at the Swedish International Development Agency's green week

Patterson Brown, USAID Humanitarian Assistance and Food Security Advisor at the U.S. mission to the EU, spoke at the Swedish International Development Agency's (SIDA) Green Week: Clean Tech and Development on May 18 in Harnosand, Sweden. The conference sought to stimulate green solutions for sustainable development and connect global partners to new markets and relationships. Private sector representatives, non-governmental organizations, and developing country government representatives participated. SIDA used the event to launch their Partnership Forum, a component of their larger and recently released Business for Development framework. In panel discussion on financing green solutions in developing country contexts, Patterson spoke about the U.S. Agency for International Development's (USAID) public private partnership mechanism called the Global Development Alliance. In addition, Patterson highlighted the need to tap into private resources and technical expertise to increase economic growth in developing countries, which is the key driver of poverty reduction - Click for [more information](#) about USAID.



USAID
FROM THE AMERICAN PEOPLE

LOGO: USAID FROM THE AMERICAN PEOPLE - U.S. AGENCY FOR INTERNATIONAL DEVELOPMENT

Website of the U.S. Mission to the EU: <http://useu.usmission.gov>

We welcome your feedback on USEU Snapshots at USEUPA@state.gov

8th Annual European Financial Services Conference in Brussels



(LEFT) AMBASSADOR KENNARD DURING THE LUNCH SESSION: LOOKING AHEAD - A NEW DEAL OR 'BUSINESS AS USUAL'? (TOP) FIRST PANEL OF PARTICIPANTS WITH TREASURY SOBEL: FASHIONING GLOBAL GOVERNANCE FOR FINANCIAL SERVICES. (BOTTOM) TREASURY'S SOBEL AND DAVID WRIGHT, DEPUTY DIRECTOR GENERAL, DG MARKT, EUROPEAN COMMISSION. (PHOTO: SANDRINE D'HOEDT)

U.S. Ambassador to the EU William E. Kennard and U.S. Treasury Deputy Assistant Secretary for International Finance Mark Sobel participated in the 8th Annual European Financial Services Conference in Brussels on April 26. "Good progress on regulatory reform is being made at the global level under the auspices of the G-20 Leaders, and the U.S. and EU are working closely and cooperatively together," said Treasury's Sobel, "The U.S. and EU, in working together to promote a sound global system, have different traditions and legal foundations, which give rise to some differences in our approaches," he said. "Our challenge is to work through these differences, ensuring that we reach similarly robust solutions anchored in the global system and maintaining the benefits of open financial systems." The debate was focused on moving forward from the financial crisis and on measures necessary for balancing risk and reward in order not to stifle market dynamism, at the same time, avoiding a new financial collapse. "I think that 'business as usual' is not an option. The crisis of the last two years has clearly demonstrated serious shortcomings in the global financial system both in how it does its business and how it is regulated," said Ambassador Kennard during the lunch session. "Society is demanding that we address the flaws in the system that allowed this to happen." he said, "Just as it is not an option to go back to 'business as usual', it is not an option for the U.S. or EU to go it alone." See a [video excerpt](#) of Ambassador Kennard's speech. Click to [read](#) the full statement. This annual event in the financial sector which brings together more than 400 senior bankers and policy-makers from around the world to discuss issues affecting European and global financial markets. This year, delegates and speakers joined by Michel Barnier, EU Commissioner for Internal Market & Services, looked at the future development of financial services and discussed questions surrounding accountability of the financial services sector at a global level and what ideas for reform are now emerging from the G20, IMF, FSB and the Basel supervisors.

Innovation inspires International Visitor alumni

Ambassador Kennard hosted a breakfast for height International Visitor Leadership Program (IVLP) alumni on May 19. The first of a series to engage with alumni on transatlantic priority themes, this breakfast focused on innovation-related topics. International Visitors are current or emerging leaders in government, politics, the media, education, the arts, business and other key fields. Since the beginning of the USEU IVLP program in 1959, over 600 grantees from the EU institutions, EU-accredited press corps, and European academic institutions have traveled to the U.S. The breakfast reinforced the Mission's special relationship with its alumni and promoted creative thinking on transatlantic challenges which we can meet more effectively in partnership with Europe. The free-flowing exchange on the topic of innovation sparked ideas for more projects, and highlighted the message that, as the Vice President recently said, "the U.S. is back in the business of listening".



AMBASSADOR KENNARD (CENTER LEFT) WITH U.S. OFFICIALS AND IVLP ALUMNI. (PHOTO: SANDRINE D'HOEDT)



USEU POLITICAL UNIT CHIEF DON SHEEHAN (LEFT) BRIEFING EU INTERNS ON APRIL 7, 2010. (PHOTO: SANDRINE D'HOEDT)

Lunchtime briefing series encourages dialogue between EU interns and U.S. diplomats

Ten European Union interns from eight different countries held a lively exchange of views on the transatlantic partnership with USEU Political Unit Chief Don Sheehan and Senior Trade Representative Dan Mullaney on April 7. The second in a series of lunchtime briefings organized by USEU interns for their EU counterparts, this encounter gave them an opportunity to ask probing questions about American perceptions of the EU and to share their own opinions about the U.S.-EU relationship. The briefing aimed to provide these young professionals with a deeper understanding of the broad range of U.S.-EU cooperation, especially on issues that do not hit the headlines, as well as new insight into how the U.S. Mission works on a daily basis with EU institutions in areas that are priorities on both sides of the Atlantic.

USEU is on YouTube!



One step further in social media for the U.S. mission. USEU launched its YouTube channel on April 23, 2010.

Click on the link below to watch USEU's latest releases:

<http://www.youtube.com/user/TheUSEU>