



## News

### **BritishAmerican Business Signs On for European Leadership Forum**

*Partnership with Business Week Brings Leading UK/US Executives to meet with Counterparts from across Europe*

(London, UK – 5 November 2007) BritishAmerican Business, the leading transatlantic business organisation, today announced an affiliation arrangement with Business Week Events in the seventh annual European Leadership Forum to be held on 21 November 2007 for a discussion of *Performance – Innovation - Leadership*.

“Our agreement with Business Week Events in the European Leadership Forum will bring some of the most veteran transatlantic business executives from within our membership around the table with their colleagues from across Europe to discuss the future of business,” said Paul Brown, Director of Event Marketing & Corporate Sponsorships for BritishAmerican Business.

Highlights of the 2007 European Leadership Forum will include three keynote addresses, the first to be delivered by **Lord Browne**, former Group Chief Executive of BP. **Jim Murphy**, Minister for Europe, UK Government and **Torben Ballegaard Sorensen**, CEO of Bang & Olufsen will also give keynote presentations.

Members of BritishAmerican Business are invited to attend The Forum at a discounted rate and may register by contacting Sara Longland on +44 (0)20 7960 2830 or via email [sarah@bwevents.com](mailto:sarah@bwevents.com). For more information about The Forum and to review a full list of speakers please visit [www.bwevents.com/elf](http://www.bwevents.com/elf)

#### **About BritishAmerican Business**

BritishAmerican Business has grown to become the leading transatlantic business organization, dedicated to helping companies connect and build their business on both sides of the Atlantic.

Its long-term membership includes the world's leading multi-nationals and middle-market companies. We provide them with access to practical, measurable business expansion opportunities, by delivering high-calibre networking and targeted marketing platforms, as well as top-quality business intelligence and regulatory advice and influence.

#### **About the European Leadership Forum**

BusinessWeek's seventh annual European Leadership Forum features executives from the BusinessWeek European 50, an elite group of truly global champions.

The Forum is a unique opportunity to hear directly from CEOs of Europe's top performers participating in interactive panel discussions, and keynotes from thought leaders on Performance, Innovation and Leadership

## BusinessWeek events

*Members of the British American Business Council  
and the European Council of American Chambers of Commerce*

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