



British American Business

Annual Report **2020**



TABLE OF CONTENTS

- 3** A Message from the Chair
- 4** A Message from the International Advisory Board
- 5** CEO Report
- 6** Treasurer's Report
- 7** International Advisory Board
- 8** Executive Committee Board of Directors
- 9** The Future of the US/UK Economic Partnership
- 10** Why Transatlantic Business Entanglement is More Important Than Ever
- 11** Innovation Crucial for Restarting US, UK, and Global Economies
- 12** Our J-1 Exchange Visitor Program
- 13** Where We Stand: An Overview of Our Policy Work
- 14** BAB Trade Promotion: The Third Pillar
- 15** The Convening Power of BAB: A Review of Our Thought Leadership & Programming
- 16** 2019-2020 Event Highlights
- 17** Honors
- 18** With Thanks to Our Partners
- 19** Calendar of Key Upcoming Events

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BritishAmerican Business enables peers across all industries in the transatlantic corridor to collaborate and learn from one another. BAB's bespoke programme of events and thought leadership offer a diversity of views on emerging trends and issues that are shaping the strategy and investment decisions of leading UK and US executives.

Mark Tweedie

*MD, UK Corporate Banking Head
Citi*

A MESSAGE FROM THE CHAIR

As the world has been gripped by the impact of the COVID pandemic and businesses, large and small, in the transatlantic economy have had to focus on the future and in some cases their survival, the role and mission of BritishAmerican Business remains as centrally important as it has ever been.

The US-UK economic relationship is not only large, it is also emblematic of the global trade and high standards that has driven much of the worldwide rise in wealth and prosperity that we have seen over the past three decades. Businesses have been the drivers of innovation and have taken the risks which have turned those innovations into world changing products and brands and so often, those businesses trace their roots and the development of their initial markets either to the US or the UK.

Our mission, to promote a positive, open and liberal environment for trade and investment between the US and the UK and to provide opportunities for executives to meet, to share experiences and to develop new relationships is a critically important part of this powerhouse economic corridor and I am pleased to report that BAB has performed its role well over the last year.

Of course, Covid-19 has had a huge impact on our organization, as it has everywhere, but as you will be able to read in the report from our CEO, we have been able to continue our program of activity without missing a beat and our reputation

VIVIAN HUNT DBE

*Chair, Board of Directors
BritishAmerican Business*

*Managing Partner, UK & Ireland
McKinsey & Company*

and reach as a quality convener is better than ever. Our approach to the crisis has been measured and prudent and as the Treasurer, Pete Pardo, reports, we are well placed to get through this as we have managed down our costs in line with, we hope temporarily, reduced income.

At the start of the year, the Board and I asked the executive to focus particularly on three development goals; to build a regular presence in Washington DC, to further develop our policy output and to ensure we represent the whole of the US and UK not just New York and London. In DC, we committed to regular policy events which were only suspended in March and we have built up a solid database of contacts of DC based members. Our commitment to take the pro-trade message into the regions began with physical events in Houston and San Francisco and was converted into a virtual 7 region tour of the USA with UK Trade Minister, Greg Hands which we organized with our affiliate chapters from the BAB Network. Our national credentials have been further enhanced by becoming the US Affiliate of the British Chambers of Commerce which mirrors our role as the UK Affiliate of the US Chamber.

You can read more about the policy output elsewhere in this report but I

would highlight the Labor Mobility paper we produced in March, advocating for a more liberalized US UK environment for business visas, which has been widely read and referenced by both governments.

It is now time for me to pass the duties of Chair of BAB on to the excellent, Bob Garrett of KPMG and bring to an end my 6 years on the Board. I will be staying close to the organization and look forward to helping where I can as a member of the Advisory Board.

There is much to reflect positively on as BAB has developed and modernized its product over the years but perhaps one highlight of mine is the increasing seniority of our business roundtables which have involved government figures and key decision makers such as Foreign Secretary Raab and Secretary Pompeo. These roundtables were joined by many of our members and are true examples that through government cycles and changing issues BAB has remained as relevant as ever.

I would like to take this opportunity to thank all of our members for your ongoing support, my Board colleagues and our CEO, Duncan for all their work and counsel and finally, all my colleagues at BAB who make this important organisation what it is. ●



A MESSAGE FROM THE INTERNATIONAL ADVISORY BOARD



DAN GLASER

Co-Chair, International Advisory Board
BritishAmerican Business

President and Chief Executive Officer
Marsh & McLennan Companies

In an age of uncertainty, the US-UK corridor is a vital source of stability and growth for so many businesses. With a broad range of policy expertise and connections, BAB has never been more relevant than it is today.



ANNA MARRS

Co-Chair, International Advisory Board
BritishAmerican Business

President, Global Commercial Services
American Express

Throughout the last year, and especially during remote working, BAB has demonstrated its extraordinary access to the people in business and government that really matter.



CEO REPORT

DUNCAN EDWARDS

Chief Executive Officer
BritishAmerican Business

At the heart of BritishAmerican Business and organizations like it, are our members and I would like to begin this report by publicly thanking all of you for your support, encouragement and good counsel during what has been a challenging year for you and for us. Thanks to all of you, we have been able to continue our program of work and, in some areas even expand what we do, whilst dealing with the impact of the health and economic crisis that has been part of our lives now for more than 6 months.

The effects of the Covid crisis were felt at BAB from March and, with several important revenue raising events that had to be cancelled in the 4th quarter, overall income for the financial year was hit. With the help of our Treasurer and Finance Committee we responded quickly and took a range of measures to reduce costs and conserve cash. As you will be able to see from the Accounts, we did report a trading deficit for the year but this was substantially below the level of the trading surplus that we recorded the year before.

For the year to June 2020 our Board asked us to continue with the efforts to broaden and deepen our membership and added some additional targets for the team to focus on: to convene members regularly in Washington DC, to increase the output from our policy team and to ensure that we represent the interests and aspirations of businesses from every region of both countries, not just London and New York.

I am pleased to report that we have made great progress in all these areas. Our membership has been remarkably stable throughout

the year and we have seen new members join us, especially large US companies that have recognized the need for a public affairs team in London as well as in Brussels. We held a series of policy focused events in DC before the crisis hit and have developed a good partnership with the local BAB Network affiliate there to optimize our effectiveness. As soon as circumstances allow, we will restart our engagement in the capital.

It was an important year for trade policy with the US UK Free Trade negotiations finally getting underway in May and we have been providing input into these discussions on your behalf throughout the process. We have also produced papers or statements on a wide range of issues including the Digital Services Tax, Market Access for Food, Labor Mobility, Digital Trade and the ongoing WTO disputes. We have benefited from an engaged and committed Policy Committee and a wider Policy Forum of members interested in these issues and our content is well regarded within both governments.

And we have extended our reach. We ran a virtual tour of the US for

UK Trade Policy Minister, Greg Hands during which we brought together more than 180 different US and UK businesses from 7 regions of the US as part of our work to create a raised level of awareness and support for a trade agreement. We will be doing the same thing across the UK working with local Chambers of Commerce and members companies.

Many of you will have attended one or more of the events that we have staged over the months that we have all been working remotely and I hope you will agree that the quality has been strong. We have worked hard to reflect in our content and in our panels the issues that are important to you, and I like to think we have got more right than wrong! For this I would like to thank the BAB team and especially the leadership of our Executive Directors, Tamra Eker and Emanuel Adam who have done a magnificent job throughout the past year, but especially since March.

I would also like to thank the Board for their continued support for the executive and for the mission of BAB and a heartfelt thanks to Dame Vivian Hunt for the two years that she has spent as Chair; Vivian has been an inspirational leader for our organization and we are thrilled that she will be staying in touch as a member of the Advisory Board. The Board will remain in the very capable hands of our incoming Chair, Bob Garrett of KPMG. ●



TREASURER'S REPORT

PETER PARDO

Treasurer
BritishAmerican Business

Partner
Deloitte & Touche LLP

BAB managed its way through the disruption of the Covid crisis in remarkably good shape considering the effect on our in-person events program. The organization recorded an operating deficit for the year ended June 2020 of \$180,000*, which is just over 5% of revenues, but this deficit was significantly lower than the surplus that was made in the previous year. Most importantly, BAB ended the year with total cash of \$1.1m, which, in the circumstances, compares well with our cash position of \$1.4m at the end of the prior year.

The immediate impact of the Coronavirus crisis on BAB was the suspension of all in person events for the organization effective the middle of March and still in place at the time of writing. As these events, in their various forms, account for a significant portion of the revenues of BAB, urgent action was required by the executive in order to ensure financial stability. Prompt action recommended by the management and supported by the Finance Committee and Board meant that operating costs for BAB were reduced effective April and this lower cost base has been maintained since. This prompt action on operating costs, together with the significant financial reserve that has been built up over the last two years means that BAB is well placed to get through this uncertain period.

When the crisis hit, the Finance Committee met jointly with the Executive Committee and the management team in April, May

and June. We approved the action taken including the removal of temporary staff, a suspension of all non-essential third-party costs, a salary reduction program and the use of government support programs in London and New York. As a result, BAB ended the year with a small operating deficit but with its cash reserves intact.

The trading outlook for the 2020/21 year remains uncertain so management has recommended a dynamic approach to the financials based on a cautious budget. Our aim is to maintain a new lower cost-base until we have better visibility about our major sources of revenue and to keep a very close eye on cash flow. The main impact will be operating with a smaller team.

I am confident that the organization has approached this challenge with the appropriate level of thought, discipline and rigor and is well placed to get through the year ahead in good shape. ●

*subject to final audit

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THE FUTURE OF THE US/UK ECONOMIC PARTNERSHIP

In both America and Britain, free trade is part of our DNA. Over the centuries, our nations have flourished by opening up our markets to competition, innovation, and entrepreneurship. It is an approach that has transformed our countries into two of the most powerful economies in the world – and two of the closest partners.

Today, the United States and the UK have an almost unrivalled economic partnership. We invest over a trillion dollars in each other's economies. We create over a million jobs in each other's countries. We trade goods and services worth more than \$270 billion a year. But as vast as our relationship is, it could be so much stronger. For almost half a century, our countries have essentially been trading on the same basis as any two members of the WTO.

The UK's departure from the European Union presents a tremendous opportunity to finally change that dynamic. It is time for our countries, which are known for our special relationship, to have a very special trade deal too. Momentum has never been

ROBERT WOOD JOHNSON

Ambassador of the United States of America to the United Kingdom of Great Britain and Northern Ireland



greater. Both President Trump and Prime Minister Johnson have made a US-UK Free trade Agreement a top priority. Even during the lockdown, negotiators set to work online – often working around the clock to create the blueprint for a comprehensive and ambitious deal.

For negotiators on both sides, the objectives are the same. We are both determined to sweep away tariffs and remove the red tape which hold our businesses back – particularly our smallest businesses, which are least able to navigate barriers to trade. We are determined to do a comprehensive deal which covers all sectors of industry – from farming and fishery to digital and data. And we are determined to do a deal which brings benefits to every region of the UK and every state of the United States.

BritishAmerican Business, with its incredible network of people and companies, is a crucial part

of our efforts to achieve these objectives. BAB has been tireless in its support for a US-UK Free Trade Agreement – including through their new joint initiative with Embassy London “Champions of Trade.” This aims to build a community of entrepreneurs across the UK who, through their personal and professional stories, will be the best advocates for bringing our economies even closer.

I want to thank the whole team at BritishAmerican Business for everything they do, as well as all the many companies who support them and contribute to these efforts. This is an exciting time for US and UK business, and I look forward to continuing to work together as we lay the foundations for a new era of American and British prosperity. ●



WHY TRANSATLANTIC BUSINESS ENTANGLEMENT IS MORE IMPORTANT THAN EVER

ANTONY PHILLIPSON

*Her Majesty's Trade Commissioner, North America and
Consul General in New York*

We at the UK's Department for International Trade (DIT) and our partners at BritishAmerican Business (BAB) share the same strategic goal, to deepen and strengthen the economic partnership between the UK and the US in order to create jobs, growth and prosperity across all parts of both countries.

The US remains the UK's single largest country trading partner and in 2019 trade in goods and services between us was a remarkable \$304.2 billion. Our nations are also each other's biggest investors, creating high-skilled jobs and stimulating growth across our economies.

In our current climate, prioritising business and economic engagement has never been more vital as we work together to overcome the unprecedented public health and economic challenges of the COVID-19 pandemic.

The times may be unprecedented but our fundamental mission is unchanged even if our ways of working have necessarily been transformed. We now connect UK and US businesses and key contacts digitally, and share market and policy insights via virtual meetings.

Some changes have had unexpected benefits. Transforming our trade missions to virtual events has made them more accessible to companies in both countries that might not have been able to find the funding for overseas travel. This is particularly true for startups and SMEs, the bedrock of our economies.

Engagement with SMEs has also been a central feature of our negotiations towards a Free Trade Agreement (FTA) with the US, just as it was through the UK-US Trade and Investment Working Group. Through a series of joint events and projects with BAB we have ensured that SMEs are able to shape our trade and investment priorities, and are kept informed on the progress we are making.

That progress has been significant through (at time of writing) the first four

rounds of negotiation, despite the challenges of having to do so virtually. We are confident that we can secure an agreement that will seize the unique opportunities of the future, such as taking account of developing technology, new areas of the economy and securing innovative provisions that maximise opportunities for digital trade across all sectors.

Our partnership with business is also central to a number of other priorities, including the immediate response to COVID-19 as we sought to ensure the necessary supply of medical equipment to the NHS, and understand the pressures it placed on other critical supply chains. Free trade and resilient supply chains through open markets will be crucial to the global economic recovery.

UK investment in research and development and our world-leading life sciences sectors have also seen us make real progress towards a vaccine and other treatments, as well as tackling this at a global level to support the rapid development and manufacturing of safe, effective vaccines and ensure widespread equitable access for all.

COVID-19 has, of course, transformed whole sectors of our economies, not least by accelerating developments in digital trade. The US is ranked first in the world for digital tech trading opportunities, and the UK ranks second, according to Tech Nation's Global Opportunities Index. US investors accounted for 24 percent of all investment in UK tech companies in 2019 and the US is the UK's biggest individual trading partner for digitally-delivered

services. In 2018, 24% of UK digitally-delivered services exports went to the US and 21% of UK digitally-delivered services imports came from the US. As we look to exploit future UK/US trade opportunities, growth in this sector is key to keeping our economies competitive in a global context.

Another priority for the UK is ensuring that future economic development is more sustainable as well as more resilient, fostering a green recovery which not only creates jobs but also addresses the urgent and linked challenges of climate change, biodiversity loss and public health. Both sides have recognised this in the FTA negotiations. US objectives include provisions to protect air quality, biodiversity and sustainable forestry, while we aim to promote new job and business growth opportunities in low carbon technologies, services and systems.

Next year, the UK will host the UN climate change conference, known as COP26. The UK is the first major economy to legislate for net zero greenhouse gas emissions by 2050, and the Prime Minister has set out his commitment for the UK to have the most ambitious environmental programme of any country in the world.

In 2021 the UK will also hold the presidency of the G7, another opportunity to work with the US and other allies to create a prosperous, sustainable future.

In short, there's much to be done to deliver prosperity and opportunity going forward. And these are challenging times. Deepening our dialogue with business on both sides of the Atlantic, including through our partnership with BAB, will be key to our success. Together, we can come back stronger, delivering jobs, growth and economic opportunity across all parts of the UK and US. ●

INNOVATION CRUCIAL FOR RESTARTING US, UK, AND GLOBAL ECONOMIES

The US and UK, like BritishAmerican Business and KPMG, are close, longtime allies. KPMG's own founders, James Marwick and Roger Mitchell, former Scottish schoolmates, met on a New York City street in 1897 and established Marwick Mitchell & Co. Marwick and Sir William Barclay Peat, met in 1911 at the captain's table on a ship bound for New York and decided to partner as Marwick, Mitchell, Peat & Co. Our countries are bound together. We have helped pull our own nations and others out of difficult times, and no doubt, we will do it again. With all we face today, we must do it again.

The US Department of State estimates our two-way direct investment at over \$1 trillion/£746 billion. Every US state has jobs connected to an investment by a UK company, with more than 1.2 million Americans working for UK companies in the US, and over 1.5 million Britons directly employed by US firms.

How will we continue to fulfill BritishAmerican Business's goal to strengthen this vibrant economic corridor and actively promote trade and investment? Innovation! It is essential to not only recovering from this crisis but flourishing and being better prepared for the next.

KPMG's 2020 CEO Outlook COVID-19 Special Edition of 315 CEOs at large companies globally, including 100 from the US and 50 from the UK, found that leaders' agendas have radically shifted since the beginning of the year. Existing trends like growing support for ESG (Environmental, Social and Governance) factors, flexible work arrangements, and digital transformation have accelerated.

The COVID-19 pandemic has reinforced the importance of driving enterprise transformation using technology as an enabler. At the earliest stages of the crisis, COVID-19 showed a clear link between digital preparedness and business resilience. Our survey found that enterprises with the right digital-centric

BOB GARRETT

*Vice Chair
BritishAmerican Business
NY Office Managing Partner
KPMG LLP*



mindset prior to COVID-19 have been much more successful at weathering the storm, recovering quickly at scale, and building a strong foundation for the future.

Digitally transforming to support a remote workforce was a necessity. Businesses large and small had to accelerate investments in collaboration tools that help people work remotely more effectively. Now, as they deal with the prolonged fallout from the crisis, there is growing recognition of the importance of emerging technologies that enable automation, artificial intelligence, powerful computing, connected devices and equipment, massive data transfer, collaboration, and business resilience. CEOs see the pandemic as an opportunity to rethink the way we work and communicate, with 77% saying they will continue to build their use of digital collaboration and communication tools.

Another report from KPMG International and HFS Research, Enterprise reboot, shows that nearly 60 percent of executives agree that COVID-19 has created an impetus to accelerate digital transformation. New technologies are no longer just about doing things better, faster and cheaper. They underpin nearly every change triggered or accelerated by the crisis, and have implications for survival and growth going forward.

The report indicates that emerging technologies are transforming every industry in different ways, requiring legacy businesses to radically reinvent themselves faster than they ever imagined. Following the shutdown, companies that were able to remotely connect with employees and customers and manage current operations demonstrated a level of resilience that increased trust in the business.

Recovering is going to depend on making the right digital investments and working with the right business partners – and the US and the UK have a wealth of these business partners across a number of industries including HealthCare and Life Sciences, FinTech, Financial Services, Creative Industries, Food and Beverage, and Advanced Manufacturing. Many industries on both sides of the Atlantic and around the world are fast-tracking the use of automation and robotics to supplement human labor to eliminate rote work so humans can be more productive and make organizations work more efficiently at a higher level. The need to ramp up digital commerce offerings has spurred wider adoption of cloud-enabled digital, analytics and machine learning technologies.

These are challenging times, with technology advancement creating both immense disruption and opportunity, as well as lingering uncertainty about where to focus resources. Companies are prioritizing investment in technology, and talent risk – recruiting and retaining and overall well-being and health of employees, and whether they have the right talent to manage new technology and changing business models. CEOs are taking steps to ensure their culture will support the future of work in many ways including policy enhancements and investments in digital tools and cyber security that will enhance collaboration.

Innovation, digitization, and collaboration are more important now than ever before. Business leaders in the US and UK must work together, as a corridor, to lead the global community in navigating through today's challenges and seizing opportunities.

We are resilient. We have done it before, and we will do it again. Together. ●

OUR J-1 EXCHANGE VISITOR PROGRAM

BritishAmerican Business' Exchange Visitor Program is designed to promote business relations and commercial ties between the US and the UK and to facilitate international exchange by enabling participating companies to bring selected Interns and Trainees to the US for up to 12-18 months. This goal is achieved by imparting to Exchange Visitors knowledge and understanding of US business practices and culture in a structured training program in a specific occupational field.

BAB offers our Program in the categories of "Intern" and "Trainee". The J-1 visa is used for practical training and is granted for temporary stays (a maximum 12 months for Interns and 18 months for Trainees).

The impacts of the Covid-19 pandemic were felt strongly across our program and the effects will remain for the months to come. Beginning in March, all active programs were shifted to remote working, whether that was here in the US or in the Exchange Visitor's home country. We have been



inspired to see the enthusiasm and the spirit of cultural exchange remain in our interns and trainees as well as participating host organizations as they moved into the uncharted waters of virtual training programs.

We remain hopeful and optimistic that our program, as well as all exchange programs, will come back even stronger in the coming years and we continue our dedication to

the mission of the program to support cultural exchange and strengthen our diplomatic relationships with countries around the world.

As a designated sponsor by Department of State since 1992, BAB's Exchange Visitor Program is an integral part of what we do and stand for as an organization. We will continue to advocate and support all policies and regulations to assure the stability and growth of this program. ●

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This training programme has been highly beneficial to my career going forward. Weil is headquartered in New York, so the chance to build friendships and networks in this office will make working on any cross border London-NY deals easier and more enjoyable. I have also enjoyed the opportunity of working in the firm's head office and being able to get a feel for the culture. With the interconnected business world in which we operate, I hope these networks I have built in New York will benefit me throughout my future career.

Trainee from the UK placed at Weil, Gotshal & Manges LLP

WHERE WE STAND: AN OVERVIEW OF OUR POLICY WORK



In another year of opportunity, but also unexpected crisis and drastic change, BritishAmerican Business' policy work has proven to be, once again, one of the organization's flagship portfolios.

Our policy work is generally divided into two main streams: firstly, there are comprehensive macro-themes that we follow and engage with over a longer period of time, such as the US-UK Free Trade negotiations, the future relationship between the UK and the EU, or how the transatlantic corridor embraces environmental sustainability.

The prospect of, and work in support of negotiations for a comprehensive US-UK Free Trade Agreement (FTA) have been and continue to be one of our top priorities. Here, BAB has become a leading and extremely active player, through a combination of publications, contributions to official consultations, and engagement with partners in government

and other business organizations – all informed by a strong understanding of the political and policy landscapes. As part of our work, we organize regular engagements for our members active in the Policy Group with the UK's Department for International Trade and the US Trade Representative's negotiation teams and high-ranking officials, as well as keeping up informal engagement with various teams across the UK and US governments.

Secondly, we engage on a carefully selected range of ad-hoc issues that require increased attention and activity at specific periods of time. This includes issues such as the side-effects of the UK's digital services tax, current challenges to transatlantic business mobility, or the implications of the WTO tariff disputes, on all of which we have published white papers and organized roundtable discussions with industry, government, and third

party stakeholders. Our robust activity across these issues will continue to inform public debates.

This approach will also guide our work in the months ahead. On the macro-side, we are working to support negotiators to reach a successful conclusion of the US-UK trade talks by Spring 2021. On the ad-hoc side, we will put an emphasis on making sure transatlantic data flows remain uninterrupted and on working with governments and stakeholders to safely restart air travel across the Atlantic.

Throughout 2020, BAB has solidified its position as an efficient, smart, and effective voice in the transatlantic corridor, supporting our members as well as the UK and US governments, which is particularly reflected in a steady growth of the group of new companies in the BAB network keen to work with us through our policy portfolio. ●

BAB TRADE PROMOTION: THE THIRD PILLAR

The trade and investment relationship between the United Kingdom and United States of America is one of history's greatest economic success stories; a relationship that is directly responsible for almost 2.8m jobs across the transatlantic corridor, with millions more supported indirectly by bilateral transatlantic trade. Underpinning this success are the tens of thousands of companies investing and trading across the Atlantic. Fueled by the growing relevance of the special relationship, more and more companies are taking action to make the transatlantic corridor a part of their international success.

BAB has grown its offering to members in how we can support and assist their transatlantic expansion plans, manifesting itself in three areas where we have re-established our position as a first port of call for any business with transatlantic ambitions.

Over the past two years, we revisited our annual transatlantic trade and investment guides and worked to make them even more comprehensive and useful for the reader. Now branded as our 'Finding Your Way' – Trade & Investment Guide(s) to the UK/US, these bi-annual trade guides combine practical advice provided by our members on a range of considerations businesses must make before expanding across the Atlantic such as immigration, insurance, tax & accountancy, and



logistics, alongside regional showcases on various US states, and areas in the UK to highlight the opportunities that await businesses looking to expand.

The creation of the 'Accelerate' program in both New York and London has opened up new avenues for engagement with the business community, from large, established companies in our membership, to SMEs with transatlantic expansion plans hoping to learn from those that have come before them. With guest speakers from some of the most exciting companies of the day such as WeWork, Change Please, TradingHub and Fever-Tree to tell their transatlantic growth stories, BAB has cemented itself as a market leader in providing networking opportunities and learning experiences for SMEs in both New York and London.

In London, the Transatlantic Growth (TAG) Awards have been a resounding success, where household names stand shoulder-to-shoulder with SMEs in celebration of the transatlantic trade and investment relationship. In addition, BAB has increased its marketing efforts in the trade space, characterized most noticeably by the 'Across The Pond' publication series, which highlights the trade & investment success stories of companies on both sides of the Atlantic that invest in one another's economies, bringing innovation, jobs, and success where they go.

BAB now proudly offers key services to its members to make transatlantic growth more accessible than ever, in addition to our policy advocacy work to strengthen the special relationship, and the business-friendly environment it affords companies on both sides of the pond as a result. ●

THE CONVENING POWER OF BAB: A REVIEW OF OUR THOUGHT LEADERSHIP & PROGRAMMING

In FY'19-20 BAB hosted more than 200 leading Chairmen and Chief Executives, opinion-formers, industry experts and government decision-makers as speakers and discussion leaders, and welcomed more than 5,000 executives to more than 120 programs in the course of the year, including C-Suite roundtables, business intelligence briefings, and professional forums on critical issues such as:

- What Does Brexit Hold for US Companies in 2020?
- Media, Politics & Digital Disruption: A Transatlantic Perspective
- The Glass Wall, Strategies for a Successful Inclusive Workplace
- Finding the Right Balance: Digital Services Taxation in the 21st Century
- Duty of Care for Business Travelers
- The Economic Price of Polarized Politics
- The Future of Intelligent Mobility
- Securing The Vote – Cyberthreats to Anglo-American Democracy
- Politics and The Economy in 2020: A Transatlantic Outlook In A Time Of Change
- Open for Business, Open for People? Making a Positive Case for the Mobility of Talent & Labor
- Leading in the Age of Disruption
- A Special Deal for A Special Relationship? What Is Actually Going To Happen with A UK-US Trade Agreement?
- How the UK and US Economies Can Survive The Year of the Coronavirus Covid-19
- New Strategies for Brand Resilience and Communications in Unprecedented Times
- Transatlantic Policy Toolbox – How Will the UK and US Policies Today Shape Our Economic Future?
- Humanizing Virtual Events
- The Evolving Role of Creativity in an Age of In-Housing
- Over-staying in the US – Tax and Immigration Considerations for Business and Intermittent Travelers
- Your Workforce: Staying Strong, Compliant, Productive
- How Has Purpose Helped Top Marketers Continue to Drive



2019-2020 EVENT HIGHLIGHTS



Exclusive Reception with The Right Hon. Elizabeth Truss MP, Secretary of State for International Trade and Minister for Women and Equalities

September 23, 2019

Sponsored by: **Standard Chartered Bank, Diageo, Walkers Shortbread**



US Investors Roundtable with US Secretary of Commerce, Wilbur L. Ross

October 1, 2019



The STIR: Empowering Innovation Through Inclusion: Intersectionality in a Business

October 11, 2019

Sponsored by: **Tata Consultancy Services**



CEO Round Table with Keith Barr, CEO, Intercontinental Hotels Group

January 9, 2020

Sponsored by: **Willis Towers Watson**



Accelerate Dinner

January 30, 2020

Sponsored by: **HSBC Bank, Virgin Atlantic Airways**



US Northeast Regional Feedback Session with the RT Hon Greg Hands MP, Minister of State for Trade Policy

June 17, 2020 (Virtual)

HONORS

BritishAmerican Business' Transatlantic Business Awards Dinner is the premier gala event of the transatlantic business calendar and regularly attracts an audience of more than 500 senior business and government executives from both sides of the Atlantic.

Each year, **BritishAmerican Business** uses the occasion to present prestigious **Transatlantic Business Awards** to the leaders of two major multinational companies for their leadership in transatlantic business, and Special Awards to other distinguished business leaders for their achievements in particular fields. Past honorees include: **Michael Corbat**, **Bob Diamond**, **Evan Greenberg**, **Karen Peetz**, **Helena Morrissey CBE**, **Sir Michael Rake**, **Wilbur Ross**, **Rex Tillerson**, and **Paul Walsh**.



2019 US Transatlantic Business Award

BRIAN MOYNIHAN

Chairman & CEO
Bank of America



2019 Leadership & Resilience Award

NICOLA MENDELSON CBE

Vice President, EMEA
Facebook



2019 Inclusive & Sustainable Business Award

DOUGLAS L. PETERSON

Chief Executive Officer
S&P Global

2021 Honorees Preview



URSULA BURNS

Board Member
Exxon, Uber
Former CEO
Xerox



IRENE DÖRNER

Chairman of the Board of Directors
Taylor Wimpey
Chair, Control Risks
Board Member, Rolls Royce
Former US CEO, HSBC
Former Chair, BAB



JOHN KEOGH

Executive Vice Chairman &
Chief Operating Officer
Chubb



BILL WINTERS CBE

Group Chief Executive
Standard Chartered

BritishAmerican Business' Corporate Citizenship Award Dinner

is a highlight of London's transatlantic business calendar bringing together more than 200 influential business leaders from both sides of the Atlantic as well as other dignitaries including senior representation from UK and US governments. Past honorees have included **Jayne-Anne Gadhia**, **Xavier Rolet KBE**, **Stephen McGill**, **Arun Sarin**, **Lord Browne**, **Peter Voser**, **Sir Martin Sorrell**, and **Sir Michael Rake**.



MARTIN GILBERT

Chairman of Revolut Limited,
Toscafund and The Oil &
Gas Technology Centre in
Standard Life Aberdeen
Senior Independent Director,
Glencore plc

WITH THANKS TO OUR PARTNERS

BritishAmerican Business appreciates the engagement of all its member companies, and is pleased to recognize in particular the following companies who have supported its programs and activities in FY '19-20:

A.T. Kearney	Faegre Drinker	Littler
Aberdeen Standard Investments	FIRST	London Symphony Orchestra
ALTOUR	Fitch Ratings	Magrath Sheldrick
AXA XL	Fragomen	Marsh & McLennan Companies
Baker Botts LLP	Frank Hirth	McAlinden Associates
Barclays	Gibney Anthony & Flaherty LLP	McKinsey & Company
Barton LLP	GQR	Millennium Gloucester Hotel
Brandpie	Grant Thornton	Pillsbury
Brands At Work	Hearst	PwC
Bremont Watches	Heidrick & Struggles	S&P Global
Brunswick Group	Hogan Lovells	Schroders Wealth Management US
Charles Tyrwhitt	HSBC	Standard Chartered Bank
Chicago Booth	Indiana Economic Development Corporation	TASIS The American School in London
City of London	Irwin Mitchell LLP	The Barton Partnership
CliftonLarsonAllen LLP	J. P. Morgan	The&Partnership
DAC Beachcroft	Knight Frank	Travelers Europe
Deloitte	KPMG	Turner & Townsend
Delta Air Lines/Virgin Atlantic	Latham & Watkins LLP	US Commercial Service
Diageo	Laura Devine Attorneys	US Embassy
Experience Haus	Letter One	United Airlines
EY	Linklaters	Willis Towers Watson

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We very much value our relationship with BritishAmerican Business. BAB has a well-connected membership and provides access to open stakeholder dialog around critical market access issues.

Ed Pilkington

*Chief Marketing & Innovation Officer, North America
Diageo*

CALENDAR OF KEY UPCOMING EVENTS

OCTOBER

ACCELERATE WITH NICK WHEELER, OBE,
FOUNDER, CHARLES TYRWHITT
Thursday, October 29
11:00 AM - 12:00 PM EDT | 3:00 PM - 4:00 PM GMT
Virtual

FIRESIDE CHAT WITH SHAI WEISS, *CEO*,
VIRGIN ATLANTIC AIRWAYS
Friday, October 30
11:00 AM - 12:00 PM EDT | 3:00 PM - 4:00 PM GMT
Virtual

POLICY ENGAGEMENT: UK US TRADE
AGREEMENT NEGOTIATIONS REPORT OUT
WITH *UK SECRETARY OF STATE FOR
INTERNATIONAL TRADE*, LIZ TRUSS MP
October | (time and date tbc)
Virtual

TAG MASTERCLASS SERIES
October through December
Virtual

NOVEMBER/DECEMBER

CSO PANEL: THE POWER OF PURPOSE
Thursday, November 5
11:00 AM - 12:00 PM EST | 4:00 PM - 5:00 PM GMT
Virtual

HOLIDAY TRUNK SHOW
Friday, November 6
11:00 AM - 12:30 PM EST | 4:00 PM - 5:30 PM GMT
Virtual

LEADERSHIP FORUM WITH ANNA MARRS,
PRESIDENT, GLOBAL COMMERCIAL SERVICES,
AMERICAN EXPRESS
Tuesday, November 10
9:00 AM - 10:30 AM EST | 2:00 PM - 3:30 PM GMT
Virtual

STIR: OPPORTUNITIES & CHALLENGES FOR
MINORITY WOMEN IN THE WORKPLACE
Wednesday, November 11
9:00 AM - 10:00 AM EST | 2:00 PM - 3:00 PM GMT
Virtual

TRANSATLANTIC FINANCE FORUM
Monday-Thursday, November 16-19
9:00 AM - 12:00 PM EST | 5:00 PM - 8:00 PM GMT
Virtual

NETWORKING AND WALK THRU AT THE
WALDORF ASTORIA WITH KNIGHT FRANK
Tuesday, November 24
11:00 AM EST | 4:00 PM GMT
Virtual

BUSINESS BRIEFING: UK/US IMMIGRATION
UPDATE WITH KEVIN FOSTER MP
Monday, November 30
11:00 AM - 12:00 PM EST | 4:00 PM - 5:00 PM GMT
Virtual

BAB HOLIDAY SPECTACULAR
Thursday, December 10
11:00 AM - 12:30 PM EST | 4:00 PM - 5:30 PM GMT
Virtual

FOR MORE INFORMATION AND TO GET INVOLVED, PLEASE CONTACT US!



TAMRA EKER

Executive Director – New York
BritishAmerican Business
teker@babinc.org



EMANUEL ADAM

Executive Director – London
BritishAmerican Business
eadam@babinc.org

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BritishAmerican Business offers entrepreneurial companies high-quality opportunities to gain visibility and connections with major multinationals, and to win their business – our membership has proved to be a great investment for us!

Jennifer Prosek

Founder & CEO
Prosek Partners

“

BritishAmerican Business' influential advocacy work, outstanding business programming, and connections to global business leaders provide unique opportunities. These relationships have proven valuable to our organization.

Margaret (Peggy) Smith

Chief Financial Officer, US
National Grid

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