



German American  
Chambers of Commerce  
Deutsch-Amerikanische  
Handelskammern



**REPRESENTATIVE**  
of German Industry + Trade



## **SEMINAR: TRANSATLANTIC TRADE AND INVESTMENT PARTNERSHIP (TTIP)**

---

**Transatlantic Trade and Investment Partnership (TTIP)  
between EU and USA and its effects on the German  
healthcare industry**

**November 5, 2014 | New York**

**Consulate General of Germany | 871 United Nations Plaza | New York, NY 10017**

Supported by:



on the basis of a decision  
by the German Bundestag





## **Free Trade Agreement “Transatlantic Trade and Investment Partnership”**

The European Union and the USA are the largest economic regions worldwide. The transatlantic economy represents almost 50% of the global GDP and a third of worldwide trade. In transatlantic trade there are numerous trade barriers. Besides customs duties, such barriers are mainly non-tariff barriers and arise, amongst others, from different standards and regulations. For companies, this means double the verification procedures, significantly higher costs and additional administrative processes.

On June 17, 2013, the USA and the EU decided to enter into negotiations regarding a transatlantic trade and investment partnership (TTIP). The reduction of barriers to trade and investment would increase market access, decrease unnecessary expenses and would ultimately lead to more jobs and growth. Furthermore, the EU and the USA as the largest economic regions worldwide could jointly develop regulations and standards during the TTIP negotiations, which could also be attractive beyond the transatlantic market and the world trade system. The 8th round of negotiations is planned to take place in November 2014 in Brussels.

To a significant extent, the TTIP negotiations focus on regulation issues. In essence, it is about a better compatibility of regulations without reducing the existing level of protection of the respective legislation (USA/EU). Sector-specific regulation issues also concern the healthcare industry and especially the medical technology sector.

---

### **Health – Made in Germany**

In line with the export initiative “Health - Made in Germany”, the Federal Ministry for Economic Affairs and Energy, in cooperation with the German American Chamber of Commerce, Inc. New York and the Representative of German Industry and Trade (RGIT), organizes a half-day event regarding the Transatlantic Trade and Investment Partnership (TTIP). This event includes a luncheon.

The focus of the event are the current negotiations regarding TTIP between the EU and the US and their possible effects on the German healthcare industry. Attending expert presentations, the participants will receive information on the opportunities and risks the agreement presents for the export business of the German healthcare sector; US industry experts will give their assessment of the situation. Furthermore, the effects on the German healthcare industry are compared to those effects on other industry sectors. The further development of the free trade agreement will also be discussed.

Targeted attendees are companies doing business in the areas of medical technology, biotechnology and pharmaceuticals.

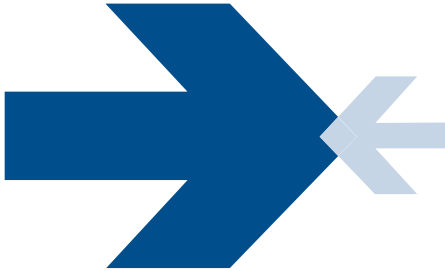


## Agenda *(subject to change)*

Time	Topic	Speaker
08:30 - 08:45	<b>Welcome</b>	<ul style="list-style-type: none"> <li>• <b>Tilo Mandry</b>, GTAI</li> <li>• <b>Lindi von Mutius</b>, GACC</li> <li>• <b>Elizabeth Livengood</b>, RGIT</li> </ul>
08:45 - 09:05	<b>Presentation</b> Export Initiative "Health made in Germany"	<ul style="list-style-type: none"> <li>• <b>Tilo Mandry</b>, GTAI</li> </ul>
09:05 - 10:05	<b>Presentation TTIP – Part 1</b> TTIP Negotiations: Where are we now? – A Washington Perspective  → focusing on pharmaceuticals and medical technology	<ul style="list-style-type: none"> <li>• <b>Moderator: Elizabeth Livengood</b>, Director Trade Policy, Office of the Representative of German Industry and Trade (RGIT)</li> <li>• <b>Dr. Richard Parker</b>, Professor at the University of Connecticut School of Law</li> <li>• <b>Ashley Miller</b>, Director for Industrial Goods and Market Access, Office of the US Trade Representative (USTR)</li> <li>• <b>Isabel Pastor-Arenillas</b>, Trade Attaché at the Delegation of the European Union to the United States</li> <li>• <b>Mark Abdo</b>, Director of the Office of Public Health and Trade at the U.S. Food and Drug Administration (FDA)</li> </ul>
10:05 - 10:20	<b>Q&amp;A (15 min)</b>	
10:20 - 10:50	<b>Coffee break</b>	
10:50 - 11:50	<b>Presentation TTIP – Part 2</b> TTIP & Industry Challenges in Transatlantic Trade	<ul style="list-style-type: none"> <li>• <b>Moderator: Lindi von Mutius</b>, Executive Director, German American Chamber of Commerce of Philadelphia</li> <li>• <b>Dr. Wolfgang Oster</b>, CEO, Oncocoetics, Inc.</li> <li>• <b>David Gates</b>, President, Gates &amp; Company</li> <li>• <b>Zach Helzer</b>, Coordinator, International Regulations and Standards, Siemens Healthcare</li> </ul>
11:50 - 12:05	<b>Q&amp;A (15 min)</b>	
12:05 - 14:00	<b>Networking Lunch – Welcome: Consulate General</b>	

## About the Export Initiative

The German Healthcare Export Initiative supports companies with a multitude of measures for tapping new markets abroad. With the German Healthcare Export Initiative, the Federal Ministry of Economics and Energy (BMWi) supports the German healthcare sector even more now than before. It is the Ministry's goal to secure and expand Germany's position as one of the leading export nations of healthcare products and services. The necessary expert knowledge was concentrated at Germany Trade & Invest (GTAI), the economic development agency of the Federal Republic of Germany. GTAI actively implements the German Healthcare Export Initiative.



**German American Chamber of Commerce, Inc. New York**  
75 Broad Street, Floor 21 | New York, NY 10004 | [www.gaccny.com](http://www.gaccny.com)

Nicole Klug  
*Senior Manager, UN-Procurement*

Susanne Rehse  
*Manager, Business Development Consulting*

Ph.: +1 (212) 974-8853  
Fax: +1 (212) 974-8867  
[nklug@gaccny.com](mailto:nklug@gaccny.com)

Ph.: +1 (212) 974-8836  
Fax: +1 (212) 974-8867  
[srehse@gaccny.com](mailto:srehse@gaccny.com)

**REGISTRATION** - Online registration on: [www.gaccny.com/events](http://www.gaccny.com/events)

**Seminar: Transatlantic Trade and Investment Partnership (TTIP) | November 5, 2014 | 8:30-14:00**  
**Consulate General of Germany | 871 United Nations Plaza | New York, NY 10017**

**I would like register for the seminar. I understand my registration is binding.** (no fee)

Company: \_\_\_\_\_

Industry: \_\_\_\_\_

Name: \_\_\_\_\_

Position / Dept.: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Phone / Fax: \_\_\_\_\_

Email: \_\_\_\_\_

**Date, Signature:** \_\_\_\_\_