



## NEWS RELEASE:

### NEW EUROPEAN CO-CHAIR OF THE TRANSATLANTIC BUSINESS DIALOGUE

#### TABD calls for new US and EU trade agreement discussions to start without delay Irish Prime Minister addresses transatlantic business leaders

**Davos, Switzerland**, January 25, 2013 - The TransAtlantic Business Dialogue (TABD) today announced Hans Stråberg, Director, Investor AB, as its new European Co-Chair. It also called on the European and US governments to launch the negotiation of a new transatlantic trade agreement without delay.

Jürgen Thumann, long-standing EU Co-Chair of the TABD and Chairman of Heitkamp & Thumann Group made the announcement at the annual TABD meeting, where the Irish Prime Minister, Enda Kenny, joined other prominent leaders adding their voices to the start of new negotiations for more open trade and investment between the world's two largest economies.

Focusing his remarks on the priorities of the Irish Presidency of the European Union, Prime Minister Kenny said, "Stability, jobs and growth are the watchwords for Ireland's EU Presidency. We intend to pursue these goals by making better use of the untapped potential of the Single Market, particularly by working to ensure the passage of new and updated EU laws and measures which stimulate growth in the high-potential digital sector.

We also believe that progress in the EU's external trade agenda has the potential to be an important source of growth and jobs, with some estimating up to 2% growth in GDP across the EU. We will prioritise bilateral trade agreements with key partners, and work towards the opening of negotiations with the United States of America on a Free Trade Agreement."

Also attending the meeting was Secretary General of the Organization for Economic Cooperation and Development (OECD), Ángel Gurría. He said, "Trade and investment are critical to maintaining the vibrancy of modern economies. Recent work by the OECD and WTO on global supply chains and trade in value-added is a political game changer. It challenges the widely held 'imports are bad, exports are good' mentality. In fact, the data shows that blocking imports damages competitiveness. Opening the EU and US to more trade will not only increase their industries' competitiveness, but will also provide a powerful engine for global growth."

Other key leaders participating in the TABD meeting were Michael Froman, Assistant to the President and Deputy National Security Advisor for International Economics in the White House; Jean-Luc Demarty, Director General of DG Trade in the EU Commission; Transatlantic Business Council Director-General Tim Bennett; TABD member company executives and other government officials.

Brussels & Washington  
[www.transatlanticbusiness.org](http://www.transatlanticbusiness.org)

*Promoting a barrier-free transatlantic market that contributes to economic growth, innovation and security.*



In accepting his new position Mr. Stråberg said, “Business must continue to maintain a strong presence in the ongoing trade and investment liberalization process. I can assure officials on both sides that we support initiating negotiations for a comprehensive agreement as soon as possible and that we will maintain pressure to keep up the momentum. This momentum was clearly evident at our meetings today.”

US TABD Co-Chair, and CEO (Emeritus) Deloitte, James Quigley added, ” I am looking forward to working with Hans Stråberg during this important new phase in US-EU relations. Job creation and economic expansion must be facilitated, and opening trade and investment provides untapped potential in this regard.”

As he stepped down as Co-Chair, Mr. Thumann said, “An historic opportunity has presented itself to the US and EU governments to negotiate the long-discussed free trade agreement. That opportunity must not be lost and I am confident that business will provide an ongoing strong and practical voice to advance negotiations.”

This was the first TABD meeting as a distinct programme within the Transatlantic Business Council. It also comes as business eagerly awaits the final report from the EU-US High Level Working Group (HLWG) on Jobs and Growth, created at the 2011 EU-US Summit.

*For further information contact Hilary Sama, Events & Communications Director  
([hsama@transatlanticbusiness.org](mailto:hsama@transatlanticbusiness.org) or +1 202 828 9102).*



## TRANSATLANTIC BUSINESS COUNCIL



### **Mr. Hans Stråberg**

Hans Stråberg is member of the Board of Directors of Investor AB, Stora Enso Oyj, Chairman of Roxtec AB, CTEK AB, and Orchid Orthopedics and a member of Royal Swedish Academy of Engineering Sciences. He is a former board member of the Confederation of Swedish Enterprise. He was President and Chief Executive Officer of AB Electrolux 2002-2010 and has held various leading positions within the Electrolux Group, both in Sweden as well as in the US, since joining the group in 1983.

Mr. Stråberg has broad leadership experience in running a multinational company while successfully transforming the company from being manufacturing led to become consumer and marketing driven during a decade of intense globalisation of the industry. He has extensive experience from doing business in most parts of the world. Prior to joining Electrolux he was Assistant to the Technical Attaché at the Swedish Embassy in Washington, D.C.