

Transatlantic Conference 4th March 2010

AmCham EU hosted its 4th **Transatlantic Conference** on Thursday 4th March 2010. This year's conference featured US Ambassador to the EU, William E Kennard, sharing his views on what is needed to reinvigorate the transatlantic economy. Dan Hamilton of the Center for Transatlantic Relations at Johns Hopkins University was on hand to launch the newly published *Transatlantic Economy 2010*. The study concludes that despite the economic downturn, the US and Europe remain each other's most important foreign commercial markets. The report forecasts a slight rebound in 2010, with profits not reaching their pre-crisis level until 2011 or 2012.

The Conference included two panels which explored opportunities for transatlantic cooperation and growth. The first panel focused on foreign direct investment and the other on innovation and green technologies.