

## TAKING ADVANTAGE OF THE BABC

As a member of your regional chapter of the BABC, you have exclusive opportunities to develop business with 3,000 other member companies of the BABC, based in 25 other major business centers throughout North America and the UK, as well as to access other shared business services.

The BABC's member companies include many of the world's largest multinationals as well as thousands of middle-market companies. By definition, and their membership in the BABC, they are all pre-qualified as having an established interest in transatlantic business.

For example, you can:

- **Develop business, and your business network**, with companies in 25 other major business centers:
  - by accessing the BABC's On-Line Membership Directory, listing the members of all its chapters (more than 10,000 executives). This Directory is accessible only to BABC members, though a member password provided by your regional chapter;
  - by participating in the event programs offered by the BABC's chapters, on the same basis as their own members;
  - by networking directly with members of all the BABC's chapters at our Annual Transatlantic Business Conferences;
  - by having a voice on policy issues affecting transatlantic/global business, through BritishAmerican Business Policy Group
  - for lawyers, by joining the British-American Group of Lawyers (BAGOL) established to share business and intelligence among their members
  
- **Promote and market your company** to other BABC companies throughout the network, via the BABC website:
  - by becoming a "Patron" of the BABC, offering exclusive visibility on the BABC homepage, as well as other benefits;
  - by taking advantage of the (modestly-priced) advertising and sponsorship opportunities;
  - by offering a discount on your services and products to other BABC members, via our Member Discounts facility.



- **Save money** by taking advantage of the discounts offered by other BABC member companies on their services and products, in fields such as travel, media, business intelligence and consumer.
  
- **Gain business intelligence**
  - by accessing the extensive business information databases, covering more than 500,000 North American and European companies, that are maintained for BABC members;
  - through the periodic updates issued by the BABC to its member companies on major trade/economic policy issues that impact on its members' business interest.
  
- **Facilitate international staff transfers:**
  - by using our [J1 Visa Program](#), enabling member companies of the BABC's US chapters to bring qualified employees into the United States.

For further information about any of these opportunities, please contact your regional chapter.

# Selected Testimonials to The Business Value of BABC Membership

## Client Referrals and Development

"I am amazed that more companies do not take advantage of the BABC network. It offers an outstanding, cost-effective opportunity to build high-quality transatlantic business relationships and a transatlantic client base."

**David Kay, Partner, DrinkerBiddleGardnerCarton**

"The BABC is uniquely well placed to help both US and British companies looking to expand their transatlantic client base and business network, thanks to its unique demographics -- with member companies based in more than 20 major business centres, all of them committed to transatlantic business. No other organization can match it."

**Andrew Fulton, Chairman, gpw**

"Membership of the BABC provides tremendous value for small companies. In my first year of membership I secured a major consulting assignment and three collaborative agreements by taking advantage of its powerful online database and networking with its members throughout the US and UK."

**Michael Batt, Founder, US Alliance Consulting**

## Building the Business...for Large Multinationals...

"The BABC isn't only for middle-market companies: if they are smart about it, major multinationals can use the BABC network to great effect, and with a minimal investment of time or money, to build their brand and their business in major business centers throughout the US and UK."

**Graham A.D. Broyd, Managing Director, Global Banking and Markets, Royal Bank of Scotland**



### ...and for Entrepreneurs

“As an entrepreneur working with multinationals on both sides of the Atlantic, I am very pleased with the seniority and diversity of business people whom I have the opportunity to meet through my membership of BritishAmerican Business in New York and active participation with the broader BABC network. I know that when I visit any of the cities where there are BABC chapters, I can be assured of a warm welcome and introductions to people and events that can produce business benefits for both small and large companies alike.”

**Peter Luzmore, President, Synthesis LLC**

### High-level Government Support

“We wholeheartedly support the BABC in its mission to promote the US–UK business partnership.

“From small beginnings, it has quickly become a powerful force in the field of transatlantic trade and investment, and in the advancement of free trade and open markets. As a young, entrepreneurial organization, it also reflects and reinforces the values and qualities that our countries and cultures share.

The BABC has fully earned our support, and we look forward to continuing to work closely with the organization to build its further success in the future.”

**The Hon. Robert Tuttle, United States Ambassador to the Court of St. James’s (2006-February 2009) and Sir Nigel Sheinwald, HM Ambassador to the United States**

### High-Level Business Support

“The BABC has established itself not only as the largest transatlantic business organization, but as a powerful force for the promotion of [our] shared business interests and values. By helping its thousands of member companies do business, it also helps promote prosperity, employment and innovation in both our countries, and beyond.”

**Sir Martin Sorrell, Group Chief Executive, WPP**



## Connecting with Key Decision-makers

"The BABC represents our focus on transatlantic business issues and networking. Its Annual Transatlantic Business Conference and website offer our people the ability to research and connect with up-to-date people in the transatlantic business community, and to reach key decision-makers in the marketplace."

**Chris Nicholson, US Partner, Deloitte & Touche LLP**

## Transatlantic Business Bridge

"The British-American Business Council is a dynamic organization, supporting, and promoting the free flow of trade and investment across the North Atlantic. It is effectively building a business bridge to serve as the prime trade highway linking the wider markets of the European Union and the North American Free Trade Agreement partnership."

**Lord Marshall of Knightsbridge, Chairman, Pirelli UK plc** (previously, Chairman, British Airways)

## Annual Conferences

"The BABC's Annual Conferences provide great opportunities to network and establish useful business relationships with potential clients and business partners throughout North America and the UK, as well as more generally to promote our corporate brand and gain valuable business intelligence."

**Chris Nicholson, Chairman, Deloitte Global Energy & Resources.**

"Many of our member law firms have won new business as a result of the relationships they have built through the BABC, and the internal lawyers' network (BAGOL -- BritishAmerican Group of Lawyers) that we have created within the BABC. It's one of the best ways that I have found to build productive and meaningful business relationships outside my own immediate network in Northern Ohio, and it has certainly provided substantial value-added for the time and investment spent in attending BABC Conferences and Workshops. The fact that it's also been great fun along the way is simply the icing on the cake."

**Bruce Lowe, Partner, Taft, Stettinius & Hollister, LLP**



## **J1 Visa Program**

“The J1 Program, offered through the BABC, was amazingly quick and hassle free. It accomplished our human resource objectives quickly and efficiently.”

**Mark Knight, (then) President, British Airports Authority, Pittsburgh**

“BritishAmerican Business’s J1 program has been very useful for Allen & Overy’s training program. It is a vital tool that offers many people the opportunity to diversify their career paths.”

**Anthony M. Brincat, HR Manager, Allen & Overy**

# J-1 Visa Program

***“The J-1 program, offered through the BABC, was amazingly quick and hassle free. It accomplished our human resource objectives quickly and efficiently.”***

***-- Mark Knight, President, British Airport Authority (USA)***

## **Purpose**

Enables BABC member companies to bring qualified employees – of any nationality, and from anywhere in the world – into the United States.

## **Qualities**

- Quick: can process completed applications within 7 business days
- Cost-Effective: \$1,500.
- Reliable: authorized by the US Department of State since 1986
- Exclusive: service available only to BABC member companies
- User-Friendly: all administration/logistics handled by Program Administrator at BritishAmerican Business in New York.

## **Benefits**

- Facilitate limited-time intra-company transfers.
- Provide US work experience/training to employees working elsewhere.
- Overcome cross-cultural differences, and improve communication between US and overseas offices.
- Enhance employee recruitment/retention by offering US assignments to employees employed elsewhere.

## **Conditions**

- Open to all nationalities, and to employees based anywhere in the world.
- Maximum period of 18 months.
- Company must have business relationship with UK.
- Business Sectors: Management, Business, Commerce, Finance, Law, Industry, Sciences, Engineering, Architecture, Information Media & Communications

***“The J-1 visa makes it possible for young, foreign trained attorneys to spend 6 months in our office learning US law from American partners and senior associates. BritishAmerican Business processes our J-1s with courteous efficiency. It's a delight working with them.”***

***-- Amy Prosser, Freshfields Bruckhaus Deringer LLP***

For more information please contact Diane Karlin, J-1 Visa Program Manager, at [dkarlin@babinc.org](mailto:dkarlin@babinc.org) or (212) 661-4060 ext 102.

# PATRON OF THE BRITISH-AMERICAN BUSINESS COUNCIL

Patrons of the British-American Business Council (BABC) enjoy exclusive visibility and recognition for their business leadership with the membership of the BABC – the largest transatlantic business organization.

The BABC has chapters – and 2,500 member companies – in 26 major business centers throughout North America and the United Kingdom. Its membership includes many of the world's largest multinationals as well as hundreds of middle market companies actively engaged in transatlantic business.

The status of 'BABC Patron' recognizes the contribution to the BABC of a select group of its member companies that have established a leadership position in transatlantic business and in the BABC.

Membership in this group will initially be limited to no more than 8 companies.

Benefits will include:

**Exclusive recognition on the home page of the BABC website**, [www.babc.org](http://www.babc.org), with a link to your corporate website. This website provides the principal communications vehicle for the BABC with its chapters and member companies, because the BABC functions largely as a 'virtual' organization. Its website is therefore the portal for access to all information about the BABC, including its membership benefits, its chapters, its Annual Conferences and its Online Membership Directory (listing all the members of its chapters).

**Complimentary registration, with preferred placement**, for one executive, at the BABC's Annual Transatlantic Business Conference. At these Conferences, the BABC brings together members of all its chapters from throughout North America and the UK for a high-level two-day program of networking and briefings by business and government leaders. Its 2008 Conference was in Chicago and its 2009 and 2010 Conferences will be in Washington D.C. and London, respectively.

**Preferred inclusion in guest lists** for selected exclusive Ambassadorial-level receptions hosted by the BABC chapters in London, New York and Washington DC.

**Patron Dues: \$5,000 per year.**

For more information please contact Lauren Chilcott at the BABC Secretariat at [lchilcott@babinc.org](mailto:lchilcott@babinc.org), or your regional BABC chapter.



## Information Services

As a benefit of BABC membership, we are pleased to offer all BABC member companies full access to extensive corporate databases, covering the top 650,000 European and North American companies, at a highly discounted price.

These databases are ideal for both marketing campaigns and research projects, because they both provide very detailed information (ownership, activities, executives, etc.) about the individual companies and are searchable via various different search criteria.

It would cost a company more than \$30,000 a year to subscribe to these databases for its own use. We offer full access to them for a price of \$50 per inquiry (irrespective of how many records are searched) and 60 cents for each record searched. A 'record' consists of all the information available about the company (see below for more detail).

The databases are:

### **Bureau van Dijk – “AMADEUS”**

*AMADEUS* is a comprehensive, pan-European database covering the top 300,000 public and private companies in 38 European countries. Up to 100 search criteria (including all financial items) can be combined so we can identify both individual, and groups of, companies quickly and easily.

The standard report includes the following: full company contact information; legal form; year of incorporation; trade description and primary and secondary industry codes; financial profile (up to 10 years of information); number of employees; board members & officers; auditors; company ownership (shareholders, parents and subsidiaries for both public and private companies, with both direct and indirect ownership detailed.)

### **Bureau van Dijk – “ICARUS”**

*ICARUS* is a database of the top 350,000 US and Canadian companies. Up to 30 search criteria can be combined so that we can identify both individual, and groups of, companies quickly and easily. The data on a company's activities and executives is detailed, with various hierarchical search options making ICARUS ideal for marketing campaigns as well as research projects.

The standard report includes the following: full company contact information; company type indicator; ticker symbol/stock exchange; state of incorporation; sales figures and number of employees; US SIC and NAICS codes, lines of business; parents/subsidiaries; executive/senior management; banks accountants.

Please contact Sherry Dolatshahi for further information: [sdolatshahi@babinc.org](mailto:sdolatshahi@babinc.org);  
Telephone: + 44 (0) 20 7290 9883, Facsimile: + 44 (0) 20 7491 9172.

# BABC WEBSITE SPONSORSHIP PACKAGE

## **BACKGROUND**

The British-American Business Council (BABC) is the largest transatlantic business organization with 26 chapters and 2,500 member companies based in all the major business centers throughout North America and the UK.

## **SPONSORSHIP BENEFITS**

Sponsorship provides unique, central positioning and visibility at the heart of the BABC -- an organization that offers:

- membership: comprises many of the world's largest (US, British and other) multinationals, as well as thousands of middle-market companies;
- business profile: offers a pre-qualified audience, as all its members are by definition involved in and committed to transatlantic and/or global business;
- demographics: connects with its members at the most senior (Chairman, CEO, etc.) level as well as with mid-level executives: as illustration, please find attached lists of:
  - its International Advisory Board
  - sample listing of leading member companies in New York and London
  - New York and London demographics.
- communications: reaches and communicates with its members primarily through its website, because its members are spread among 26 business regions.

## **WEBSITE FUNCTION**

Members of the BABC access its website for a variety of business purposes:

- to connect with other members through the BABC's Online Membership Directory, including executives at all its member companies (10,000 executives at 2,500 companies);
- to access the BABC's Online Calendar listing the upcoming events at all its chapters, and register for these events;
- to access information about, and register for, the BABC's Annual Conferences (Chicago '08; Washington DC '09);
- to access information about, and take advantage of, other benefits of BABC membership, including Exchange Visitor (J1 Visa) Program; corporate databases comprising 500,000 leading US and European companies; cross-cultural programs; and "Member Discounts" (special member-to-member offers).

## **SPONSORSHIP SPECIFICS**

The sponsorship includes:

- Name and logo prominently displayed on website homepage, with hyperlink
- Recognition as exclusive website sponsor with hyperlink on every page of BABC website
- Recognition, in meeting materials and from the podium, at all BABC Conferences, workshops and Board meetings.

Audience:

- By definition, all visitors to the site are likely to have a significant interest and involvement in transatlantic and broader international business
- The site averages 5,700 visits; 3,300 unique visitors; and 142,000 hits per month
- Length of Sponsorship: 1 year
- Cost: \$15,000



## BABC Website Opportunities

As a benefit of BABC membership, member companies have the opportunity to promote and market their services and products to a high-quality business audience across North America and the United Kingdom through advertising on the BABC website, [www.babc.org](http://www.babc.org). For further information contact your BABC chapter.

	Banner Ad	Square Button	Option 1	Option 2
<b>BABC Homepage</b>				
100% Priority for 1 year	\$6000	\$4000	\$3750	\$3675
100% for 6 months	\$3500	\$2250	\$2000	\$1925
50% Priority for 1 year	\$3000	\$2000	\$1750	\$1675
50% for 6 months	\$1750	\$1250	\$1000	\$925

	Banner Ad	Square Button	Option 1	Option 2
<b>BABC Calendar, Chapter, Discounts Pages</b>				
100% Priority for 1 year	\$5000	\$3000	\$2750	\$2675
100% for 6 months	\$2750	\$1750	\$1500	\$1425
50% Priority for 1 year	\$2500	\$1500	\$1250	\$1175
50% for 6 months	\$1400	\$900	\$750	\$675

	Banner Ad	Square Button	Option 1	Option 2
<b>BABC Other Pages</b>				
100% Priority for 1 year	\$4000	\$2000	\$1750	\$1675
100% for 6 months	\$2250	\$1250	\$1000	\$925
50% Priority for 1 year	\$2000	\$1000	\$750	\$675
50% for 6 months	\$1250	\$750	\$500	\$425

The rates above are for Banner ads, Square Button ads (125X125 Pixels) and slightly smaller rectangular ads: Button/Option 1 (120X90 pixels) and Button/Option 2 (120X60 pixels). The rates represent the cost for a single page of advertisement, although multiple page rates are available upon request.



## **The BritishAmerican Business Council: Policy Work**

The BritishAmerican Business Council, through its chapters in London and Washington, DC, is actively engaged on policy issues on behalf of all its member companies.

Our overall objective is to promote open, competitive, markets for our members on both sides of the Atlantic, as well as to achieve specific policy goals that advance our members' interests.

Using our privileged relationships with the US and UK governments, we engage in a regular dialogue about policy issues of interest to our members with decision-makers in Government. We also periodically take specific, formal policy initiatives on particular issues of key importance, when this is both appropriate and helpful to the interests of our members.

### ***A) POLICY INITIATIVES: MARCH '07-MARCH '09***

Over the past two years, we have taken specific policy initiatives on the following issues of concern to our members:

#### **UK TAXATION OF NON-DOMICILES**

- We were in the vanguard of those warning that the proposed new UK tax on non-domiciles would seriously reduce the attractiveness of investment in the UK, particularly from the United States, its largest inward investor, as well as imposing significant costs on US and other non-doms. We outlined our concerns in a letter to the Chancellor of the Exchequer on 18 December 2007; in a meeting with the Financial Secretary to the Treasury, on 19 February 2008; and at a broader meeting with senior Treasury officials on 20 February 2008.

Regrettably, none of these meetings allayed our concerns. So we reiterated these concerns in a further letter to the Treasury on 21 February 2008, noting that the consequences of the proposals seemed not to have been properly appraised.

Immediately following the Budget announcement by the Chancellor of the Exchequer on 12 March 2008 that the Government would be proceeding with a somewhat amended version of its proposals, the Financial Secretary to the Treasury telephoned us personally to say that the Government had valued and taken account of our comments. However, we remain concerned about some aspects of its proposals, and their potential impact of the measure on our member companies and on Inward Investment into the UK; and we will accordingly continue to monitor the upcoming review of the UK/US Double Taxation Agreement in relation, in particular, to the off-setting of the annual £30,000 charge for US non-doms against US taxes.

## **IMMIGRATION/VISAS**

- In February 2008, we responded to a British Government consultation on the UK visa process, welcoming government proposals to simplify this process while protecting the interests of bona fide business visitors.
- In March 2009, we took up two newly-important issues that will have a major impact on our member companies' ability to bring, into the US and UK, the employees they need in order to run and grow their businesses effectively. We shall be registering our concerns about both these issues with the US and UK Governments with a view to achieving changes in the legislation:
  - In the US, a provision in the stimulus package prohibits the recipients of TARP funding from sponsoring foreign nationals in the H-1b visa classification – the work horse of the non-immigrant visa system, and often the only option for employers needing foreign personnel with experience in business operations and/or advanced degrees in the Sciences, Technology, Engineering and Mathematics. The assumption behind this provision appears to be that depriving these banks of H-1B workers will result in more jobs for U.S. workers. The much more likely result is that business operations will be interrupted, competitiveness damaged, and certain functions outsourced overseas.
  - Meanwhile, in the UK, recent legislation has introduced a new tier-based system, which includes requirements for a minimum educational level of a Masters degree and does not recognize the eligibility of non-UK based work experience. However, in the real world, many highly skilled migrants may not have a Masters degree, but instead have many years work experience which would provide them with at least an equivalent level of expertise; and the UK does not recognise the US legal qualification, the Juris Doctor (JD), as the equivalent of a UK Masters degree, rendering many US qualified lawyers potentially ineligible to enter the UK.

## **E-FILING OF US TAX RETURNS**

- In response to the concerns of our US members, we wrote to the IRS Director and IRS attaché to the US Embassy in London in February 2008 to address concerns about the new e-filing system for US tax returns, including issues such as software incompatibility; and subsequently met with the IRS attaché to the US Embassy to reinforce these concerns. We will be meeting with her again in April 2009 to highlight certain ongoing concerns now that the system has been operational for a year.

## **US-UK DEFENSE COOPERATION TREATY**

- We have been working closely with our colleagues at the British Embassy in Washington to provide input and information into the discussions surrounding the implementing legislation for this Treaty which has already been ratified by the UK Government. Approval of this Treaty will be a tremendous boost for member companies of ours on both sides of the Atlantic who are active in the Defense area. We also wrote to the then Chair of the US Senate Foreign Relations

Committee, Senator Biden, on 14 August 2008 to urge its swift ratification by the US administration. We were disappointed subsequently, to learn that the Senate Foreign Relations Committee would be delaying their decision until the next Congress. However, we continue to push for early adoption of the Treaty, and have been pleased to note that the new Chair of the Committee, Senator Kerry, has now signaled his support of the Treaty, and his intent to have it passed by the summer. Once this takes place, the Treaty would enter into force. We shall continue to monitor prospects for approval by the Senate in the coming months

### **UK CAUCUS IN US CONGRESS**

- We have been actively engaged with the leadership of the new UK Caucus in the US House of Representatives on a number of legislative items relevant to our members such as foreign investment, and working with our colleagues at the British Embassy to develop a regular framework of meetings with relevant Congressional staffers on specific topics. (We had previously been actively involved in the formation of the UK Caucus, two years ago).

### **TAXATION OF FOREIGN PROFITS OF COMPANIES IN THE UK**

- In March 2008, we wrote a detailed and wide-ranging letter to HM Treasury in response to its consultation paper on its proposals for the taxation of foreign profits of companies in the UK, making a number of comments and suggestions relating to the potentially adverse implications of the proposals for our members. As a result HM Revenue and Customs have conducted further consultations on certain aspects of this matter.

In March 2009, we wrote again to HM Revenue and Customs in response to its consultation paper, outlining our concerns specifically with reference to the proposed worldwide debt cap and the potentially adverse effects for foreign direct investment, encouraging as it would higher tax bills for the cash-rich with no such similar penalty for those with higher levels of debt.

### **PLANNING PERMISSIONS**

- In March 2008 we responded to a request from UK Trade & Investment to input into a report on changes to planning permission regulations. In our response, which we made on behalf, in particular, of our members from the real estate community, we stressed the need for a simplification of the existing rules. A report was published on 24 November 2008. We will be checking if the UK government takes account of our recommendations in its decision-making.

## **HEATHROW**

- In early 2008, we submitted a substantial response to the UK Department of Transport's request for comments on the proposed expansion at Heathrow, arguing that this would be crucial for the continued economic development of London and the South East. We were therefore glad to hear on 15 January 2009, that the government had signalled the green light for the third runway and a sixth Terminal at London's Heathrow airport.

## **AVIATION DUTY**

- In April 2008 we wrote to HM Treasury in response to their consultation on Aviation Duty. The duty proposed changes to taxation for both commercial and freight airlines for implementation in late 2009. We were therefore pleased to learn from Chancellor of the Exchequer's Pre-Budget Report on 24 November 2008 that the government had decided to abandon the proposals. In his report, the Chancellor confirmed that they would not be moving forward with the proposed Aviation Duty, but would be in fact be restructuring APD along 4 distance bands, with a higher tariff for longer flights. We are pleased that the proposed duty has been scrapped.

## **EU UNFAIR COMMERCIAL PRACTICES DIRECTIVE**

- In response to a consultation by the UK's Department for Business, Enterprise and Regulatory Reform (BERR) about the EU's **Unfair Commercial Practices (UCP) Directive**, we submitted a paper laying out our members' concerns that the proposals relating to misleading packaging would not be effective, and suggested measures to remedy this.

## **PHARMACEUTICAL PRICING**

- At the request of the UK Department for Business, Enterprise and Regulatory Reform, we responded to the report by the Office of Fair Trading (OFT) on the Pharmaceutical Price Regulation Scheme (PPRS), expressing serious concerns about the impact of specific aspects of the proposals. We shall await further, formal proposals to see how far they are consistent with the views of our members.

## **FEEDING IN OUR VIEWS TO THE EU-US SUMMITS**

- We have, on occasion, and at the request of the UK Treasury, submitted position papers for EU-US Annual Summits.

## ***B) PREVIOUS POLICY INITIATIVES – PARTIAL, ILLUSTRATIVE LISTING***

- In response to the UK Department for Culture, Media and Sport (DCMS) consultation on the EU's proposals to widen the scope of its **Audiovisual Media Services Directive** (formally known as "Television Without Frontiers Directive"), we expressed our members' concerns that the close economic relationship between the US and UK could be damaged by these proposals as they could lead US companies to invest outside the EU (and therefore outside the UK) in countries with less stringent regulation. We also expressed concern about the impact on innovation that increased regulation of the audio-visual media sector would have as technology was still rapidly evolving. The Government took account of our concerns, and the changes we sought in the legislation were largely achieved.
- In an exchange of correspondence with the UK Secretary of State for Trade and Industry, we maintained our concerns about the proposed codification of directors' duties contained in the **Companies Bill**, warning of the negative impact this would have on future US investors because of the lack of clarity in the text.
- In response to members' concerns about proposals under consideration in the US House of Representatives to impose a \$1500 training fee on **L-1 company transferee visas**, we wrote to the Chairman of the Committee on the Judiciary of the House of Representatives, arguing successfully that this fee would impact negatively on international commerce and job creation and business investment in the US.
- Earlier, we were similarly successful with our representations over two successive years to the key Committee Chairmen in the Senate and the House of Representatives, when we urged an extension to the deadline for the **Visa Waiver Program** (VWP) as the majority of countries using the VWP program were unable to meet the original deadlines: the deadline was accordingly extended on two separate occasions, for an additional year.