



EUROPEAN COMMISSION

Directorate-General for Trade

Directorate E - Neighbouring countries, USA and Canada
USA and Canada

Brussels,
USA and Canada

Meeting Report

Quick note - TABC meeting 20 May

Dear [*]

A quick note of what was discussed with TABC ([*], [*]) on Wednesday morning:

- They are working on a comms campaign with AmCham EU and the ERT. First outputs expected very soon. The idea is for it to be open-source – they will send materials to associate members in EU Member States, to be used and adapted to the local context. They will translate when possible.
- It will include social media stuff. They would welcome any amplification we can offer, though appreciate that's not necessarily our role (rather vice versa...)
- They also want to build a network of pro-TTIP speakers. Like us they often get requests they do not have the capacity to manage, whether it's for travel reasons or language or simply too many at once.
- Duration of the campaign depends partly on experience but current plan extends to early next year.
- Separately, they are continuing their work with universities and student associations. For example, European Young Liberals: <http://www.lymec.eu/> - who have started a TTIP Ghostbusting campaign: <https://www.youtube.com/watch?v=9rCirXtFVQ>
- They are also working with the Young Transatlanticists' association in Germany.

We discussed some of the potential pitfalls and challenges, and it sounds as though they are well prepared. I asked them to keep us in the loop.

[Out of scope]

Hope this is useful

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