



EURASIA BUSINESS PLATFORM

**Chamber of Commerce
of the United States of America**

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Eurasia Business Platform

- **Shaping economic policy in the rapidly emerging market between the E.U. and China (Central Asia, the Caucasus, Turkey, Russia and Ukraine).**
- **Creating and maintaining dialogue, access and interaction with Eurasia's key government and business decision-makers**



EBP Objectives

- Create an awareness of the value of Eurasian regional integration
- Shape perceptions and policies in the U.S., Europe and in the region
- Develop cross cutting policy recommendations
- Strengthen the AmCham network



Overarching Objective

Foster regional cooperation and integration with the goal of creating a transparent and profitable commercial and investment climate while contributing to the positive development of a strategically important part of the world



Key Activities

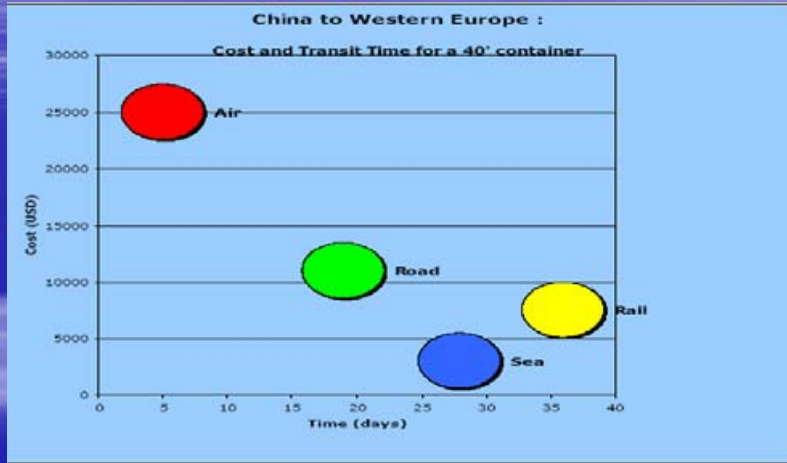
- Commissioned Commercial Feasibility Study: Land Transport Options Between Europe & Asia
- Briefed U.S. government officials from the U.S. Departments of State, Commerce, Treasury, Homeland Security, the National Security Council, and members of Congress
- Hosted Central Asian Ministers in Washington during TIFA talks
- Istanbul roundtable
- Moscow roundtable



LAND TRANSPORT OPTIONS BETWEEN
EUROPE AND ASIA:
Commercial Feasibility Study



China to Western Europe A Broad Comparison



Developing Eurasian Land Transport Options

- Time matters
- Predictability and reliability are key
- Border crossing and other facilitation issues must be adequately addressed
- Increased regional cooperation is a necessity



Istanbul Roundtable

- Eurasia has the potential to be a large and lucrative market beyond only the energy sector
- Key Areas for Regional Cooperation and Integration:
 - Transport and trade facilitation
 - Environment and water resource management
 - Development of human capital
 - Rule of law issues and corporate governance programs
 - Protection of Intellectual Property Rights (IPR) and combating trade in counterfeit and other illicit goods
 - Energy security and diversification of the economies
 - Reducing red tape, corruption and increasing transparency



Moscow Roundtable

- IP Protection and Anti-Counterfeiting
- Transport Development & Trade Facilitation



Going Forward

- New study on ‘Secure Trade Mechanisms’
- Regional survey of international investors on trade facilitation issues
- First Annual EBP Conference
*“Between Europe & Asia-
Growth Imperatives and Regional Responsibilities”*



Meeting the Challenge

As long as the countries in the region do not address, in a meaningful way, trade facilitation, as well as market and economic policy fragmentation, most companies will not make the region a priority.

