



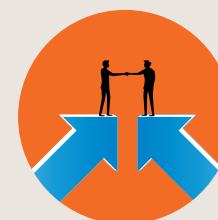
PRIORITY POINTS 2026

Collaboration, Competitiveness and Commitment For a Stronger Investment Climate

It is AmCham's mission to advocate for a strong and attractive investment and business climate. While we call for ongoing and constructive transatlantic engagement, this equally and urgently requires the EU and the Netherlands to strengthen their own domestic foundations. In AmCham's view, three principles remain essential:

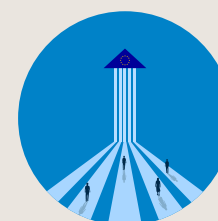
- 1 **Continued Transatlantic Dialogue and Open Trade**
- 2 **Competitiveness and Level Playing Field Within the EU**
- 3 **Investment in the Netherlands' Future Resilience.**

These priorities have become more urgent in the past year.



1 CONTINUED TRANSATLANTIC DIALOGUE, OPEN TRADE

- a) The business community strongly recommends swift implementation of the **EU-US Framework Agreement** and calls for a **constructive tone aimed at practical cooperation, predictability and mutual respect**.
- b) The U.S. and the EU should **focus on shared economic interests**. The answer should not be protectionism or the exclusion of companies based on headquarters location. **Structured negotiation forums between the EU and the U.S.** can help coordinate trade, economic and technology policies, strengthen standards and regulatory frameworks, and improve supply-chain resilience in strategic sectors.
- c) The Netherlands should continue to play a leading role in keeping channels with the U.S. open. Practical engagement remains worthwhile, and **the Netherlands should remain a credible proponent within the EU of an open and future-oriented transatlantic relationship, both internationally and domestically**.



2 COMPETITIVENESS AND LEVEL PLAYING FIELD IN THE EU

- a) The EU must stay focused on competitiveness, resilience and independence. The challenge now is **implementation at speed**, and Member States should make pragmatic use of the **Enhanced Cooperation mechanism** where progress risks slowing down.
- b) **Simplification must become real in practice** and go beyond eliminating overlap and duplication. AmCham sees the EU's simplification efforts as a necessary correction and encourages governments to continue on this path. **The Netherlands should avoid national gold-plating**, while predictable, proportionate and coherent regulation remains essential to attract and retain investment.
- c) The Netherlands should lead within the EU in strategic sectors where it is already strong, while **translating ambition into faster execution**. Efforts should focus on **scaling existing strengths and removing procedural bottlenecks** so strategic initiatives can move more quickly into implementation.



3 INVESTING IN THE NETHERLANDS' FUTURE RESILIENCE

- a) Talent, technology and innovation will determine long-term success. A strong labor market requires **future-oriented skills, labor mobility, productivity growth, high-quality education and an attractive environment for international talent**. Multinationals and SMEs together remain the **cornerstone of Dutch economic strength**.
- b) The Netherlands must **focus strategically** on areas where it can secure relevant positions. **Fiscal measures and targeted R&D investments** remain essential to strengthen innovation, advanced manufacturing and the Netherlands' position as Europe's gateway.
- c) **Predictability, business friendliness and execution discipline remain vital**. AmCham calls for reliability, faster permitting procedures and pragmatic solutions to barriers such as grid congestion, housing and energy infrastructure.