



BritishAmericanBusiness

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**European Commissioner for Trade Delivers Annual Winston Churchill Lecture**

*Rt. Hon. Peter Mandelson PC discusses politics and priorities facing the US and EU resulting from globalization*

(New York, NY - 9 June 2008) BritishAmerican Business, the leading transatlantic business organization, today welcomed the Rt. Hon. Peter Mandelson PC to deliver the Annual Winston Churchill Lecture in New York. Addressing an audience of more than 200 executive business members and guests of BritishAmerican Business, Mr. Mandelson underscored the importance of strong economic and political ties across the Atlantic as the process of globalization continues to unfold.

"How Europe and America engage with the challenges presented by globalisation, the integration of world markets and addition of more than a billion new consumers in the world economy, will define the 21st century. The scale of this challenge will force us to rethink many of our assumptions about economic power and states in the global economy" said Mandelson. "I am most pleased to have the opportunity today to discuss the politics and priorities we must work together to address with BritishAmerican Business. The more than 700 companies actively involved in transatlantic and global business represented by this organization will play a key role in determining our future."

Aidan St. P. Walsh OBE, President of BritishAmerican Business and Partner in Charge International with KPMG LLP said, "We are delighted that Peter Mandelson accepted our invitation to present the 2008 Winston Churchill Lecture. Our Churchill Lecture series has a strong tradition of bringing leaders in business and international policy together for a meaningful exchange. Mr. Mandelson's address on globalization will continue and reinforce this tradition."

The BritishAmerican Business Winston Churchill Lecture Series provides a platform for a leading international statesman to address a critical issue facing the international community, with an influential transatlantic business audience.

The series was launched with a lecture given by The Rt. Hon. Gordon Brown MP, then British Chancellor of the Exchequer, in 2002. Other previous lectures were delivered by the Rt. Hon. Margaret Beckett MP, then British Minister of State for Foreign & Commonwealth Affairs in 2007 and former US Senate Majority Leader George Mitchell in 2006.

The 2008 title sponsor for the Winston Churchill Lecture Series is HSBC Bank – North America.

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About BritishAmerican Business ([www.babinc.org](http://www.babinc.org))

BritishAmerican Business has grown to become the leading transatlantic business organisation, dedicated to helping companies connect and build their business on both sides of the Atlantic.

Our long-term membership includes the world's leading multi-nationals and middle-market companies. We provide them with access to practical, measurable business expansion opportunities, by delivering high-calibre networking and targeted marketing platforms, as well as top-quality business intelligence and regulatory advice and influence.