

## Creating the World's Most Valuable Free Trade Area? The Promise and Potential Pitfalls of the Transatlantic Trade and Investment Partnership

In July the United States and the European Union officially launched negotiations of a transatlantic free trade agreement, known as the Transatlantic Trade and Investment Partnership. These negotiations aim to harness the world's two largest economies by eliminating tariffs, easing foreign direct investment, and addressing regulatory differences. It has the potential to be the most valuable bilateral trade agreement in the world, but there are a number of political, legal and administrative challenges to realizing its full potential. Because of the economic importance of the U.S. and EU and because the negotiations have the explicit ambition of setting global standards, these talks have global implications. This event, the first in a series to be sponsored by CETS over the coming year or so, will provide an overview of the negotiations focusing on both parties' ambitions and highlighting likely challenges.

### Moderator

**Dr. Vicki Birchfield**, Associate Professor and Co-Director of CETS

### Speaker

**Dr. Alasdair Young**, Associate Professor, Jean Monnet Chair and Co-Director of CETS

### Commentators

**The Hon. Denis Barbet**, Consul General of the French Republic

**The Hon. Jeremy Pilmore-Bedford**, Consul General of the United Kingdom

**The Hon. Christoph Sander**, Consul General of the Federal Republic of Germany

### **WHERE:**

Georgia Institute of Technology  
Wardlaw Gordy Room  
177 North Avenue

### **WHEN:**

Thursday, September 12th, 2013  
4:30 pm – 6:00 pm

A reception will follow.

**Please RSVP by Monday, September 9<sup>th</sup>.**  
**For questions and RSVP, Email: [simoes.raisa@gmail.com](mailto:simoes.raisa@gmail.com)**