



## **Bringing the Atlantic Declaration to Life for a Stronger Transatlantic Digital Economy**

The United States and United Kingdom announced the Atlantic Declaration for a Twenty-First Century U.S.-UK Economic Partnership in June, identifying a wide range of priorities for future work across many important topics. Both countries now have an opportunity to develop the principles and commitments from the Declaration into practical, meaningful measures to facilitate modern trade and investment and strengthen transatlantic leadership in critical technology areas.

As the two countries work together to deliver on these principles, we believe there is also a real opportunity to provide a united front for outcomes related to third-country, regional, and multilateral issues, including at the World Trade Organization (WTO).

The U.S. and UK are the world's leading exporters of digitally-delivered services. They are each other's most important cross-border e-commerce markets, and among each other's biggest trading partners for digitally-enabled services. Direct investment in the other market totals more than \$1.7 trillion.<sup>1</sup>

Companies of all sizes in both countries are at the forefront of embracing new technology to facilitate trade across a wide range of economic sectors. Progress on advancing a mutually beneficial transatlantic agenda reflecting commercially meaningful rules-based commitments as well as sound, transparent, risk-based approaches to regulation will set the stage for digital trade and innovation to flourish across the Atlantic.

ITI and techUK are pleased to offer the following recommendations for a close UK-US trade and cooperation agenda that brings the principles of the Atlantic Declaration to life through strong, modern commitments in the below areas. These commitments will also support longer-term success in additional priority areas, including supply chain resilience and quantum technologies.

### **Advancing Transatlantic Leadership on Digital Trade**

As the two countries expand cooperation on the range of topics included in the Atlantic Declaration, they should bear in mind that a comprehensive trade policy agenda is fundamental to achieving these goals. In particular, concluding precedent-setting digital trade provisions would advance transatlantic leadership, and would help each side address market access barriers around the world. We strongly

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<sup>1</sup> <https://ustr.gov/countries-regions/europe-middle-east/europe/united-kingdom>



encourage both sides to continue discussions on bilateral trade, with an eye on eventual negotiation of ambitious, rules-based trade commitments.

While we note with disappointment the recent U.S. announcement that it would no longer support long-standing principles on digital trade at the WTO, we welcome the commitment to transatlantic data flows, through the EU-U.S. Data Privacy Framework and UK-U.S. Data Bridge, providing much-needed legal certainty for companies of all sectors and all sizes on both sides of the Atlantic.

Given the high quality of their respective regulatory practices, both governments are well-positioned to strengthen and expand the application of state-of-the-art good regulatory practices, particularly regarding potential approaches to addressing emerging services or technology issues. We encourage discussion and coordination on this issue, with the goal of ensuring policy actions are targeted, proportionate, and developed in a fit-to-purpose manner that facilitates trade, innovation, and strong protections, with ample opportunity for broad stakeholder input. As part of these efforts, the governments could also explore creating innovative approaches to testing new technologies using data (e.g., sandboxes) and should support the development of voluntary, industry-led, market-driven, and consensus-based international standards. By broadening application of these and other good regulatory practices, both governments can leverage the maximum range of existing tools to address legitimate public policy objectives in a manner that prevents unnecessary policy fragmentation, avoids trade barriers, and maintains U.S. and UK leadership in the modern global economy.

### **Cooperation on Artificial Intelligence**

Technologies like AI and machine learning are prevalent in the way companies do business, including small businesses that use AI tools to increase productivity and find new markets abroad, and industries that build and export AI technologies across borders. To strengthen public trust in AI and enable next-generation innovation to flourish, it is important to develop responsible and internationally aligned AI governance frameworks and, where appropriate, risk-based regulatory approaches that are sufficiently flexible to account for new opportunities and challenges.

We welcome the leadership of the UK government in hosting the Global AI Safety Summit London and the leaders' joint statement that call for safeguards on Frontier AI. We also commend the Biden Administration for its Executive Order on artificial intelligence.

To stimulate growth, but also to take the lead globally, the U.S. and the UK must be thoughtful and decisive leaders in creating sensible AI governance frameworks. Any potential regulations should be made interoperable between markets, avoid



unnecessarily burdensome approaches, and ensure that they take into account the risks and impact on innovation and economic growth. Further, the sides should focus their collaboration on AI to develop a shared definition of frontier models, delineate the specific and unique risks that these models might pose, and then identify opportunities to collaborate in international standards development activities for related work. We also encourage collaboration between the newly announced U.S. and UK AI Safety Institutes to develop consistent metrics for evaluation and testing of frontier models. Finally, as the use of AI models can increase the risk that personal data could be exploited and exposed, both governments should work collaboratively to promote policies and capabilities like privacy-enhancing technologies (PETs) to protect citizens' confidentiality and privacy.

### **Next-Generation Telecommunications Collaboration**

We welcomed the Atlantic Declaration's focus on cutting-edge telecommunications activities to accelerate development and market implementation of these technologies. Telecommunications underpins innovation and advancement across all economic sectors, and strengthening transatlantic leadership in this area is a critical goal.

The United States and United Kingdom, in close partnership with industry and other stakeholders, should focus their collaboration on:

- Promoting transatlantic collaboration in advance of and following the 2023 World Radiocommunication Conference (WRC-23); and
- Accelerating research and development for 6G through the development of a joint 6G research vision and a roadmap.

### **Additional Cooperation**

We encourage the U.S. and UK governments to follow through with the implementation of the Atlantic Declaration's commitments on ensuring flexible and coordinated export controls. Further, although we acknowledge that this will be a decision for Congress, we would welcome UK companies being treated as a 'domestic source' within the meaning of Title III of the Defense Production Act.

### **Conclusion**

We welcome the goals of the Atlantic Declaration and urge both sides to prioritize this work to ensure this becomes a durable, action-oriented mechanism that delivers real value for businesses and societies on both sides of the Atlantic. Further, we stand ready to work with both governments to advance those areas. In order for that process to be successful, we encourage the continuation of the Atlantic Dialogues, with strong stakeholder engagement at all stages and levels of interaction to create a broad and inclusive space for advancing cooperation.