

Current Issues

in North American Studies and Cultural Studies
Lecture Series | Winter Term 2015-2016

**NORTH
AMERICAN
STUDIES
PROGRAM**

Consul General Michael R. Keller
U.S. Consulate General, Düsseldorf

universität**bonn**

“TTIP, Trade, Diplomacy” —Columbus Day Lecture 2015—

Tuesday, November 10, 2015 | 6:00–8:00 pm
Lecture Hall XVII, Regina-Pacis-Weg 5



Germany is one of the United States’ strongest allies and plays a critical role both within Europe and worldwide – from Ukraine and the Mid-East to climate change and the increasing movement of refugees. Another challenge concerns the economic disruptions related to globalization. Like ordinary trade agreements, the Transatlantic Trade and Investment Partnership (TTIP) seeks to reduce, even eliminate, tariffs. But of far greater significance is its focus on non-tariff barriers to trade and creating a framework for future U.S.-EU trade and investment cooperation. As Mr. Keller argues in his lecture, both aspects of TTIP will strengthen Europe and America’s position in leading a global conversation on establishing trade norms, regulatory cooperation, and high standards for the 21st century.

Michael R. Keller has been the new U.S. Consul General in Düsseldorf since the end of August 2015. He joined the Foreign Service in 1992 and has served as a U.S. diplomat in Africa, Europe, Asia, and South America, specializing primarily in economic issues.

The talk and discussion will be followed by a small reception.