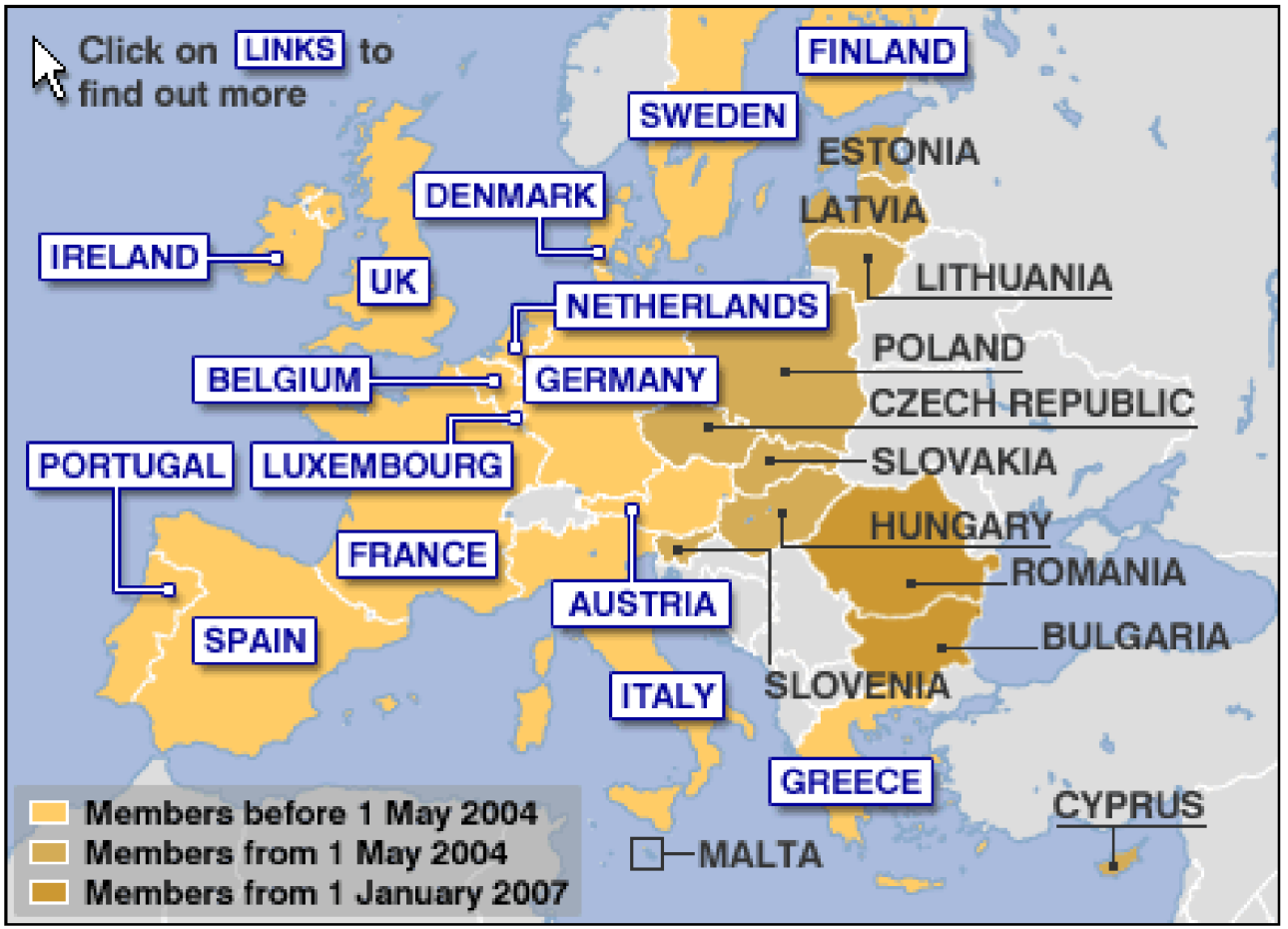Transatlantic Trade and Investment Partnership (TTIP) aka Transatlantic Free Trade Area (TAFTA)