

Bird & Bird

# Regulatory & Public Affairs

*Ensuring that the voice of your  
business is heard by  
decision-makers*

2025



# Regulatory & Public Affairs

## *Helping you to navigate the EU environment*

At a time of increasing regulatory complexity, our Regulatory & Public Affairs team works in an integrated way with the firm's legal experts to provide clients with an efficient, coordinated approach to address evolving legislation.

We advise on cutting-edge issues in highly regulated areas including the technology, communications, media, sports, entertainment, automotive and energy sectors. In addition, our public affairs professionals regularly support companies and organisations in relation to trade and competition cases.

In a complex EU environment comprising 27 Member States, 720 Members of the European Parliament and 32,000 European Commission officials, ensuring your business is heard can be a challenge. Our Regulatory & Public Affairs team helps you to cut through the red tape with tailored, strategic support.

Advance information about legislative proposals is crucial to the development of any public affairs plan. We can provide horizon-scanning services tailored to your company's specific priorities, so you are not caught unaware by regulatory changes impacting your business. Our team is also adept at preparing responses to public consultations, drafting position papers and voting recommendations to convey the priorities of your industry to EU legislators.

Building on our network of position relationships in Brussels, we are ready to organise meetings with relevant decision-makers in the European Commission, European Parliament and Member State representations. We also provide briefings and talking points ahead of such meetings.

Based on deep regulatory expertise and sector knowledge, we offer pragmatic advice on the practical impact of regulatory change on business operations. This in turn will help

you to stay ahead in a challenging and constantly evolving regulatory environment.

When you instruct our Regulatory & Public Affairs team, you gain a trusted partner that takes the time to deeply understand your business, anticipate regulatory trends and assess the impact of policy developments. This enables us to deliver tailored solutions that not only address immediate regulatory challenges but also drive long-term growth and success.

*“Bird & Bird has a strong and experienced regulatory team, who is very good at handling complex matters. They have a very strong European network, with most offices at the top of their field.”*

*Chambers, Europe-wide 2025*

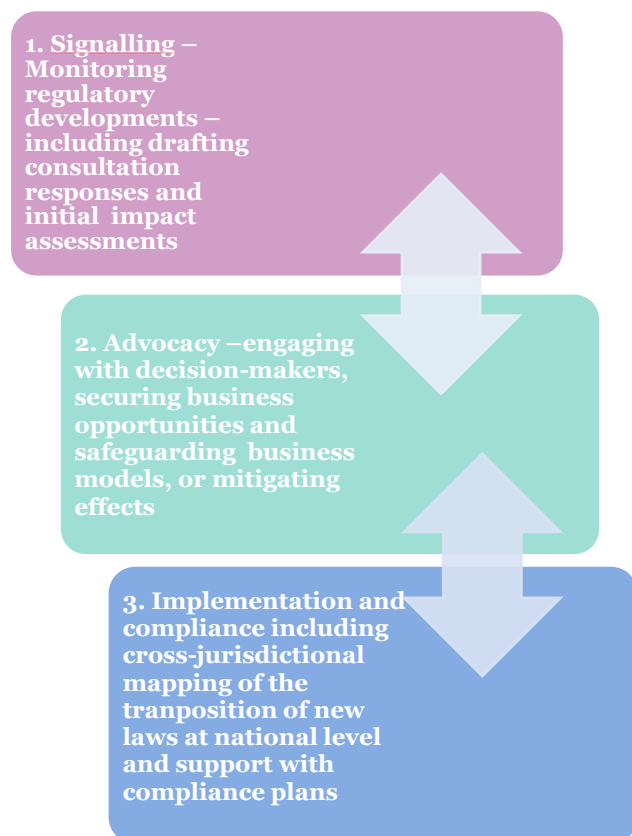
# Regulatory & Public Affairs

## Focus areas

Regulation is an integral consideration in most strategic projects, including the development of new products and services.

Our Regulatory & Public Affairs team works seamlessly with our lawyers to provide an integrated approach for our clients. This means that you will benefit from a single, coordinated service—eliminating the need to brief both a law firm and an external public affairs consultancy. The result is a more efficient, time- and cost-effective solution.

According to your needs, we can provide strategic advice in the following focus areas:



**Signalling** - Advance information is crucial for shaping any public affairs programme. We provide **horizon-scanning services** tailored to your specific regulatory priorities, so you are not caught unaware by regulatory changes impacting your business:

- **Horizon-scanning for international sports federation:** our team has provided a monthly monitor with insights into policy discussions and forthcoming policy initiatives at both EU and national level in relation to copyright and trademark regulation, broadcasting and enforcement.
- **Tracking the progress of legislation:** we assisted an international Generative AI company with understanding the progress of the AI Act throughout the EU decision-making process. Support included sharing of early draft texts and proposed amendments, as well as providing insights into institutional discussions.
- **Monitoring for a leading online travel agency:** our team provided a regulatory monitoring service covering eight different jurisdictions and 16 policy areas including digital regulation, competition and consumer protection laws.
- **Multinational technology conglomerate with a focus on social media and games:** we conducted a scoping exercise on the exposure of their products to the EU Digital Services Act and guidance on the applicability of the Digital Markets Act.
- **Providing inside knowledge of the status of secondary legislation:** our team assisted a multinational tech company with insights into closed-door discussions on secondary legislation in the field of cybersecurity.
- **Monitoring for a provider of mobility services:** we support a leading client in the mobility sector by keeping their team informed about relevant EU data regulation developments, including preparing materials for the company's board.
- **Analysis for a leading life science company:** our Regulatory & Public Affairs team worked with our legal experts to provide a study of the potential impact of the EU AI Act on access to and secondary use of data.

*“Bird & Bird have a lot of experience advising technology companies and good regional coverage.”*

### *Chambers Global Data Protection, 2025*

**Advocacy** - Building on our network of positive relationships in Brussels, we **organise meetings** with relevant decision-makers in the European Commission, European Parliament and Member State representations, in addition to preparing briefings ahead of such meetings. Our team can help you to engage with EU institutions to convey your priorities and concerns in a constructive and timely way, in order to achieve the best possible outcome:

- **International provider of AI systems:** our team advised on the EU AI Act, including drafting position papers and voting recommendations, analysing draft texts of the regulation and organising meetings with the EU institutions and Member States.
- **Multinational conglomerate:** we drafted a position paper on the EU Data Act sent to the European Commission and MEPs. We also provided a summary of the key provisions in the regulation and advised how it will apply to the company's business.
- **Leading technology platform:** our team helped the platform engage actively with the EU institutions and Member States on the Digital Services Act. Tasks included preparing a Commission consultation response, creating a position paper and voting recommendations, in addition to facilitating meetings with MEPs.
- **Paper industry:** we provided support with a range of anti-dumping and anti-subsidy cases since 2019. Our Public Affairs professionals and trade lawyers work in an integrated team to draft position papers on

the cases, organise meetings with the European Commission, as well as national Trade Ministries.

- **Leading U.S. provider of sports content:** we supported in the preparation of a response to the European Commission consultation on live event piracy.

**Compliance** - Regulators are casting an ever-closer eye on industry compliance. We can assist your business in preparing for compliance and managing risks, whether it be pre or post market entry, day-to-day compliance, new product or service launches or transactional approvals and compliance assessments to support due diligence.

- **Multinational Information Technology company:** our team prepared an internal knowhow document and provided advice to inform business units regarding the contents and applicability of the EU AI Act on the company's business model.
- **E-Commerce platform:** we drafted question and answer documents and fact sheets to support the company's preparations for compliance with the EU Digital Services Act.
- **Digital transformation:** our team supported a leading trade association representing digitally transforming industries in Europe in a project analysing and advising on the transposition of the European Electronic Communications Code (EECC).
- **Blockchain Regulatory Sandbox:** Bird & Bird and its consulting arm OXYGY are carrying out a [three-year project](#) with the European Commission to encourage companies and public entities from across the EU/EEA with innovative blockchain use cases. Companies participating in the sandbox can discuss regulatory questions in a safe and confidential environment with relevant regulators.

**Scope of Services** – we can assist you with the following tasks:

#### Regulatory & Public Affairs Services

- Monitoring Services following regulatory developments and tracking issues
- Developing EU engagement strategies on behalf of companies or organisations
- Explaining EU decision-making processes and timelines for emerging policy issues or proposed legislation
- Providing strategic advice on regulatory developments and compliance
- Drafting EU consultation responses, position papers and voting recommendations
- Advising on messaging and drafting talking points for advocacy meetings
- Organising and representing stakeholder groups with common interests
- Facilitating client meetings with EU institutions and Member States
- Conducting cross-jurisdictional mapping of national implementation of new EU legislation

*“Bird & Bird have deep expertise and knowledge of TMT and privacy matters including new and emerging laws and technology. They consistently provide excellent client service and are highly responsive.”*

*Chambers Global TMT, 2025*



# Key contacts



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*“The team at Bird & Bird are just excellent across the board. They always seek to unravel the most complex issues and are creative in finding suitable solutions.”*

*Chamber, Europe-wide 2025*



# Thank you

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