

Bird & Bird

Regulatory & Public Affairs

Ensuring the voice of your business is
heard by decision makers



Regulatory & Public Affairs

Helping you to navigate the EU environment

In an EU environment with 24 official languages, 27 Member States, 183 diplomatic missions, 705 Members of the European Parliament and 23,000 European Commission officials, how do you ensure that the voice of your business is heard above all the noise?

Your business can benefit from Bird & Bird's regulatory expertise and pragmatic public affairs advice. We can help you by signalling forthcoming legislation, organising your advocacy and engagement with decision-makers, as well as helping your company to comply with incoming laws. Our Regulatory & Public Affairs team works at the intersection of policy, the legal framework, and business realities. We have the experience your organisation needs to navigate complex decision-making processes.

When you instruct Bird & Bird, you are working with a team that takes the necessary time to analyse your business sector, anticipate trends and assess the impact of regulatory and policy changes. We advise on cutting-edge issues in highly regulated sectors including technology, communications, media, sports, financial services, life science, automotive and energy. Our Regulatory & Public Affairs team works in an integrated way with our legal experts. This means that clients do not have to separately brief a law firm and an external public affairs consultancy, which saves on time and fees as well as ensuring an efficient, coordinated approach.

Our sector specialists go beyond textbook explanations of how the EU decision-making procedure works, to help you understand how the system functions in real life. Clients can rely on our broad network of relationships with EU institutions to ensure that decisions affecting their business are not taken without their voice being heard.

Advance information is crucial for shaping any public affairs programme. Your business will benefit from our early warning system for forthcoming legislation that will change the way that you do business. Depending on your specific needs, we can help you to define your messages and convey your priorities to key decision-makers at the right time or provide cross-jurisdictional mapping of the transposition of new legislation at national level. We provide support and strategic advice based on profound legal and regulatory knowledge together with a thorough understanding of public policy and decision-making processes.

"The uniqueness of this firm lies in the competence of the team and the ability to transpose purely regulatory concepts into practical solutions."

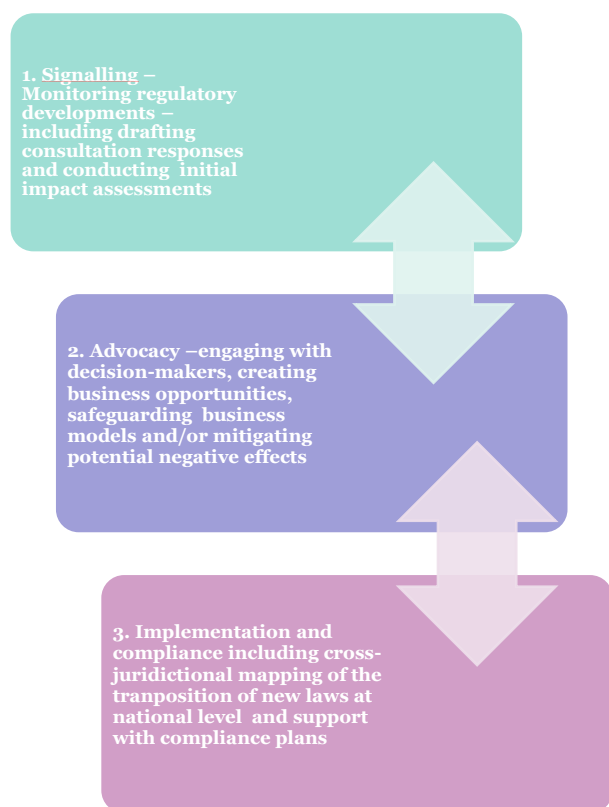
Legal 500, EMEA 2022

Regulatory & Public Affairs

Focus areas

Regulation is now an integral consideration in most strategic projects, including the development of new products and services. Increasingly, it is also playing an important part of the management of our clients' businesses, especially with today's strong focus on environment, social and governance (ESG) issues.

Your business will benefit from the deep policy expertise provided by our Regulatory & Public Affairs team and its understanding of the consequences of new regulation on your sector. We can provide strategic advice in the focus areas described below.



Signalling - Advance information is crucial for shaping any public affairs programme. Our team acts as an early warning system for forthcoming laws that will change the way that you do business.

- **Analysis for a leading pharmaceutical company of the potential impact of the EU Artificial Intelligence Act:** our Regulatory & Public Affairs team worked with our legal experts to provide an in-depth study of the potential impact of the forthcoming EU AI Act on access to data, quality of data, secondary use of data and future transparency obligations.
- **Mapping of EU digital regulatory initiatives:** our team assisted in the drafting a detailed report on the European Data Strategy commissioned by the Finnish Innovation Fund, Sitra, an independent public fund and think tank. This study analysed the impact of the data-related proposals on public administration, business and consumers.
- **Monitoring for international sports federation:** we provide a monthly horizon-scanning service that gives a comprehensive overview of global regulatory developments with regards to sports rights, intellectual property rights and audiovisual regulation.

"Their work is absolutely top notch"

Chambers, Global-wide 2022

Advocacy - Our team helps clients to actively engage with EU institutions to convey their priorities and concerns in a constructive and timely way, in order to achieve the best possible outcome for their industry.

- **Regulation of digital services:** our team helped a leading international technology platform to engage actively with the EU institutions and Member States with regard to the Digital Services Act. Tasks included drafting a Commission consultation response, as well as creating a position paper and voting recommendations, facilitating meetings with MEPs to discuss amendments and outreach to Member States.
- **Outreach in international trade cases:** we have supported one of the world's leading manufacturers in sustainable fibre-based solutions with respect to a number of anti-dumping cases from 2019 to 2022. Our Public Affairs professionals and trade lawyers created an integrated team to draft position papers on the cases, organise meetings with the cabinet of the EU Trade Commissioner, as well as national Trade Ministries.

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

- **Leading international technology platform:** our team prepared a detailed impact assessment of the potential impact of the Digital Services Act and Digital Markets Act on the company's wide range of services, together with practical advice on the steps that various business units should take to prepare for compliance.

- **Digital transformation:** our team supported a leading trade association representing digitally transforming industries in Europe whose members include global leading corporations and national trade associations across Europe in a project analysing the needs to legislations and standards caused by digitalisation, including:
 - Analysing and advising on proposed transposition of the European Electronic Communications Code (EECC) in 28 countries
 - Scope of legislation (fixed, mobile, Over-the-Top)
 - Market access/formalities
 - Safety & security regulations
 - End-user protection & public warning
 - ePrivacy, data retention, lawful intercept
 - Regulatory and enforcement powers for NRAs.

"Bird & Bird advises a wide range of global clients on regulatory and commercial mandates."

Chambers Global wide 2022

Scope of Services - Our services include:

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 issues
- 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
- Conducting cross jurisdictional mapping and analyses of national positions
- Facilitating client meetings with EU institutions, Permanent Representations and governments

"The team regularly assists with nationwide 5G roll-outs, broadband expansions and product launches, with further expertise in regulatory mandates covering EECC and frequency allocations."

Chambers Europe, 2022

"Bird & Bird provides integrated regulatory and public affairs support"

Legal 500, EMEA 2022

- **Data Transfer Project for the European Commission:** we were selected by the European Commission to assist DG Connect with compliance assessment & legal analysis services related to the transfers of personal data from EU Member States to third countries. The selection was completed in 2021 for the years 2022 – 2024.
- **Support for European paper industry:** our team assists a trade association in the European paper industry and its members by providing regular briefings on developments regarding the EU trade strategy, market access and sustainable development. Tasks include assisting the association with its outreach and responding to consultations on priority issues.

Key contacts



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Band 1 for
Global Multi-
jurisdictional
TMT & IP

Chambers Global 2022

Tiers 1 or 2
for TMT in
17 Jurisdictions

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Leading Global
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& FinTech

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(IT, Telecoms, Media,
FinTech & Data Protection)

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IT, Telecoms &
Data Protection

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