



## EU Law and Policy

Today the world operates within a complex political and regulatory environment. The way in which businesses and governments interpret and influence the developments within this environment is crucial to their ongoing commercial success.

Effective management of this environment is key to the way in which you are perceived by the markets and by political, regulatory, media and consumer audiences.

Our objective is to help our clients, whether business or government to navigate their way through the complex network of regulation, legislation and standards that govern global policy making; to understand policy creation and decision making processes across the EU and beyond; and to ensure their opinion is heard and heeded in Brussels, Geneva, London and other global capitals.

DLA Piper has assembled a dedicated team to lead this work, who enjoy the support of the largest legal services provider in the world. We understand Government and Policy Making and we recognise that it is founded on the Law.

Unlike any other firms, our team is drawn from skilled professionals with long-standing experience, including at the most senior levels, in EU and national regulatory authorities and international organisations. We have a significant presence in EU Law and Policy in London, Brussels, and the rest of the firm's global network. We work closely with the Federal Law and Policy group in Washington.

### CAPABILITES

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#### Government affairs and diplomatic support

DLA Piper's dedicated team provides the full range government affairs and diplomatic support services which we are able to tailor to the needs of the respective diplomatic mission.

DLA Piper regularly advises foreign governments and as such has a number of highly specialised experts and senior advisors. In addition, we build on an excellent network of contacts throughout the European Institutions (European

#### RELATED SERVICES

- Litigation, Arbitration and Investigations
- US Law and Policy
- Finance
- Intellectual Property and Technology
- Tax

#### RELATED SECTORS

- Financial Services
- Government Contracting
- Insurance
- Life Sciences
- Technology

Commission, European Parliament and European Council/Member States) and beyond including the European External Action Service (EEAS).

For our activities we provide key experts from within our firm but also external experts from within our international network. On behalf of our clients – including diplomatic missions in Brussels – we have engaged experts from the European Commission (from Commissioner level down to specialists within the various Directorates-General), the European Parliament – a wide range of Members of the European Parliament are included as part of our professional engagements and have assisted in diplomatic training programmes and bilateral meetings. The same is true for the ambassadors and permanent representatives, in particular those engaged in the EU's Common Foreign and Security Policy and External Relations.

We also engage leading academics and journalists and correspondents in our programmes.

Our services include:

- Stakeholder mapping
- Monitoring, analysis and reporting
- Policy briefings
- Meeting programmes and background briefings
- Agenda setting
- Strategic advice
- Public diplomacy
- Media and communications
- Legal and EU regulatory advice

## Public policy

We represent clients on a range of issues relating to highly regulated sectors including financial services, insurance, life sciences, food and beverage and manufacturing. We have enabled our clients to attain not only 'ahead of time' information concerning forthcoming proposals, and have positioned them as the first point of call for legislators seeking to discuss the industry position and perspective with those operating on the ground.

We are in frequent direct contact with those formulating the legislative agenda for the forthcoming term, and the Directorate charged with steering proposals under the new European Commissioner. We regularly discuss up-coming initiatives with the Commission.

Our clients come from a range of backgrounds and standpoints, and not only originate from inside the European Union. We specialise in representing multinational and transatlantic clients doing business within the European Union.

By having specialist EU Law and Policy experts, we are able to identify pieces of forthcoming legislation which may additionally impact upon our clients. By building long term relationships, we fully understand their needs and objectives, to ensure no crucial developments are missed.

Our services include:

- Early warning and intelligence gathering on regulatory developments
- Influencing and shaping the forthcoming law and policy

- Developing compliance programs and assessing the commercial impact of changes
- Dealing with contentious and non-contentious legislative developments
- Contact building, briefing and platform building using our networks
- Positioning clients as key stakeholders to decision makers
- Long term agenda setting
- Government relations training
- Pan European alliance building
- Crisis management and media monitoring

## EU internal market

Many international companies fail to get the most out of the markets that they operate in. To maximise the use of these markets, we regularly assist our clients to exploit existing regulatory instruments, lobby decision-makers for market access improvements, and influence regulatory approvals.

## Capacity building

As well as providing direct technical and strategic advice, DLA Piper's EU Law and Policy team has developed a comprehensive suite of training courses to help build the longer term capacity of public officials, diplomats and business people equipping them with the skills and knowledge needed to become an effective negotiator or operator across the US, EU and its Member States and beyond.

## EXPERIENCE

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- Designed and delivered a four-part revolving training programme for diplomats and senior officials on the EU institutions and decision making processes with intensive practical content focussed on how to approach the EU and ensure effective influencing.
- Advised a non-European airline which had been placed on the EU's list of banned carriers to manage its relations with the European Commission, develop a corrective action plan and secure its removal from the list.
- Worked and continues to work with major companies in the air passenger and cargo sectors to monitor, engage in and influence EU and national rulemaking covering areas such as passenger rights and security.
- Organisation of high-level briefing sessions for clients with drafting team in both the Commission and European Parliament on the Solvency II Directive.
- Representing a major insurer EU & UK regulatory affairs focused on a wide range of policy developments including insurance, data protection and EU/ US regulatory dialogue.
- Representing a trade association from a Managing Director and Secretariat perspective in relation to all interactions across the EU and legislative policy issues.
- Advising a major financial services organisation in relation to their UK stakeholders engagement.

## INSIGHTS

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## Publications

## Israel Group News August 2019

7 August 2019

### ISRAEL GROUP NEWS

In this issue, our global activities, latest publications, coming events and more.

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## EU Impact - Issue 4/2019

10 MAY 2019

With only two weeks left until the European elections of 23-26 May 2019, Europeans find themselves at the beginning of a months-long period of crucial transformations that are expected to significantly impact citizens and businesses in the medium- and long term.

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## Israel Group News May 2019

9 MAY 2019

### ISRAEL GROUP NEWS

In this issue, our global activities, latest publications, coming events and more.

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## Brexit: The Implications for the Life Sciences Sector

30 APR 2019

Brexit. If you operate within, are considering entering, or even expanding an existing footprint in either the UK or EU markets, this guide will help identify risk areas, any changes to be made, and the deadlines imposed for doing so.

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## EU Impact - Issue 3/2019

29 MAR 2019

Monthly update on the latest EU policy and regulatory developments relevant for your sector

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## EU Policy & Regulatory Update - European Parliament Adopts EU Copyright Reform

28 MAR 2019

Following two and a half years of negotiations and unprecedented public attention, the European Parliament adopted the controversial EU copyright reform in its plenary session on 26 March 2019.

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## EU Policy & Regulatory Update: EU Adds 8 Russian Officials on Sanctions List in response to Kerch Strait and the Sea of Azov Incident

19 MAR 2019

On 14 March 2019, the Council of the European Union adopted Council Implementing Regulation 2019/409 and Council Decision (CFSP) 2014/145 adding eight Russian officials to the list targeting those "undermining the territorial integrity, sovereignty or independence of Ukraine".

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## EU Impact - Issue 2/2019

4 MAR 2019

Monthly update on the latest EU policy and regulatory developments relevant for your sector

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## Data privacy law: the top global developments in 2018 and what 2019 may bring

25 FEB 2019

In 2018, the world saw numerous significant privacy law developments, a trend that is continuing in 2019.

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## Israel Group News

12 FEB 2019

### ISRAEL GROUP NEWS

In this issue, the rise of the Data Protection Officer, plus news and coming events.

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## EU Impact: Monthly update on the latest EU policy and regulatory developments relevant for your sector

21 DEC 2018

Edition 12 of our monthly update on the latest EU policy and regulatory developments

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## What next as the UK Supreme Court rules on validity of Scottish EU Continuity Bill?

18 DEC 2018

On 13 December 2018 the UK Supreme Court issued its judgment on the UK Government's challenge to the validity of the Scottish Parliament's Brexit Bill. The Court decided that, except for one section, the Bill was valid when it was passed. However, as a result of the timing of the legal challenge and the subsequent changes made to the European Union (Withdrawal) Act by the UK Parliament prior to it passing, additional parts of the Bill cannot now take effect.

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## The era of more effective EU competition enforcement has begun

17 DEC 2018

On 4 December 2018, the Council of the European Union adopted a Proposal for a new Directive designed to empower the competition authorities of the Member States (NCAs) to be more effective enforcers and to ensure the proper functioning of the internal market (ECN+).

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## **European Court of Justice rules that the UK can unilaterally revoke its EU withdrawal notice**

11 DEC 2018

On 10 December 2018, the Court of Justice of the European Union decided that the UK can unilaterally revoke its Article 50 notice to withdraw from the EU.

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## **EU Impact: Monthly update on the latest EU policy and regulatory developments, issue 11**

5 DEC 2018

Edition 11 of our monthly update on the latest EU policy and regulatory developments

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## **EU Policy & Regulatory Alert: New Regulation on Foreign Direct Investment Screening in the EU**

22 NOV 2018

The European Union is moving fast towards establishing a joint regulatory and policy framework for Europeans to seize the opportunities provided by Artificial Intelligence (AI) and to reinforce Europe's competitiveness in this field.

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## **EU Impact - Issue 10**

31 OCT 2018

Edition 10 of our monthly update on latest EU Policy and regulatory developments.

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## **EU Impact: Monthly update on the latest EU policy and regulatory developments, Issue 9**

2 OCT 2018

Edition 9 of our monthly update on the latest EU policy and regulatory developments.

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## **State of the Union - Takeaways for International Business**

14 SEP 2018

In his final State of the Union address on 12 September 2018, European Commission President Jean-Claude Juncker took stock of the work delivered during his Presidency, and provided an outlook on the challenges and initiatives ahead.

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## **Insurance Regulation at a Crossroads: Lessons Learned from the Last Ten Years**

5 SEP 2018

Insurance regulators are at an important juncture and have the chance to chart their course for the near to mid-term.

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## **EU Impact - Issue 8**

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31 AUG 2018

Edition 8 of our monthly update on latest EU Policy and regulatory developments.

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### **EU Impact - Issue 7**

31 JUL 2018

Edition 7 of our monthly update on the latest EU Policy and Regulatory developments.

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### **EU Impact - Issue 6**

4 JUL 2018

Edition 6 of our monthly update on the latest EU Policy and Regulatory developments.

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### ***South Dakota v. Wayfair*: SCOTUS overturns *Quill*, permitting states to require Internet sellers to collect sales and use tax**

25 JUN 2018

Taxpayers should expect a proliferation of state sales and use tax nexus provisions in the near future.

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### **Consumer action without consumers**

11 JUN 2018

Recently introduced by the EU Commission, representative action is one of the cornerstones of the New Deal for Consumers. This is of particular significance for products, their manufacturers, and consumers.

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### **EU Impact - Issue 5**

5 JUN 2018

Edition 5 of our monthly update on the latest EU policy and regulatory developments.

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### **EU Policy and Regulatory update: EU Legislation to Block US Extraterritorial Sanctions against Iran**

21 MAY 2018

On 18 May 2018, the European Commission has launched the process to "activate" EU Council Regulation No 2271/96 (EU Blocking Statute) and to expand the scope of the EU Blocking Statute to include the US sanctions against Iran.

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### **US to re-impose sanctions on Iran as it withdraws from the Joint Comprehensive Plan of Action**

9 MAY 2018

President Trump has signed a presidential memorandum directing his Administration to immediately begin the process of re-imposing sanctions related to the Joint Comprehensive Plan of Action, targeting critical parts of Iran's economy, among them its energy, petrochemical and financial sectors.

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## **EU Impact - Issue 4**

30 APR 2018

Edition 4 of our monthly update on the latest EU policy and regulatory developments.

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## **The prospect for deep and comprehensive trade agreements with the Commonwealth post Brexit**

27 APR 2018

The UK Government is eager to promote the merits of increased trade with the Commonwealth after Brexit. The Commonwealth Heads of Government Meeting ("CHOGM") held in London from 16 - 20 April 2018 was a much needed opportunity to showcase credible post-Brexit trade and investment opportunities with some of the world's most diverse and fast growing economies.

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## **Cheaper Euro payments and enhanced transparency of dynamic currency conversions**

16 APR 2018

On 28 March 2018, the European Commission (EC) proposed two amendments to the Regulation (EC) No. 924/2009 (Cross Border Payments Regulation) to reduce the cost of intra-EU payments in Euro and enhance transparency so that consumers understand the true costs associated with dynamic currency conversions.

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## **EU Impact - Issue 3**

5 APR 2018

Edition 3 of our monthly update on the latest EU policy and regulatory developments.

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## **EU adopts directive on mandatory disclosure of aggressive tax planning schemes: key takeaways**

22 MAR 2018

Enterprises and investors with any EU nexus should be aware that the disclosure requirement will apply to all "intermediaries" and possibly their clients involved in cross-border tax arrangements.

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## **EU Impact - Issue 2**

6 MAR 2018

Edition 2 of our monthly update on the latest EU policy and regulatory developments.

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## **Brexit update: Draft Withdrawal Agreement**

2 MAR 2018

The EU commission published its Draft Withdrawal Agreement on Brexit Wednesday 28 February 2018. The Draft Agreement is based on the joint report from the negotiations in December and presents 168 articles concentrating in particular on the issue of the Northern Ireland border, the methodology for the UK's financial settlement, and the rights of UK citizens living in the EU and vice versa.

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## **EU Impact - Issue 1**

14 FEB 2018

Welcome to the first edition of the "EU Impact" - our new monthly EU Policy and Regulatory newsletter.

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## **Insurance Sector Trends: Forecast for 2018 and 2017 Year End Review**

5 FEB 2018

For the insurance industry, 2017 was a volatile and challenging time – and 2018 will be a dramatic year as geopolitical and economic developments continue to impact the industry.

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## **European Court of Justice finds German anti-treaty shopping rule in violation of EU law: key takeaways**

25 JAN 2018

Significant conclusions for the current version of the law can be drawn from the ECJ's reasoning.

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## **Digital diagnosis - AI and machine learning in healthcare**

2 OCT 2017

In the first of a two part series, DLA Piper's lawyers consider how progress is accelerating with more opportunities for both AI systems builders and healthcare institutions every day. For both sides, 'getting the right deal' is critical if the collaboration is to be on an equal footing and deliver benefits on a win-win basis for both parties.

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## **Big data may become big antitrust concern**

19 SEP 2017

Considering the antitrust implications of the collection and use of big data.

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## **Only 'full-function' joint ventures subject to EU merger control**

14 SEP 2017

On 7 September 2017 the EU Court of Justice ruled that the creation of a joint venture is subject to merger control only where the target company is 'full-function' - i.e. an autonomous economic entity.

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## **EU Commission assesses money laundering and terrorist financing risks at the supranational level**

11 SEP 2017

The European Commission published on 26 June 2017 a supranational assessment of the risks of money laundering and terrorist financing affecting the internal market and relating to cross-border activities, the first report of this nature carried out at a supranational level in the EU.

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## **Brexit and MiFID II implementation in the UK – impacts on foreign markets**

14 SEP 2016

Brexit prompts legal uncertainty regarding the implementation of pending EU financial regulations.

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## **European Commission tackles financing risks linked to virtual currencies**

13 SEP 2016

The proposal seeks to bring greater transparency to the virtual currency market in the European Union by imposing customer due diligence requirements on certain market participants, now considered “obligated entities.”

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## **NEWS**

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### **DLA Piper announces partnership promotions for 2019**

1 APR 2019

DLA Piper is proud to announce that 77 lawyers have been promoted to its partnership. The promotions are effective as of April 1, 2019 in the United States and May 1, 2019 for EMEA and Asia Pacific. The promotions were made across many of the firm's practice areas in 43 different offices throughout 20 countries.

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### **DLA Piper hosts leading business and diplomacy conference**

14 MAR 2019

DLA Piper's London office has hosted the Annual Conference of the International Diplomatic and Business Exchange (IBDE).

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### **DLA Piper's GTGA team named Sanctions Law Firm of the year 2018**

27 JUL 2018

DLA Piper's Global Trade and Government Affairs (GTGA) team has been named Sanctions Law Firm of the year, Europe, at this year's WorldECR Awards.

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### **DLA Piper announces partnership promotions for 2018**

3 APR 2018

DLA Piper is proud to announce that 62 lawyers have been promoted to its partnership. The promotions are effective as of 1 April 2018 in the United States and 1 May 2018 for EMEA and Asia Pacific. The promotions were made across many of the firm's practice areas in 42 different offices throughout 20 countries.

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### **DLA Piper advises Timor-Leste on historic maritime treaty**

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6 MAR 2018

DLA Piper has been advising the Government of Timor-Leste, for more than four years, on its historic maritime treaty with the Australian Government, signed today at the United Nations Headquarters in New York, following the successful outcome of a compulsory conciliation process.

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### **Six months until GDPR: companies still reporting low levels of preparedness**

15 Nov 2017

For the over 200 organisations responding to DLA Piper's Data Privacy Scorebox online survey tool since the start of the year, the average alignment score with all key international data privacy principles was 31.5%, as against an 38.3% average score for respondents in the 2016 calendar year.

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### **DLA Piper establishes EU-Greek practice in Brussels**

21 SEP 2017

DLA Piper has today announced the establishment of a Brussels based EU-Greek practice.

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