



## 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

#### СООТВЕТСТВУЮЩИЕ УСЛУГИ

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

#### СООТВЕТСТВУЮЩИЕ ОТРАСЛИ ЭКОНОМИКИ

- 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.

## ПУБЛИКАЦИИ И МЕРОПРИЯТИЯ

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### Публикации

#### **Announced, proposed and implemented: Developments in Digital Services Tax in key European jurisdictions**

9 February 2021

While the OECD and G20 work toward a global agreement on digital services taxes, some European countries have forged ahead on their own.

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## **Announced, proposed and implemented: Key features of France's DST**

9 February 2021

The French definition of "taxable service" under the DST differs from the definition of "taxable services" as used for VAT purposes.

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## **Announced, proposed and implemented: Key features of Italy's DST**

9 February 2021

The Italian DST applies only to revenues deriving from the provision of tax-relevant digital services linked to Italian-located users.

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## **Announced, proposed and implemented: Key features of Spain's DST**

9 February 2021

The annual worldwide revenue threshold is not limited to revenues generated by the provision of digital services, meaning that non-tech businesses may also need to comply.

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## **Announced, proposed and implemented: Key features of the United Kingdom's DST**

9 February 2021

The UK's DST is intended to be an interim measure pending a long-term global solution to the tax challenges arising from digitalization.

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## **China's Blocking Rules: New trade-compliance dilemmas for third-country companies**

25 January 2021

The Blocking Rules respond to the increased use of "secondary" economic sanctions and export controls by the US.

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## **The UK-EU Trade and Cooperation Agreement: Implications for technology services**

11 January 2021

The TCA includes a chapter relating to digital services which provides some key details relevant to both providers and customers of technology-related services.

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## **EU's highest court invalidates the EU-US Privacy Shield; European Standard Contractual Clauses remain valid, but subject to conditions**

16 July 2020

The CJEU declared invalid the EU-US Privacy Shield framework for the transfer of personal data from the EU to the US.

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## **Procurement Law Reform - Let's start a discussion**

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9 July 2020

DLA Piper's panel discussion webinar held on 1 July 2020 had a lively debate on the merits of potential options for reform and which changes might produce a better model for procurement regulation in the UK post Brexit. This is the first of a series of bitesize summary reports providing feedback from the debate.

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### **The legal challenges facing the vaping industry in the EU/UK and the US: An overview and a look ahead**

7 July 2020

Notes as the industry matures.

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### **Clinical trials during the COVID-19 pandemic: A global guide**

2 July 2020

The consequences of the COVID-19 pandemic continue to develop dynamically. Some countries are beginning to ease lockdown measures, whilst others retain or even impose new restrictions. The situation continues to impact the ability to conduct clinical trials on a global scale. Pharmaceutical companies need to address even more challenges to ensure the continuity of trials on human medicines.

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### **Boardroom Brexit - 15 June 2020**

15 June 2020

#### **[BOARDROOM BREXIT](#)**

Boardroom Brexit - Britain rules out extension (15 June 2020).

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### **COVID-19 and investment claims under NAFTA**

15 May 2020

An examination of whether measures taken by States in response to the pandemic could provide a basis for claims under the North American Free Trade Agreement and more.

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### **Israel Group News May 2020**

4 May 2020

#### **[ISRAEL GROUP NEWS](#)**

Providing access to valuable business resources in real time.

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### **COVID-19: ¿Una base legítima para reclamos de inversión?**

21 April 2020

Si las medidas tomadas por diferentes estados en respuesta a COVID-19 podrían representar una base legítima para potenciales reclamos en virtud de los tratados bilaterales de inversión.

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## **COVID-19 – a legitimate basis for investment claims?**

16 April 2020

This article considers whether measures taken by States in response to the COVID-19 pandemic could provide a legitimate basis for claims under bilateral investment treaties (BITs) or other investment protection instruments, and identifies some of the defences that may be available to States.

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## **Cost-cutting considerations in the time of COVID-19 (Part 3 – employment issues outside the US)**

7 April 2020

A deeper dive into various cost-saving measures and their viability for employers outside the US.

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## **Europe initiates regulations on artificial intelligence; industry presented with opportunity to provide inputs**

5 March 2020

### **[AI OUTLOOK](#)**

The White Paper on AI initiates a process that could potentially establish the world's first far-reaching regulatory framework for AI.

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## **Israel Group News February 2020**

10 February 2020

### **[ISRAEL GROUP NEWS](#)**

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

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## **Iran nuclear deal: the launch of the 'Dispute Resolution Mechanism' and the 'potential snapback' of UN and EU sanctions**

17 January 2020

This week, France, Germany and Britain have triggered the Dispute Resolution Mechanism against Iran under the Joint Comprehensive Plan of Action (JCPOA). Will this process lead to the re-imposition of UN and EU sanctions on Iran?

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## **Antitrust Matters - November 2019**

18 November 2019

### **[ANTITRUST MATTERS](#)**

We're pleased to share with you a new Edition of our periodical global publication Antitrust Matters

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## Israel Group News November 2019

18 November 2019

In this issue, IP considerations in augmented reality and virtual reality, plus our global activities, latest publications, coming events and more.

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## 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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## 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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## 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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## HOBOCTИ

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## DLA Piper Canada increases rankings in 2021 edition of *Best Lawyers in Canada*

28 AUG 2020

DLA Piper (Canada) LLP is pleased to see 79 of our lawyers across 35 practice areas recognized in the 2021 *Best Lawyers in Canada* guide, resulting in our best showing with the guide since its inception.

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## DLA Piper announces partnership promotions for 2020

30 April 2020

DLA Piper is proud to announce that 67 lawyers have been promoted to its partnership. The promotions are effective as of April 1, 2020 in the United States and May 1, 2020 for EMEA and Asia Pacific. The promotions have been made across many of the firm's practice areas in 35 different offices throughout 13 countries.

Across the firm's practices globally, Corporate saw the largest intake of new partners with 19 promotions, followed by Litigation and Regulatory with 15. Intellectual Property and Technology and Finance and Projects had ten and eight promotions respectively, while there were six in Real Estate. Tax and Employment both had four, and there was one in Restructuring.

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## DLA Piper lawyers named Acritas Stars

10 March 2020

Acritas has named over 200 DLA Piper lawyers as 2020 Acritas Stars. Now in its fourth year, Acritas Stars highlights the stand-out lawyers in private practice as nominated by clients around the world. More than 3,000 senior in-house counsel feed into the nomination process to give a comprehensive view of highly recommended lawyers across the globe.

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## Frank Ryan discusses the trade war with Yahoo Finance

9 Sep 2019

**Highlight:** “Where we are right now is in a political phase in this debate, and... we need to get to a practical phase,” says @DLA\_Piper’s Frank Ryan on the trade war. “The sooner we get stability for major multinationals in China regarding IP protection, the better off we’ll be.” [pic.twitter.com/u0y kzF8m89](https://pic.twitter.com/u0y kzF8m89)

— Yahoo Finance (@YahooFinance) September 9, 2019

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## DLA Piper Canada lawyers recognized in 2020 edition of *Best Lawyers in Canada*

21 AUG 2019

DLA Piper (Canada) LLP is pleased to see 70 of our lawyers across 34 practice areas recognized in the 2020 *Best Lawyers in Canada* guide.

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## Bretton Woods Law Canada to join DLA Piper (Canada) LLP's Montréal office

1 MAY 2019

DLA Piper (Canada) LLP is pleased to announce it has reached an agreement with the Montréal office of Bretton Woods Law Canada. Effective May 1, 2019, Bretton Woods Canada’s team of four lawyers and an articling student will join DLA Piper Canada’s Montréal office.

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