



## 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 Commission, European Parliament and European Council/Member States) and beyond including the European External

#### RELATED SERVICES

- Litigation, Arbitration and Investigations
- US Law and Policy
- Finance
- Intellectual Property and Technology
- Tax
  
- Financial Services
- Insurance
- Life Sciences
- Technology

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

#### **Committing to measurable ESG initiatives in the Food and Beverage Sector: Doing well by doing good**

6 July 2022

#### **ESG HANDBOOKS AND GUIDES**

At least 73 percent of the world's largest companies in the food and beverage sector have a sustainable development target, but only a quarter of these are setting time-bound targets and the remaining 27 percent have no sustainability strategy, according to the World Benchmarking Alliance.

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## Protecting your IP in Russia: Best practices, action steps

18 May 2022

### [INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS](#)

US companies may take action in Russia to protect their IP rights, notwithstanding US economic and trade sanctions.

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## OECD releases commentary on the Pillar Two GloBE Rules – observations on selected topics

17 March 2022

A look at six topics found in the commentary which have particular relevance for multinational companies and other stakeholders.

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## Global Sanctions Update

8 March 2022

### [GLOBAL SANCTIONS ALERT](#)

Our International Trade team have summarised the latest developments in global sanctions and how to navigate the implications on your business.

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## A legal overview

4 January 2022

### [UNDERSTANDING THE UK NATIONAL SECURITY & INVESTMENT REGIME PODCAST](#)

In episode 2 of our podcast series we discuss the legal context of the regime: how it will operate and the implications for businesses. In particular, the legislation - which comes into force today, 4 January - has wide reaching implications for M&A involving businesses or assets connected with the UK.

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## EU Directive ATAD 3 proposes new minimum substance rules against the use of shell companies

4 January 2022

The Directive introduces reporting requirements for EU tax-resident companies – irrespective of their legal form – with certain mobile and passive income streams and inadequate operational substance.

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## Five issues to watch for at COP26 in Glasgow

12 October 2021

Hopes had already been high for COP26 even before the pandemic paused it. The pent-up potential has only heightened those expectations.

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## Export controls: the EU's new dual-use regime

27 September 2021

## DLA PIPER TRADE TRUTHS

The EU has amended numerous aspects of the export control regime by implementing the Recast Dual Use Regulation which governs EU exports of dual-use items. We summarise the key changes and what you'll need to know about dual-use items.

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### The global landscape of data privacy: Important points about new laws in three key jurisdictions

21 September 2021

#### PRACTICAL COMPLIANCE

New data privacy requirements in three important jurisdictions – the European Union, China, and Brazil – with an emphasis on action steps for compliance officers.

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### Further postponement of post-Brexit border checks in Great Britain

16 September 2021

#### DLA PIPER TRADE TRUTHS

On 14 September 2021, Lord David Frost, the Brexit Minister, announced an additional delay to the introduction of stage 2 and 3 of the post-Brexit Border Operating Model. This article outlines the details of that delay and what it means for businesses.

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### Competition and sustainability: the need for further guidance on legitimate cooperation

7 September 2021

#### ANTITRUST MATTERS

Climate change is one of the most important priorities facing the international community. The increased focus on environmental concerns has incentivized companies to pursue sustainability initiatives. In many instances, cross-industry collaboration is important for such initiatives to succeed.

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### EDPB's final Recommendations on Supplementary Measures confirm a subjective approach to assessing personal data transfer risks

2 July 2021

The Recommendations' detailed guidance will be useful to businesses and privacy practitioners as they conduct or update their transfer assessments, but the scope and detail of those assessments will require a sustained effort.

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### When will Washington regulate artificial intelligence?

June 2021

Seeking to ensure a leading global role for the US in AI development and implementation is a prime motivator for American policymakers.

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### European Commission's standard contractual clauses: extensive new requirements coming for US businesses receiving EU personal data subject to GDPR

8 June 2021

Adopting and complying with the New SCCs may require considerable effort for importers, particularly those that are not otherwise

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directly subject to GDPR.

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## **Postponement of post-Brexit border checks in Great Britain**

23 March 2021

### **DLA PIPER TRADE TRUTHS**

The UK Government introduced a Border Operating Model for a phased introduction of full customs and regulatory checks on imports from the EU into Great Britain. It gives supply-chain managers six months more to ensure affected EU imports are ready for the new SPS checks which will be put in place from October.

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## **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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## What happens when trade goes wrong? Understanding trade remedies and what they mean for you

7 January 2021

### DLA PIPER TRADE TRUTHS

Trade remedies have previously been assessed and implemented by the EU on behalf of the UK under the multilateral WTO framework. From 1 January 2021, the UK has implemented an independent trade remedies framework; the aim being to defend UK business interests from potentially injurious market distortion.

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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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## Events

### Previous

#### Whistleblowing laws of Europe

14 March 2022

Webinar

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