



## Richard Sterneberg

Partner

### HEAD OF GLOBAL GOVERNMENT RELATIONS

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Richard Sterneberg is responsible for the team that leads on government affairs projects with an EU focus across the DLA Piper global network.

He has considerable experience in the technology and telecommunications sector, international sustainability and environmental issues, as well as working alongside many Asian governments and NGOs. Richard focuses on international projects across the Tech, FMCG, Healthcare, Agriculture and Fisheries sectors.

Richard is currently helping leading companies in these sectors (globally) to shape their regulatory environment and manage supply chain resilience in increasingly challenging policy settings. He has been closely involved in competition aspects of patents, data and privacy regulation over the past 10 years.

Richard is also an experienced advisor in crisis communications and litigation, where he has worked with high-profile companies and non-EU governments to guide their strategy and support senior executives.

#### LANGUAGES SPOKEN

- French
- Dutch
- English
- German

- International Trade, Regulatory and Government Affairs

- Life Sciences
- Technology
- Financial Services
- Energy and Natural Resources

French Dutch English  
German

- Advising on some of the largest merger control cases over the past decade, focusing heavily on regulated sectors such as life sciences (e.g. pricing and reimbursement issues for ultra rare diseases).
- Developing a Trade and Brexit advisory group, representing e.g. the most affected EU Members States' fishing fleets.

- Advising content driven companies on their regulatory challenges with a particular focus on antitrust aspects of data, privacy and intellectual property.

## CREDENTIALS

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### Prior Experience

Prior to joining DLA Piper, Richard worked in leading international public affairs consultancies. He also has public sector experience, having worked earlier in his career at the Council of the EU.

From 2008 to 2020 he was a partner in leading Brussels government Affairs firm.

### Recognitions

Richard had received various lobbying awards for campaigns and is listed in best in Brussels lobbyist ranking.

### Education

- Utrecht University, Master's degree in European and Public International Law, 1998

### Memberships

Richard has run various secretariats of business associations including a pre-eminent organization seeking to address the challenges of doing business in sub-Saharan Africa. He is a member of the board at his children's school and he also manages Hockey club teams.

## INSIGHTS

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### Publications

#### **Dutch government moves ahead with human rights due diligence legislation**

10 December 2021

The Dutch government has started working on a national human rights due diligence legislation, to be implemented swiftly. This article considers likely key aspects of the Dutch law and how businesses can prepare.

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#### **Multi-jurisdiction guide for screening foreign investments**

26 May 2021

The aim of this guide is not to substitute proper due diligence and specialized advice when conducting business, it will hopefully help the reader navigate the different FDI regimes. Particularly in this complex context and in view of the proliferation of new regimes, by explaining the key aspects of regimes including main issues to consider, thresholds and proceedings to take into consideration when investing in our globalized world.

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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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## **Boardroom Brexit: The view from Europe on the trade deal**

31 December 2020

Boardroom Brexit

The mood in Europe is upbeat – if a little apprehensive on how things are going to work in practice. All in all, it is fair to say that Brussels is extremely happy to have concluded the TCA.

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## **Boardroom Brexit: What the deal means for Level Playing Field rules**

31 December 2020

Boardroom Brexit

Given the zero-tariff and zero-quota nature of the TCA, the EU's initial request was to push for strict level playing field rules. The TCA provides for a more flexible mechanism that does not oblige the UK to align with EU legislation but prevents both sides from using their regulatory autonomy to grant unfair subsidies to businesses or distort competition.

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## **Boardroom Brexit: What the deal means for fishing**

31 December 2020

Boardroom Brexit

Fisheries punched way above its economic weight in these negotiations, and a compromise was only agreed at the last minute. Many will argue that the quality of the negotiation suffered as a result.

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## **Boardroom Brexit: What the deal means for the UK and EU ratification and implementation process**

31 December 2020

Boardroom Brexit

The steps before the EU/UK Trade and Cooperation Agreement becomes law

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## **Antitrust Matters - Special edition**

17 December 2020

Antitrust Matters

We are pleased to share with you a Special Edition of our periodical global publication Antitrust Matters.

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## **Continuity or Change? Procurement Rules after Brexit**

12 November 2020

DLA Piper Trade Truths

This weeks edition of DLA Piper Trade Turths, we look at how the UK's accession to the WTO's plurilateral procurement agreement is likely to change the UK's procurement regime at the end of the Transition Period.

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## **A "Global Britain" – the UK's changing role at the World Trade Organisation**

29 October 2020  
DLA Piper Trade Truths

This edition of Trade Truths looks at how Brexit will change the UK's relationship with the WTO and sheds light on the election of the new WTO Director-General, and what this means for the UK's post-Brexit future.

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### **State aid: Levelling the playing field or moving the goalposts?**

21 October 2020  
DLA Piper Trade Truths

The European Commission unveiled plans on 17 June 2020 to take a tougher line on subsidised foreign companies in the EU market. Under this proposal, the Commission seeks to "safeguard critical EU companies" in strategic industries such as pharma and agri-food so that they do not fall victim to "hostile takeovers conducted by large dominant player".

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### **Rules of Origin - what you need to know**

9 October 2020  
DLA Piper Trade Truths

With less than two months before the end of the Brexit Transition Period, importers and exporters of goods between the UK and both the EU, and the rest of the world, are preparing for the impact of significant changes to UK and EU trading arrangements upon their businesses and operations. Recent articles in the DLA Piper Trade Truths series have examined the realities of trading on so-called 'World Trade Organisation (WTO) terms', should there be no deal at the end of the Transition Period, including the impact on customs procedures and tariffs on goods, together with the UK's post-Brexit trading landscape.

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### **Beyond the EU-UK Negotiations: Planning for trade with the rest of the world after Brexit**

30 September 2020  
DLA Piper Trade Truths

Whilst clients are rightly focused on the current status of negotiations between the UK and EU, some 12 weeks before the end of the Transition Period, it is easy to lose sight of the impact of Brexit on the UK's trading relationship with the rest of the world and the commercial consequences of this for businesses.

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### **Trading on WTO terms – what does it actually mean for your business?**

24 September 2020  
DLA Piper Trade Truths

It is now more important than ever to prepare your business for trading on WTO terms. In the third Trade Truths article, we outline the key principles of the WTO, what trading on WTO terms means for the goods and services sectors, and how you can best prepare your business for the end of the transition period.

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### **Boardroom Brexit - 15 September 2020**

15 September 2020

Boardroom Brexit

After the seventh negotiating round between the UK and EU concluded in what was to be the end of the calm before the storm, the UK's Chief Negotiator, David Frost, said that "little progress" had been made and his EU counterpart, Michel Barnier, rated the chances of a deal as "unlikely".

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## **The Northern Ireland Protocol and the UK Internal Market Bill**

15 September 2020

DLA Piper Trade Truths

The second article in the DLA Piper Trade Truths series explains why the Internal Market Bill has attracted such controversy, and what it could mean in terms of preparing your business for trade between Great Britain and Northern Ireland from next year.

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## **Antitrust Matters**

September 2020

Antitrust Matters

We are pleased to share with you a New Edition of our periodical global publication Antitrust Matters.

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## **It's all linked: a close look at the EC's proposed Digital Services Act and its moves to protect strategic EU industries**

September 2020

The Digital Services Act (DSA) is a legislative package first announced by European Commission President Ursula von der Leyen in the political guidelines back in July 2019 and confirmed in February 2020 in the Commission's communication, Shaping Europe's digital future.

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## **DLA Piper launches Trade Truths**

8 September 2020

DLA Piper Trade Truths

In our first article we discuss how trade policy is developed and implemented in the UK and EU.

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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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Richard is a regular contributor for MLex's *Off the Record*, Politico and PARR as journalists ask for comment on various deals and EC investigations as well as new legislation. He has also contributed to blog posts for the company's website.

## **Events**

## Previous

### **Pan-European Week: Post-Brexit Impact**

15 April 2021  
Webinar

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### **FDI screening rules and EU/China Comprehensive Agreement on Investment**

17 March 2021  
Webinar

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### **Brexit - the Final Deal**

5 January 2021

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### **Brexit – What's happening next?**

9 September 2020  
Webinar

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Richard regularly facilitates meetings for various professional organisations – particularly in advisory boards and have also chaired conferences in the life sciences arena.

Visiting lecturer at Leiden University and Hoogeschool Utrecht 2018, 2019.

## NEWS

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### **DLA Piper further strengthens global Government Affairs offering with Phil Hogan appointment**

16 September 2021  
DLA Piper has appointed the former European Commissioner, Minister and Member of the Irish Parliament, Phil Hogan, as a senior strategic and political advisor to the firm.

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