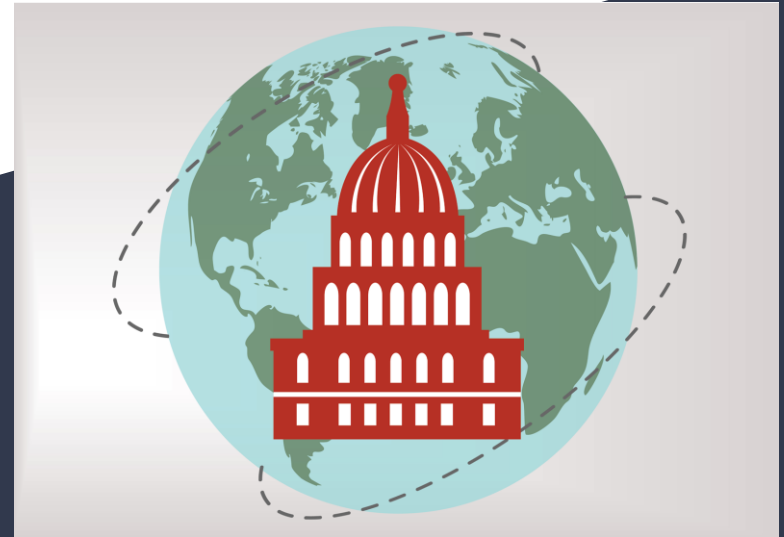


# D.C. at the Center of Global Public Affairs

July 18, 2018

Dasha Iventicheva  
Manager, Global Public Affairs  
Public Affairs Council



Public Affairs  
Council

# Global Public Affairs Trends

**54.** Does your company engage in international public affairs activities outside of your HQ location?

	Count	Percentage
Yes	70	73.7%
No	25	26.3%
n =	95	

**56.** Which of the following staff categories are engaged in international public affairs activities on behalf of your company? (Check all that apply.)

	Count	Percentage
Public affairs staff who are exclusively dedicated to international activities	37	52.9%
Public affairs staff who are involved in both international and domestic public affairs activities	45	64.3%
Business executives/ country general managers	42	60.0%
Legal counsel	24	34.3%
Staff representing other corporate functions	23	32.9%
External counsel, consultants and/or contract lobbyists	33	47.1%
n =	70	



# Global Functions in Washington, D.C.

Walmart



Raytheon

Lilly

citigroup



INTERNATIONAL  PAPER



AT&T



LOCKHEED MARTIN 

CORNING



JOHN DEERE



SAMSUNG



Medtronic

Johnson & Johnson



# Global Public Affairs in Washington, D.C.

Three tiers of stakeholder engagement:

1. Policymakers
2. Policy advocates
3. Policy influencers



Public Affairs  
Council

# Policymakers:



Capitol Hill

Executive Branch

Federal Agencies



Public Affairs  
Council

# Policy advocates:



Law firms

Consultants

Trade associations

Regional business councils

Embassies



Public Affairs  
Council

# Policy advocates:

U.S. CHAMBER OF COMMERCE

**Brazil-U.S. Business Council**



**Brazil Investment Monitor**

The B.I.M. focuses on business conditions, news and opportunities as well as underlying economic conditions and trends in Brazil

**Investment Beat**

Can Brazil's regulators manage the brave new world of global supply chains?


Brazilian regulators still have considerable room for improvement when it comes to import-export red tape, an area crucial to competitive advantage in an era of ever lengthening global supply chains, according to a study, released in May, by the National Confederation of

**NRF** NATIONAL RETAIL FEDERATION

Tariffs are **B-A-D Economics.**

Tariffs don't work. Trade works.

Tweet @realDonaldTrump



CELEBRATING 45 YEARS

THE US-CHINA BUSINESS COUNCIL  
美中貿易全國委員會

REPORTS RESOURCES ADVOCACY EVENTS MEDIA ABOUT CHINA

## Discussion with Alan Turley, Commerce

Please join USCBC for a members-only discussion with [Deputy Assistant Secretary of Commerce for China and Mongolia Alan Turley](#). Mr. Turley will discuss the state of the Section 301 case and the resulting tariffs and investment restrictions, as well as any ongoing discussions between the United States and China.

*This event is for members and invited guests of USCBC only. Registration is required.*

[Click here to view this message in a browser window.](#)

**APCO NEWSROOM** Distinct Perspectives. Deliver Impact.

**Analyzing Starbucks' Response to its Public Criticism**



Last week, Starbucks announced it would close 8,000 stores for racial-bias education training following the public criticism and protests after the arrest of two black men, who were arrested for trespassing while waiting for an acquaintance in a Philadelphia store. **Amy Garrick**, a senior research manager for APCO Insight, looked at Starbucks' response in the context of our recent corporate advocacy research. APCO IAC member **Sandra E. Taylor**, former SVP of corporate responsibility for the company, commented on Starbucks' upcoming closure and trainings via PRWeek.

**Recent Research**

With companies around the world facing reputations challenges, APCO's recent corporate advocacy research provides insights into consumer expectations for brands. The research showed that 88% of the most influential U.S. consumers agree that companies should sacrifice short-term financial gains if they are incompatible with the company's values.

**88% agree**

Understanding Germany's New Government

**Trade and U.S. Trade Agreements Have Proven Record of Promoting U.S. Economic Growth and Jobs.**

- 1/3 OF U.S. ECONOMIC GROWTH**  
Exports accounted for one-third of U.S. economic growth between 2009 and 2014.
- 16 PERCENT MORE**  
American workers in more export-intensive industries earn 16 percent more than workers in less export-oriented industries.
- 41 MILLION JOBS**  
International trade supports 41 million American jobs – more than 1 in 5.
- 13 TIMES MORE GOODS**  
In 2014, U.S. free trade agreement (FTA) partner countries purchased 13 times more goods per capita from the United States than non-FTA countries did.
- The Trans Pacific Partnership (TPP) Will Open Markets for U.S. Exports and Support U.S. Growth and Jobs.**
- 15.6 MILLION JOBS**  
U.S. trade with the 11 other TPP countries already supports 15.6 million American jobs.
- 18K TARIFF CUTS**  
TPP will cut nearly 18,000 foreign tariffs on U.S. goods exported to TPP countries.
- 500 MILLION PEOPLE AND \$10 MILLION**  
With a population of nearly 500 million people and combined economy of over \$10 trillion, America's 11 TPP partner countries provide a significant market for U.S. exports.



**BB Business Roundtable**  
Trust Your Leaders Leadership

# Policy influencers:

CSIS



Think tanks

Media

Multilateral organizations



Public Affairs  
Council

# Policy influencers:



## HIGH-LEVEL POLITICAL FORUM ON SUSTAINABLE DEVELOPMENT

9-18 July 2018 | UN Headquarters, New York

### Business Guide to the UN High-level Political Forum

The United Nations High-level Political Forum (HLPF) on Sustainable Development is the central multi-stakeholder mechanism established by the United Nations to follow up on and review the 2030 Agenda and its Sustainable Development Goals (SDGs). This year, 47 countries will be reporting the outcomes of their [Voluntary National Reviews](#) on progress focusing on theme of "Transformation towards sustainable and resilient societies".

Additionally, a set of six Global Goals will be under review:



Why should business engage at the HLPF?

**\*\* A message from Delta Air Lines:** At Delta, we're committed to donating 1% of our net profits to charitable organizations around the world. Delta contributed over \$40 million to charities and nonprofits in 2017, and we look forward to continuing our support for years to come. For more information about Delta, visit [www.delta.com](http://www.delta.com). \*\*

### How Trade Made America Great

The FedEx founder and CEO reflects on how deregulation and opening markets have wrought years.



The CMA CGM Benjamin Franklin at berth in Long Beach, Calif., last month before its inauguration ceremony. The 1,300-foot-long French-owned ship has a capacity of 18,000 containers. PHOTO: AFP/GETTY IMAGES

By Frederick W. Smith  
March 25, 2018 4:02 p.m. ET

395 COMMENTS

### BP's set clear targets to reduce emissions

We'll deliver  
**3.5 million tons**  
of sustainable greenhouse  
gas emissions reductions by 2025



As the world grows and demands more energy, it also demands fewer emissions. We're committed to meeting this dual challenge. [Find out more about our aggressive but achievable goals.](#)

### CEO Series with Brian Moynihan



On April 4, The Washington Post's Damian Paletta interviewed Bank of America Chief Executive Brian Moynihan to kick off The Washington Post's CEO interview series.

- Bank of America CEO discusses deregulation
- Bank of America CEO on Trump's trade policies
- [Click here to view full program](#) • [Click here to view transcript](#)

# Additional resources from the Council:

Resource library

Staff expertise and presentations

Workshops

October Study Tour of Washington



# Contact us:

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