



Public Affairs  
Council

Opening Doors in Brussels - Managing  
Government Affairs in the EU

February 14, 2019

# Today's Agenda:

- Introduction
- Report overview
- Q&A and discussion

# Today's Speakers



**Andras Baneth**  
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**Public Affairs Council**  
**European office**



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**Manager**  
**Public Affairs Council**  
**US office**



**Mark Dober**  
**Managing Director**  
**Ellwood Atfield**



**Dr. Alan Hardacre**  
**Head of Group Corporate Affairs**  
**Imperial Brands**

# Opening Doors in Brussels

Managing Government  
Affairs in the EU



# Part I

## Government Relations in a Changing EU

# EU Institutions over the past 5 years

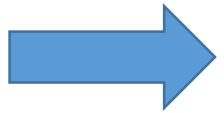
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- European Council
  - Increasingly important to engage with EU capitals



*The landscape is more complex & more political: change/elections are coming*



# A new 'Brexit' world

- Challenges...
  - A new power balance at the negotiation table and new dynamics for EU legislation & regulation
  - Monitoring is critical (things can move quickly!)
  - How will you allocate resources?
- ...and Opportunities
  - UK-EU relations: Position yourself now
  - UK-based companies need to bolster their EU presence

# Part II

## Pressing Government Relations Challenges

# Legislative Priorities to Watch

- GDPR
- Environmental protection and the “green agenda”
- Consumer protection
- Trade and tariffs
- The ethics of AI and robotics
- The sharing economy & platforms

# A Growing Priority - Transparency

- The case for the EU Transparency Register
- New inter-institutional proposal (2017) to enhance transparency
- Challenges:
  - How to qualify (and quantify) an activity as 'lobbying'?
  - Differences/similarities between Brussels and EU capitals
  - What is blocking a more transparent *lobby register*?

# Part III

Winning Strategies – and Why They Work

# How is public affairs in the EU evolving?

- Hiring the right professionals – what is desired?
- Using associations to your advantage
- Greater professionalization in advocacy

# Part IV

Key Ways on Working and What Lies Ahead

# Top Issues to Keep in Mind

1. The EU is driven by process
2. The role of social media
3. NGOs are key
4. Fragmented European Parliament
5. Importance of National Politics



# Top Tips for Being an Effective Lobbyist

1. Leverage your associations
2. Don't forget the fundamentals of government relations
3. Be ready, be flexible
4. Know your stakeholders

# Q&A

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