

Bird & Bird Regulatory & Public Affairs



In an EU environment with 24 official languages, 27 Member States, 183 diplomatic missions, 705 Members of the European Parliament and 23,000 European Commission officials, how do you make sure the voice of your business is heard above all the noise?

Bird & Bird has now extended its market-leading legal and regulatory expertise to provide creative, timely and pragmatic advice in a public affairs context. Our Regulatory & Public Affairs team works at the intersection of politics, bureaucracy and business reality. We have the experience your organisation needs to navigate the complex decision-making processes.

Bird & Bird understands that legislation is not made in a political vacuum, but is influenced by the broader political context. We integrate our international offices into one team to provide you with a seamless, cross-jurisdictional regulatory consultancy service. Our outlook is global, even when solving complex issues at a local level.

Our sector specialists go beyond the textbook explanations of how the EU decision-making procedure works, to help you understand how the system actually functions in real life. Our broad network of relationships with the EU institutions will help clients to ensure that decisions affecting their business are not taken without their voice being heard.

At Bird & Bird, we spend a great deal of our time analysing our clients' sectors, anticipating trends and assessing the impact of regulatory and policy changes. We advise on cutting-edge issues in highly regulated sectors including technology, communications, life sciences, healthcare, media, sports, automotive, financial services and energy.

“Outstanding TMT practice with particularly reputable offices in the Netherlands, Germany and the UK. Market-leading team in the area of satellite communications regulations. Acts for clients including network operators and public bodies on a range of matters including mass surveillance, frequency regulation and the use of big data.”

Chambers Europe 2019 – Regulatory TMT – Europe-wide - Band 1

Advance information is crucial for shaping any public affairs programme. Our team will act as an early warning system for forthcoming legislation that will change the way that you do business. Our expertise ranges from helping to place issues proactively on the legislative agenda, to providing support and strategic advice based on profound legal and regulatory knowledge and expertise and a thorough understanding of public policy and decision-making processes.

Our Regulatory & Public Affairs team will act as your energetic coach in reaching your policy goals.

The services we can provide include, but are not limited to:

Regulatory & Public Affairs Services

- *Monitoring Services (follow regulatory developments and track specific issues on request)*
- *Developing EU engagement strategies on behalf of companies or organisations*
- *Explaining EU decision-making processes and timeline for specific issues*
- *Strategic advice on regulatory developments and compliance*
- *Drafting EU consultation responses and position papers*
- *Advising on messaging and drafting talking points*
- *Assistance for trade association management*
- *Organising and representing stakeholder groups with common interests*

- *Cross jurisdictional or multijurisdictional mapping and analyses of national positions*

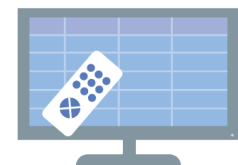
- *Facilitating client meetings with EU institutions and EU Permanent Representation*

- *Briefing clients prior to meetings and hearings with EU Institutions*

- *Monitoring cases before the European Court of Justice and General Court*

Has experience in sector-related transactional and regulatory matters... "What I appreciate about them is that they have the correct contacts, lawyers and knowledge to navigate regulations and give the correct advice. They have this ability in jurisdictions all around the globe, including areas where it is very difficult to get reliable advice."

Chambers Global 2020 – Global Wide TMT



About Bird & Bird

Bird & Bird is a truly international firm, organised around our clients. With more than 1,300 lawyers and legal practitioners across a worldwide network of 29 offices, Bird & Bird specialises in delivering expertise across a full range of legal services. Our specialisms include advising on commercial, corporate, EU and competition, intellectual property, dispute resolution, employment, finance and real estate matters.

The key to our success is our constantly evolving sector-focused approach. Our clients build their businesses on technology and intangible assets and operate in regulated markets. To better meet their needs we have developed deep industry understanding of key sectors, including automotive, aviation & defence, energy & utilities, financial services, life sciences & healthcare, retail & consumer, media, entertainment & sport and tech & comms.

International reach

Bird & Bird has offices in key business centres across the globe:

Europe: Amsterdam, Bratislava, Brussels, Budapest, Copenhagen, Düsseldorf, Frankfurt, The Hague, Hamburg, Helsinki, London, Luxembourg, Lyon, Madrid, Milan, Munich, Paris, Prague, Rome, Stockholm and Warsaw.

Middle East & Asia: Abu Dhabi, Beijing, Dubai, Hong Kong, Shanghai, Singapore and Sydney.

North America: San Francisco.

Deep industry knowledge

- Expertise in the legal and regulatory framework relating to each sector.
- A more practical, commercial approach, supported by advisors with decades of experience working in the relevant industries.

Excellence in client service

Bird & Bird operates as one truly international partnership: our goals, accounting and profit pool are all shared, as is our commitment to providing our clients with advice from the right lawyers, in the right locations. Our open and flexible business culture allows us to configure ourselves to respond as quickly and effectively as possible to the commercial pressures faced by our clients. Our priority is providing excellent client service, however they themselves define excellence.

twoBirds Client Solutions

You need a wealth of innovative solutions to keep pace with today's tough business climate, so we created **twoBirds Client Solutions** to house the client service offerings that are relevant to you. We partner with like-minded professionals who share our commitment to help you thrive in a digital world.

For more information, please visit our dedicated microsite. <https://www.twobirds.com/en/client-solutions>

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