



# Freshfields Bruckhaus Deringer

## Office Address

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## Email Address

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freshfields.com

## Key Specialisms

⊗ Banking, Insurance and  
Financial Services

⊗ Digital Services &  
Technology Hardware

⊗ Sustainability & Environment

⊗ Competition and Antitrust

⊗ Trade

⊗ Energy

## Brussels Office Since

📅 1989

## Number of Public Affairs Consultants

👥 6 in Brussels and 3 in Berlin

## Key Clients

London Stock Exchange Group, Futures Industry Association, Lloyd's of London, American Council of Life Insurers. PayPal, QVC, National Retail Federation, UN Principles for Responsible Investment, The Minderoo Foundation.

## About Freshfields Bruckhaus Deringer

### Firm Description

Freshfields Bruckhaus Deringer LLP is a leading law firm, combining a first-class European offering with a strong global network.

Our Regulatory and Public Affairs teams, based in Brussels and Berlin, work with lawyers across our global network to advise clients on strategic policy issues arising from EU and national legislative developments and in the framework of competition and trade proceedings, with a focus on sensitive legal transactions and in-depth merger investigations.

On a daily basis, we help clients:

- Identify the risks and opportunities of policy developments and gain an insight into the decision-makers and political drivers behind such developments;
- Access the information necessary to properly assess these risks and opportunities, including from both public and informal sources, as well as individual requests in the spirit of transparency;
- Influence the policy debate and the substance of upcoming rules;
- Build an effective profile towards decision-makers in Brussels, Berlin and beyond;
- Devise engagement strategies in the context of politicised competition and trade proceedings, in alignment with the legal strategies;
- Understand relevant policy developments that could impact business decisions regarding potential investments or acquisitions; and
- Analyse the intention behind legislative provisions, particularly in the context of legal advice or litigation.

### Ownership Structure

Limited Liability Partnership

### International Structure

Over 2,800 lawyers, working in more than 150 countries, speaking 70 different languages.

### Key Strengths

**Expertise:** The firm's legal offering, combined with our Brussels and Berlin teams' experience of advising on strategic policy issues, enable us to represent clients' interests at an EU and national level.

**'One firm' mindset:** Cross-border work is what we excel at. We understand what it takes to work across different political, legal and business environments.

**Consistency and diversity:** The integration of our Brussels and Berlin teams within the firm's network ensures consistency of advice and service. Our diverse backgrounds and nationalities allow us to seamlessly switch between law, politics and business and maintain a range of connections with EU and national officials.

### Thought Leadership

We work with our lawyers globally to share insights on the most complex legal challenges, be it in relation to digitalisation, sustainability or competition/trade. We produce blogposts, podcasts and briefings, and set up a dedicated website to help clients understand the impact of Brexit.

We take part in EU stakeholder platforms (e.g. EU AI Alliance, Blockchain Observatory & Forum and the Commission's Expert Group on liability and new technologies).

### Testimonials and why clients like to work with us

Our EU Public Affairs and Regulatory practice is ranked Europe-wide in Chambers. Clients say:

"We were more than astonished by the availability of the team and their ability to handle a lot of topics at the same time with regulatory and competition aspects." "They have a superb team providing integrated support across some of our most complex multi-jurisdictional matters." Practice head Christiaan Smits has "a particular strength related to fintech and the EU digital single market."

# In exceptional times, one exceptional team



## **We offer clients strategic policy advice to help them shape legislation and administrative decisions**

Our practices based in Brussels and Berlin work closely with legal teams across our network to give clients unrivalled access to legal and sector-specific industry knowledge. Being able to develop a quick understanding of clients' businesses and markets means we can add value right from the start.

### **Brussels**

Christiaan Smits

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### **Berlin**

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