



Freshfields Bruckhaus Deringer

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Brussels Office Since

1989

Number of Public Affairs Consultants

6 in Brussels and 3 in Berlin

Key Specialisms

- ✓ Banking, Insurance and Financial Services
- ✓ Digital Services & Technology Hardware
- ✓ Energy
- ✓ Sustainability & Environment
- ✓ Trade
- ✓ Competition & Antitrust

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 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 4,000 legal professionals, 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.

Key Clients

- PayPal
- Airbnb
- UN Principles for Responsible Investment
- Futures Industry Association
- American Council of Life Insurers
- QVC
- National Retail Federation
- Ecolog
- Association of Bermuda Insurers & Reinsurers
- Experian

Testimonials and why clients like to work with us

Clients say:

"As a U.S.-based organization, the Freshfields EU Regulatory and Public Affairs team has helped us build valuable and trusted relationships in Brussels among many high-level EU officials on a range of key transatlantic policy issues."

"Because of the exceptionally high standard of client service and EU regulatory counsel they routinely provide, the Freshfields team must continually exceed our very high expectations on their next assignment, which they invariably do."

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

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