

# FRESHFIELDS

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## Client Contact

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## Brussels Office Since

📅 1989

## Number of Public Affairs Consultants

👥 6 consultants in the Brussels team

## Key Specialisms

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

## Key Clients

- PayPal
- Airbnb
- Experian
- UN Principles for Responsible Investment
- American Council of Life Insurers
- Association of Bermuda Insurers & Reinsurers
- QVC
- National Retail Federation
- Kroll Bond Rating Agency
- Accenture

## About Freshfields LLP

### Firm Description

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

Freshfields LLP brings a distinctive blend of legal excellence and strategic public affairs insight to the heart of EU policymaking. With a long established presence in Brussels and deep roots across Europe, the Firm supports clients in navigating the political, regulatory and legislative forces that shape today's most complex business environments.

Operating at the intersection of law, policy and strategy, Freshfields' EU Regulatory and Public Affairs team helps organisations engage confidently with EU institutions, anticipate regulatory change and influence outcomes on issues that matter most to their business.

On a daily basis, we help clients:

- Build a credible and effective profile towards decision-makers in Brussels, Berlin, London and beyond;
- Identify the risks and opportunities of policy developments and gain insights into the decisionmakers and political drivers behind them;
- Influence the policy debate and the substance of ongoing and upcoming legislation and decisions;
- Navigate and provide advice on understanding and influencing secondary legislation (Level 2) where there is a strong need for combined legal and public affairs expertise;
- Advise on how to register and comply with the latest requirements of the EU Transparency Register;
- 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 and explain the rationale behind legislative provisions, particularly in the context of legal advice or litigation.

### Ownership Structure

Limited Liability Partnership

### International Structure

Over 5,700 people across 33 offices, with 101 nationalities speaking 75 languages

### Key Strengths

world class legal insight and decades of strategic policy advisory experience to deliver a level of representation that goes far beyond traditional public affairs support. We understand not only the rules and the politics behind them, but also the commercial realities driving our clients' decisions. This holistic perspective—spanning business strategy, regulatory dynamics and legislative intent—enables us to advocate effectively at both EU and national level and to help clients navigate and influence policy with confidence.

'One firm' mindset: Complex cross-border work is what we excel at. We understand what it takes to work across different political, legal and business environments and bring a local understanding to global issues.

Consistency and diversity: The integration of our Brussels, Berlin and London 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, for the benefit of clients.

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## In unpredictable times, one exceptional team

We offer seamless legal and public affairs advice to support clients in navigating and influencing public policy.

**CHAMBERS  
GLOBAL 2025**  
56 practice area rankings  
Bank 1

**CHAMBERS  
GLOBAL 2025**  
49 individual rankings  
Band 1

**JUVE 2025**  
Law firm of the year

**FINANCIAL TIMES 2025**  
Most innovative law  
firm in Europe