

KREAB

Brussels

Trade practice



KREAB

WHO WE ARE

Kreab is a global public affairs and strategic communications company, advising corporations, governments and other organizations on issues of strategic importance in business, technology, finance and politics.





Trade · Competition · Digital

Some issues impact all businesses and sectors. For this, Kreab Brussels has grouped together a team of experts in trade policy, competition policy and digital policy who serve all our clients. Whether a company is trying to understand the impact of new data protection regulations, or how best to navigate through an antitrust situation, or needs advice on EU trade defence instruments, Kreab has highly experienced practitioners who can advise.

Kreab's trade practice

Our trade practice comprises a highly competent team of former trade and customs officials from the EU institutions, the World Trade Organisation (WTO), the European Free Trade Association (EFTA), and national European administrations. Many of our consultants have operated at the senior levels in these institutions.

Our team has profound technical expertise in issues across the trade, international investment and customs policy spectrum. Kreab understands how these policies impact our client's business and interests. We combine this expertise with our in- depth understanding of regulatory procedures and politics of trade. Taken together, these capabilities and our global network of offices, enable us to help our clients navigate the complex maze of EU and global trade policy.

WE PROVIDE SOME OF THE FOLLOWING SERVICES

Trade Defence Instruments

Use of anti-dumping, anti-subsidy and safeguard measures are on the increase. Companies need to understand the best way to manage these complicated processes, that are legal, economic and often highly political in nature. Using our deep knowledge of the relevant procedures we will help you to communicate with key decision makers and stakeholders, in order to get the best result for your organization.

Customs and Processing Licence Applications

We assist companies with these highly technical procedures drawing on decades of experience working in and with the relevant authorities at European and national levels.

Quota Management and Extensions

We help clients to communicate with decision-makers and stakeholders on quota widening, reduction and extension.



Investment Screening and Protection

In recent years there has been increased dialogue globally on screening investment for economic and security purposes. Kreab is following these developments closely and advising clients on the direction of travel in major jurisdictions.

Sanctions

With the proliferation of tensions geopolitically, there has also been increased focus on and usage of sanctions. We keep clients closely informed of and advised on developments, including differing approaches between the EU, the US and other jurisdictions.

Free Trade Agreements

Kreab has supported client interests in numerous trade negotiations, providing input through diplomatic and political channels, as well as organizing promotion of trade agreements at grassroots level via media and social media campaigns.



WHAT SETS KREAB APART?

Three sets of capabilities define our trade practice and global public affairs offer.

Deep issue expertise

Our advice is based on a profound understanding of the challenges and opportunities facing our clients in the trade policy sphere. A good number of our consultants are former policy makers, such as trade negotiators, competition officials, diplomats, constitutional experts, government economists, central bankers and financial and energy regulators. Others come from business and academia and have extensive technical and sector expertise. And we have an excellent network of additional specialists who we call on to advise clients as required. Ultimately, though, it is our clients' own expertise that tends to be most valuable, and it is harnessing this effectively that generates the best outcomes.

Process knowledge

We hold valuable understanding and insights into the EU trade policy making, both from a procedural and political perspective. EU institutions, agencies and regulatory bodies all have their own diverse procedures for carrying out their various tasks. With experience and familiarity of how such processes play out, our own experts with experience from

such institutions guide clients through the steps and advise them when and how to act. Likewise, knowing how different layers of government inter-relate to each other is essential in today's multi-layered society. And having presence in the major global regulatory centres enables us to advise clients on managing regulatory trends as they spread around the world.

Communication know-how

Kreab has a solid understanding of communications requirements around trade issues. Designing convincing messages and efficient delivery mechanisms is the final fundamental component of our offer. Politicians, journalists and social media experts that we have in-house bring with them decades of experience on what messages do and do not work and what mix of channels is best suited to deliver them on a case by case basis. Bilateral meetings, events, position papers, studies and research reports, traditional and social media campaigns, third party endorsement, stakeholder maps and alliance building strategies are a number of the tools we put to work to great effect for our clients.

Unlocking world markets...

Building on its economic clout and huge production and consumption potential, the EU engages with its international partners in an endeavour to liberalise global trade and unlock new markets. For this the EU works at all levels ranging from the multilateral to the regional and bilateral via free trade agreements (FTAs). How the EU shapes global trade liberalisation has a huge impact on businesses around the globe.

Market access in the automotive sector

A major manufacturer of commercial vehicles receives ongoing advice and support on influencing policy in the EU and in major jurisdictions around the world, including trade. We advise them on how to benefit from dynamics in the international trade environment, but also help them overcome external trade challenges that limit their global expansion such as trade barriers in third countries. We help them to raise awareness at the highest levels within the EU institutions and Member State governments giving counsel on positioning, messaging, and high-level outreach.

WHAT'S HAPPENING ON TRADE HOW WE CAN HELP?

Kreab has successfully advised sovereign governments, businesses and other stakeholders on a variety of trade issues. Below are a few examples of how we help our clients reap the benefits or overcome potential challenges related to the dynamics of EU and international trade policy:

... whilst enforcing trade rules and fair competition...

At the same time, EU trade policy also aims to protect sensitive EU industries from unfair competition and ensure a level playing field. This sometimes causes friction with international partners and can have far-reaching results sometimes leading to anti-dumping and/or anti-subsidy measures.

Renewable energy and trade defence

We advised a multinational solar panel producer during the largest EU trade defence case to date. The case was highly political and risked causing lasting damage to EU-China relations. To avoid inflation of duties, we developed a comprehensive outreach campaign targeting EU institutions and member states. Our outreach was combined with strategic advice on the client's leadership of a grassroots campaign and media relations. As a result, the client was able to avoid undue harm to its business from potentially restrictive EU trade practices.

... and venturing into new areas ...

The days when trade policy was limited to the reduction of tariff barriers are in the past. Many barriers to trade are now 'behind the border' technical barriers. Today's trade policy integrates all sorts of connected policy areas including most notably the digital economy and data issues.

However, it also extends to sustainable development, climate change, human rights, Corporate Social Responsibility (CSR), supply chain management, and consumer protection. Any company that wants to successfully operate in the international trade environment must be equipped to tackle these challenges and manoeuvre the political context that is part of this new, expanded trade agenda.

... in a setting of increased politicisation and public scrutiny.

Trade policy has never been as intensively debated in the public sphere as today. Citizens are more vocal and better informed about trade policy and they are more than ever aware of how trade impacts their daily lives. They are concerned about virtually all aspects of trade policy. Businesses, politicians and governments active in the trade sphere face the challenge of explaining the benefits of trade in an open way to cultivate and preserve public support in the context of increased public scrutiny.

Sustainability in trade and fisheries

We advised a South-East Asian government on how to advance talks for a free trade agreement with the EU, and other matters that affect the country's trade relations with the EU in targeted industry sectors, notably fisheries. We supported the client with strategic advice, intelligence gathering, messaging, as well as outreach towards key institutions and civil society stakeholders in the EU and selected EU Member States. As a result, the client was able to develop a constructive dialogue with decision-makers and civil society stakeholders.

Explaining the benefits of free trade on social media

Our client was looking to increase the online presence of industry in favour of a future EU-US trade and investment agreement (TTIP) as the debate was dominated solely by those opposing TTIP. We set up the 'Alliance for Responsible Commerce (ARC)' which consists of a multi-lingual social media campaign and a dedicated website with a blog section. Our strategy was to translate a complex trade deal into easily understandable positive messages and tangible benefits, and dispel myths about the agreement. As a trailblazer among European pro-TTIP campaigns, we established a firm and appreciated presence in the TTIP community. Apart from planting a pro-TTIP flag for industry stakeholders we also contributed to a fact-based, non-emotive and transparent debate.



KREAFAB

OUR CORE TEAM

Our Trade practice in Brussels provides our clients with strategic advice on issues connected to EU and international trade policy. Furthermore, we regularly make use of our full staff contingent when necessary to meet our clients' needs. For further information on how we can assist you, please contact us:

European Commission



Sebastian Remøy


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Sebastian is Executive Vice President of Public Affairs for Kreab globally, and he heads the Trade, Competition and Digital Policy team in Brussels. He is currently also heading advice to clients on Brexit. Sebastian previously co-ordinated the European Free Trade Association's co-operation with the EU on its Internal Market Strategy, enlargement and EU institutional reform. Prior to that, he was a trade advisor at the US embassy in London and Deputy Head of the US embassy's commercial section in Oslo. Sebastian has also worked in Washington, first at the Centre for Strategic and International Studies, and then in the US Congress advising House and Senate committees on EU and Japanese trade and industrial policy. Furthermore, Sebastian is Brexit coordinator for the Trans-Atlantic Business Council.



Clara Brück
Director

Clara leads public affairs and political advocacy projects on behalf of clients on trade, foreign affairs, environment and energy policy issues. Before joining Kreab, she worked in the unit for trade relations with Latin America at the European Commission's Directorate-General (DG) for Trade. She also has experience in the European Parliament, and as a student research assistant. Clara studied Political Science with Economics at the University of Mannheim and holds an MSc with Distinction in International Relations from the London School of Economics.

Jens Van Dinter
Associate Director



A Belgian national, Jens mainly focuses on international trade policy issues. Before joining Kreab, he worked at the Permanent Representation of Belgium to the EU and in the market access, industry, energy and raw materials unit of the European Commission's DG Trade. He studied both Applied Economics and International Political Science. He also has an MSc with Great Distinction in European Integration and Development from the Institute of European Studies.

Roderick Abbott
Senior Advisor



Roderick Abbott was Deputy Director General at the WTO from 2002 to 2005, Deputy Director General in DG Trade at the European Commission and the Commission's Ambassador and Head of Delegation in Geneva. Roderick spent more than 40 years working on trade, first in London with the British government and then with the European Commission. Roderick currently works at the trade policy think tank ECIPE in Brussels and has written policy papers on the Doha Round (2009) and on the WTO Dispute Settlement system (2007). He has been a Visiting Fellow at the London School of Economics and at the European University Institute in Florence. Previously he was on the Board of the Graduate Institute in Geneva, and has lectured at the World Trade Institute in Berne.



Vasco Cal
Senior Advisor

Vasco Cal was an economic adviser to the President of the European Commission, Jose Manuel Durrao Barroso, in the Bureau of European Policy Advisers-BEPA, where he was responsible for economic policy issues. Prior to this, Vasco was Member of Cabinet of the Commissioner for Budget and Financial Programming, Dalia Grybauskaitė, and Member of Cabinet of the Commissioner for Justice and Home Affairs, António Vitorino. Vasco was also Principal Administrator at DG REGIO and General coordinator of the Second and Third Cohesion Reports of the European Commission. Vasco has also served as a Member of the European Economic and Social Committee and as Director of European Affairs in CGTP-IN-General Confederation of Portuguese Workers.



Martin Hatfull
Senior Advisor

Martin Hatfull was International Public Affairs Director at Diageo plc from 2013-16, leading the global public affairs team and acting as counsel to CEO and Chairman. Previously, he had a long career as a senior UK diplomat. He has strengths in public policy, government relations, political risk and strategy. He also has particular expertise in East Asia, serving as UK Ambassador to Indonesia and ASEAN and Minister (DCM) in Japan; and the EU, with several EU-focussed roles in London, Brussels and Rome. He was director of the UK Foreign Office's Balance of Competences review. Martin speaks Japanese, French and Italian, and some Indonesian and Finnish.

Selim Küneralp is a former Deputy Secretary-General of the Energy Charter Secretariat and also was the Head of the Permanent Delegation of Turkey to the WTO. Prior to that, he was the Head of the Permanent Delegation of Turkey to the EU. In 2010-2013, Selim was Chairman of the Energy Charter Conference. He has held various positions at the Turkish Ministry of Foreign Affairs, including: Deputy Undersecretary for Economic Affairs (2007-2009), Director General for Policy Planning (2006-2007), Ambassador at the Deputy Undersecretariat for Administrative Affairs (2006), Director General for the EU (1998-2000). He also was Ambassador of the Republic of Turkey to Seoul (2003-2006) and Stockholm (2000-2003). He did his studies at the London School of Economics

Selim Küneralp
Senior Advisor



Michael Lux is a lawyer, experienced in customs administration, who began his career in the German customs administration in 1974. In 1978, he joined the Ministry of Finance as the Deputy Head of the 'Customs Tariff' unit. He then worked at the European Commission for 25 years. In 1987, he joined the Customs Directorate of the Commission as Head of the 'TARIC' unit where he was in charge of the EU database for customs tariffs and other external trade measures. He later headed the 'Economic Tariff Questions' unit, being in charge of tariff quotas and suspensions, and customs procedures with economic impact. In 1998, he became Head of the 'Common Customs Tariff' unit, and after that he led the 'Customs Legislation' unit where he was inter alia in charge of the application of the Community Customs Code. As head of the 'Customs Procedures' unit, he then carried responsibility for all customs procedures (including inward processing) until 2012.

Michael Lux
Senior Advisor



Lawrence Kerknawi
Executive Associate



Lawrence predominantly works on digital and technology policy. Before joining Kreab, Lawrence interned at the Flemish Parliament and at the European Commission, DG Employment. A Belgian national, Lawrence holds a MA in Public Administration from the University of Ghent and a MA in International Relations & Diplomacy from the University of Antwerp.

Joyce Kolman
Associate

A Dutch national, Joyce works on foreign and security policy, as well as on EU Digital Single Market files. Prior to joining Kreab, Joyce worked at the European Parliament's Directorate-General for External Policies of the Union and at the Embassy of the Kingdom of the Netherlands in Cuba. She holds a Master's degree in International Relations, with a specialisation in International Security, and a Bachelor's degree in European Politics from the University of Groningen (NL).



MORE ABOUT KREAB

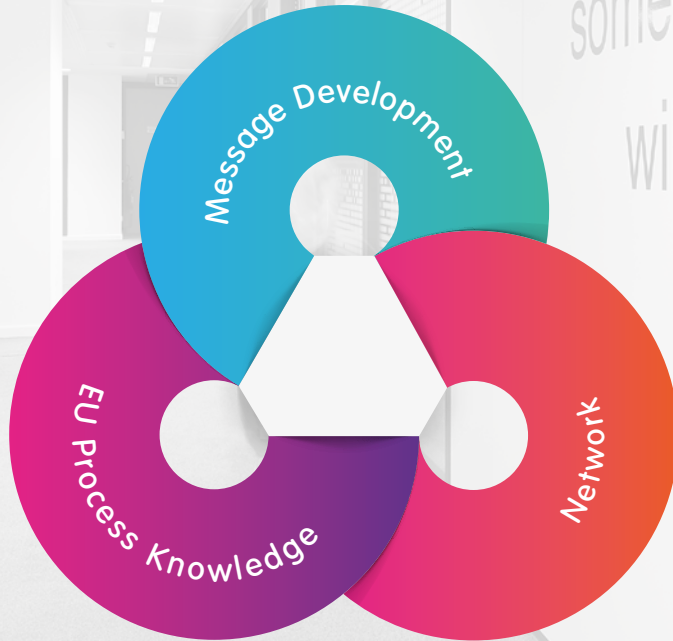
Explaining complicated matters in a simple way

In a world of constant change Kreab supports clients to manage their position and reputation across markets and audiences. Trends such as globalisation and digitalisation pose fundamental challenges to society. In this increasingly complex world, we firmly stick to the business concept which has kept us relevant for five decades; the importance of explaining complicated matters in a simple way.

Our values and what we do

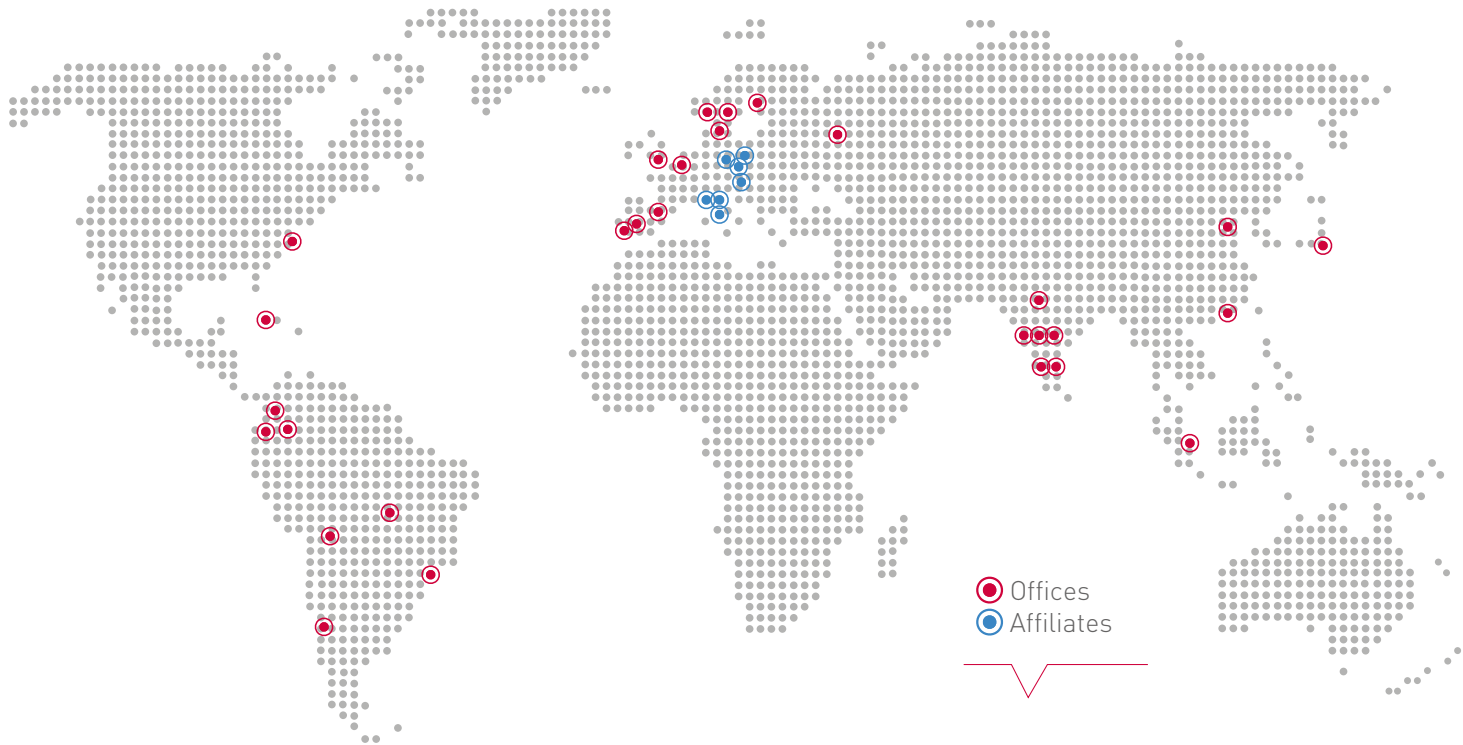
Effective and consistent communication builds on knowledge and trust. It strengthens, adds and protects the long term value of your business. Kreab Brussels helps you navigate through the complex maze of EU policies, decision-making structures and procedures.

At Kreab, we help clients analyse the impact of policy on their business, and create opportunities to voice their interests. We know how to influence decisions by engaging with the right people, the right message, at the right time.



"It is likely
something unlikely
will happen"
Aristotle

- Message development
- Profile-raising campaigns
- Advocacy campaigns
- European affairs
- Government relations
- Intelligence gathering
- Opinion building
- Policy monitoring
- Regulatory issues
- Grassroots campaigns



KREAB

KREAB Brussels

Since 1992 Kreab's Brussels office has firmly established its reputation as a trusted partner to both the public sector and private stakeholders, making them dynamic and effective actors within the EU arena and beyond.

Kreab is a leading worldwide specialist in financial, corporate and public affairs communications, with over 400 professionals of 40 nationalities serving more than 500 clients in 25 countries. Operation in the world's key business centres, we have a network of offices in Europe, Asia, the Middle East, North America, and South America.



KREAB BRUSSELS

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