

# CASE STUDY

## FOREIGN SUBSIDIES

### REGULATORY ADVICE ON FOREIGN SUBSIDIES

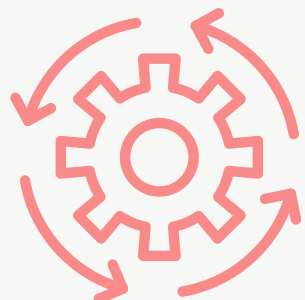
#### SITUATION & OBJECTIVES

A US multinational company needed support to monitor the legislative discussions that led to the adoption of the Foreign Subsidies Regulation (FSR) and to engage with relevant decision makers in the EU Institutions.



#### EXECUTION

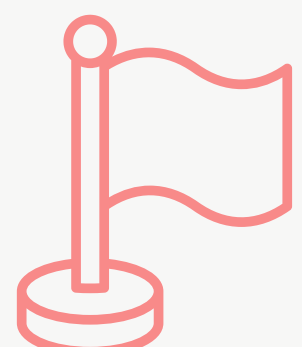
Kreab developed and implemented an engagement strategy. We supported the company in the implementation of the advocacy strategy towards EU Institutions organising and attending meetings with the relevant services of the Commission, relevant MEPs and Member States, through PermRep or directly through national administrations.



We cultivated strategic cooperation alongside foreign entities and within relevant trade organizations to ensure their members fully grasped the potential business ramifications of the FSR. By facilitating the development of precise communication strategies and conducting thorough analyses of the measures' impact on operational models, we established a strong foundation for industry response. As a direct result, with the advancement of the legislative discussion, corporations and trade associations became increasingly vocal, successfully raising pertinent concerns and providing actionable insight to amend the legislative framework.

#### RESULT

Our client successfully raised awareness among EU institutions about the potential impact of the Foreign Subsidies Regulation (FSR) on third-country companies. This engagement helped shape the final text of the FSR to be more targeted and proportionate, aligning the regulation's scope with policy objectives while mitigating unintended burdens on non-EU actors—demonstrating direct, measurable influence of advocacy on EU legislation.



Legislators amended the proposal to make it more business friendly. The Implementing Regulation introduced further administrative simplification.