



Freshfields Bruckhaus Deringer

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Brussels Office Since

1989

Number of Public Affairs Consultants

11

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 Bruckhaus Deringer

Firm Description

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

Our Regulatory and Public Affairs teams, based in Brussels, Berlin and London work with lawyers across our global network. They 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.

On a daily basis, we help clients:

- Build an 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 upcoming rules;
- 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 comply with the latest requirements of the recently modified 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 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 long-standing experience of providing strategic policy advice, enables us to represent clients' interests at an EU and national level with a deeper level of understanding, grounded in a holistic awareness of client's businesses imperatives and how they intersect with public policy.

'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.

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

CHAMBERS EUROPE 2024

33

practice area rankings

Band 1

CHAMBERS EUROPE 2024

40

individual rankings

Band 1

FINANCIAL TIMES

Most Digital

law firm in Europe

(Joint)

GLOBAL COMPETITION REVIEW

Top of GCR's Global Elite

15th time in the
top global position



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