

## STRATEGIC & EFFECTIVE REPRESENTATION OF YOUR INTERESTS IN BRUSSELS

A MULTIDISCIPLINARY MATTER



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WHY BRUSSELS
IS IMPORTANT
TO YOU?

01



#### FEW FACTS ABOUT BRUSSELS

- 11,000 registered organizations including NGOs, business associations, companies, trade unions with 80,000 staff
- 20,000 registered public affairs consultants with a budget of almost 1 billion euros
- 5,000 diplomats
- 1,000 accredited journalists, EU press corps
- 20 organizations of the EU
- 180 nationalities speaking 108 languages

- EUROPEAN LAW = NATIONAL LAW
- 70% OF CURRENT NATIONAL LAW COMES FROM THE EU
- EU LAW & POLICY CHANGES AFFECT YOUR
  BUSINESS EVEN IF YOU ONLY OPERATE
  IN YOUR OWN COUNTRY
- EU POLICY MAKING IS LARGELY INFLUENCED
  BY THE STAKEHOLDERS ACTING IN BRUSSELS

#### WHY IS IT WORTH IT?

#### TIMELY & ACCURATE INFORMATION

ABOUT FUTURE LEGAL & POLICY DEVELOPMENTS THAT AFFECT YOUR BUSINESS



#### RIGHT PARTNER

TO PROVIDE YOU WITH RELIABLE INFORMATION



#### ACTION

TO PROTECT YOUR INTERESTS AT THE EU LEVEL

HOW TO
REPRESENT&
DEFEND YOUR
INTERESTS IN
THE EU?

02

# 66

# THE EARLY BIRD CATCHES THE WORM

#### **TOUGH COMPETITION**

THERE ARE MORE THAN 11,000
REGISTERED ORGANIZATIONS
WITH MORE THAN 80,000 STAFF,
INCLUDING NGOS, BUSINESS
ASSOCIATIONS, COMPANIES,
TRADE UNIONS AND
CONSULTANCIES WHICH
INFLUENCE THE LEGISLATIVE
PROCESS
BUT THERE IS MORE ...

#### USE THE RIGHT TEAM

#### **DEPENDING ON THE ISSUE CONSIDER**

- PUBLIC AFFAIRS CONSULTANTS
- EU LAWYERS
- ECONOMIC & FINANCIAL ADVISORS
- MEDIA & COMMUNICATION TEAM

#### **GET SUPPORT**

- GOVERNMENTS
- PARLIAMENTS
- INDUSTRY ASSOCIATIONS
- OTHERS













### WHAT TO DO?





ENGAGING IN A PRO-

REACHING OUT TO

THE EU INSTITUTIONS





SETTING UP YOUR EU

REPRESENTATION OR

MONITORING **EU ECONOMIC &** POLITICAL POLICY **DEVELOPMENTS** &

UNDERSTAND











LOOK AT ACTIVE EU ADVOCACY EU LITIGATION AS A POTENTIAL AT LEAST BE THERE TOOL

BUT BE CAREFUL IN **USING IT** 







#### **EU LAW**

The EU legislation is composed of:

- The Treaties & the Charter on Fundamental rights

  Secondary legislation:
- Directives
- Regulations
- Decisions
- Recommendations
- Implementing & Delegated Acts

#### RECENT LEGISLATIVE DEVELOPMENTS

Today we see a movement of the EU legislative Institutions towards Regulations & Recommendations

Regulations do not require national implementation measures and have a direct impact in the Member states ( The role of Brussels )

Recommendations, although not binding, are often used to give direction where harmonization at EU level is not desired or not possible

In a Judgment of the Grand Chamber of 20 February 2018 Kingdom of Belgium v European Commission (C-16/16 P) the Court ruled:

§ 26 By establishing recommendations as a specific category of EU acts and by stating expressly that they 'have no binding force', Article 288 TFEU intended to confer on the institutions which usually adopt recommendations a power to exhort and to persuade, distinct from the power to adopt acts having binding force.

#### MONITORING

MONITORING IS THE FIRST STEP

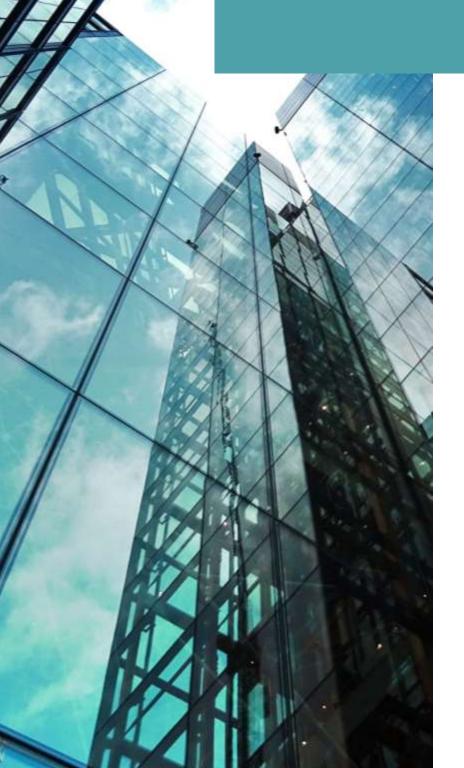
ASSESSING & UNDERSTANDING SIGNALS & INFORMATION HOW YOUR BUSINESS WILL BE AFFECTED BY UPCOMING LEGISLATION

UNDERSTANDING THE CULTURE, RULES & PROCEDURES

**ANTICIPATE CHANGE** 

BEING ONE STEP AHEAD IS A KEY TO EVERY SUCCESSFUL BUSINESS





# EU ADVOCACY & CONSULTANCY

GET **STRATEGIC INSIGHTS & CONSULTANCY**TO PROTECT & STRENGTHEN YOUR BUSINESS
& DEVELOP NEW OPPORTUNITIES

PRO-ACTIVELY ENGAGING IN CONSULTATIONS
PROCESS AT THE EU LEVEL

REACHING OUT TO THE KEY DECISION MAKERS
WITHIN THE EU INSTITUTIONS & IDENTIFYING
OTHER STAKEHOLDERS

TAKING PART IN MEETINGS WITH KEY
REPRESENTATIVES OF THE EUROPEAN
COMMISSION, EUROPEAN PARLIAMENT
& OTHER EU INSTITUTIONS

#### LITIGATION

USE THE TOOLS IN THE FIELD OF:
ANTI-TRUST MATTERS,
MERGERS & ACQUISITIONS,
ABUSE OF DOMINANT POSITION
STATE AID
CUSTOMS LAW ( REM/REC)
TRADE (AD, TBR, WTO)

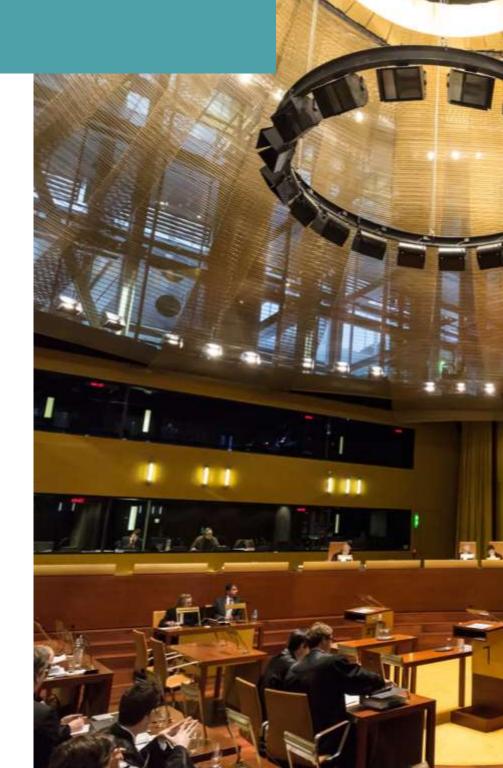
LODGING COMPLAINTS TO THE EUROPEAN

COMMISSION AGAINST BREACHES OF EU LAW

BY A MEMBER STATE,

USE NATIONAL COURTS & PRELIMINARY RULINGS,

DIRECT ACTIONS FOR ANNULMENT
AND INTERIM RELIEF PROCEDURES



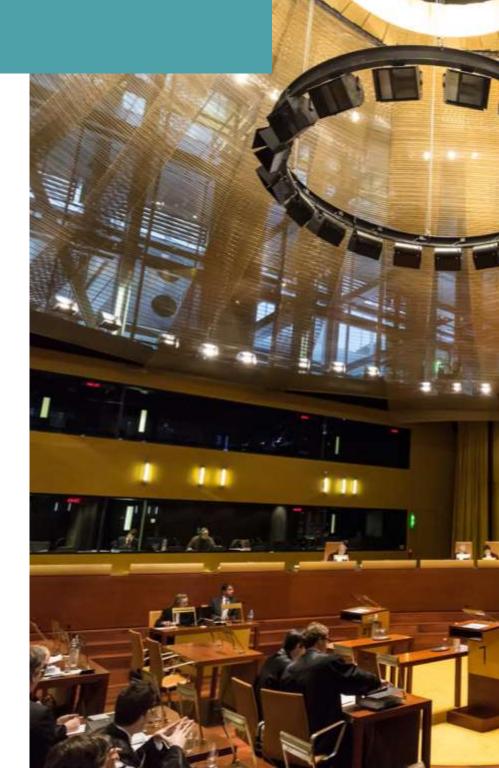
The role of the Court of Justice

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Robert Lecourt, former President of the European Court did explain in his book "L'Europe des Juges" about the crucial role the courts are playing

The Court has a specific role in guaranteeing the consistency of interpretation and respect for the EU legal order

The most important tasks of the Court are:
Ruling on the interpretation of the Treaties &
secondary EU law and deciding about the
validity of secondary EU law in preliminary
rulings (referrals by national courts)
Deciding in direct actions (annulment,
damage claims, infringement procedures,
failure to act actions, opinions



#### The role of lawyers

(...)it should be emphasised that, while the task of representation by a lawyer (...)must be carried out in the interests of the sound administration of justice, the objective of that task is ( ...) to protect and defend the principal's interests to the greatest possible extent, acting in full independence and in line with the law and professional rules and codes of conduct.

CJEU, 4 February 2020, Joined Cases C-515/17 P and C-561/17 P, Uniwersytet Wrocławski & Republic of Poland v. Research Executive Agency

This confirms the leghal privilege of independent lawyers in defending the rights of their clients (AM&S Europe case- 155/79 & AKZO NOBELC case -550/07P)





## E U R E P R E S E N T A T I O N

TO BE HEARD YOU HAVE TO BE SEEN

REINFORCING AND ENHANCING YOUR

PRESENCE AND BRAND AWARENESS IN

BRUSSELS

CONSIDER OPENING YOUR REPRESENTATIVE OFFICE

#### CASE STUDIES

# 03

- Bananas
- Footwear
- Lotteries

# WHO WE ARE 04

PHARUMLEGAL IS A
BRUSSELS-BASED LAW FIRM
SPECIALIZING IN EU LAW
AND STRATEGIC
CONSULTANCY.

WE FOCUS ON PRACTICAL
SOLUTIONS FOR OUR
CLIENTS' BUSINESS
PROBLEMS AND OFFER
COMPREHENSIVE AND
STRATEGIC ADVICE IN THE
FIELD OF EU LAW.



#### WHO WE ARE

#### **OUR EXPERTISE**

40 YEARS OF DEDICATED EU AFFAIRS EXPERIENCE & STRATEGIC INSIGHT

100 CASES BEFORE COURT OF JUSTICE OF THE EUROPEAN UNION

EFTA COURT
WTO PANEL & AB

RECOMMENDATIONS IN
PRESTIGIOUS INTERNATIONAL
LAW FIRM RANKINGS:
CHAMBERS & PARTNERS GLOBAL,
LEGAL 500

#### **AREAS OF BUSINESS**

INTERNAL MARKET
DIGITAL SINGLE MARKET
PRIVACY & DATA ECONOMY
COMPETITION
TRADE
AGRICULTURAL LAW
CUSTOMS & TAXATION
AML

ENERGY & ENVIRONMENT
FRUIT & VEGETABLES
BANANAS
CIRCULAR ECONOMY
BIOCIDES
SPORT
LOTTERIES & GAMBLING

# CONTACT US



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