

STRATEGIC & EFFECTIVE REPRESENTATION OF YOUR INTERESTS IN BRUSSELS

A MULTIDISCIPLINARY MATTER



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IMPORTANT TO YOU?

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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



“

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?

MONITORING

MONITORING
EU ECONOMIC &
POLITICAL POLICY
DEVELOPMENTS
&
UNDERSTAND
PROCEDURES &
LEGAL CONTEXT



EU ADVOCACY & CONSULTANCY

ENGAGING IN A PRO-
ACTIVE EU ADVOCACY

REACHING OUT TO
THE EU INSTITUTIONS
&
OTHER
STAKEHOLDERS



LITIGATION

LOOK AT
EU LITIGATION
AS A POTENTIAL
TOOL

BUT BE CAREFUL IN
USING IT



EU REPRESENTATION

SETTING UP YOUR EU
REPRESENTATION OR
AT LEAST BE THERE





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

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





EU REPRESENTATION

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

- B a n a n a s
- F o o t w e a r
- L o t t e r i e s

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

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