



Hogan  
Lovells

## Brexit: shaping your future

Businesses around the world are assessing the potential impact of Brexit on their operations and relationships in the UK, the EU, and internationally, and on the commercial and investment opportunities open to them.

For many businesses, making the best of Brexit may be the biggest strategic challenge you face in the next decade.

At stake are not only the terms on which the UK does business with the EU and with the rest of the world, but also how business both in the UK and in the EU are regulated.

There are many unknowns. Choices made about policy, trade and regulation in the UK, the EU and beyond will be central to defining your business environment now and in a post-Brexit world. Understanding the policy and political landscape in which those choices are made, and knowing how to navigate it, will be crucial to shaping it to achieve the best outcome for you.

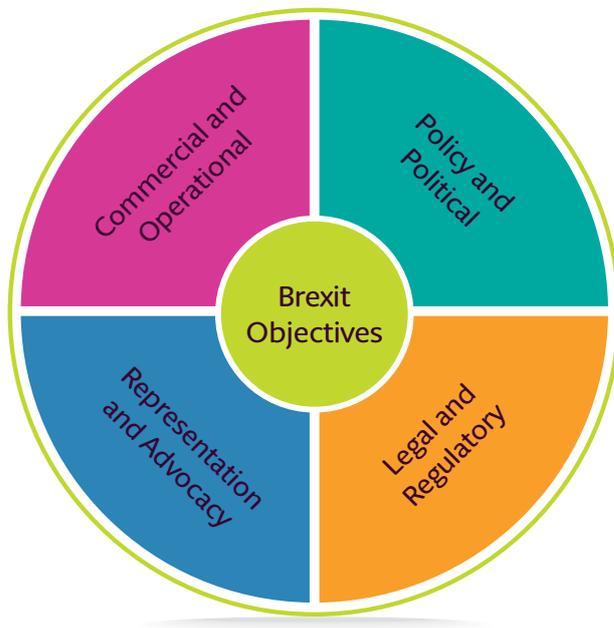
Having the right team in your corner to interpret the policy and political maneuvers around the world, to develop credible solutions and compelling arguments and to advocate on your behalf, at the right time and in the right places, is critical.

## The Hogan Lovells solution: creative solutions to extraordinary challenges

Working at the intersection of business, government, politics and law, we provide an integrated solution that combines legal excellence and global, cross-sectoral experience with political intelligence, professional advocacy and strategic government relations.

Our dedicated Brexit service brings together experienced, sector-focused legal and international trade counsel with government, stakeholder and media relations capability supported by expert monitoring and interpretation.

We can help you to:



- **analyze** your current environment and priorities;
- **develop** a strategy for shaping the law, regulations and arrangements that most affect your business;
- **define** and **articulate** creative and credible solutions that work for you and policymakers;
- work alongside you to **engage** and **negotiate** with the right decision-makers, influencers and stakeholders to deliver those solutions; and
- **advise** you on the business impact of each development as it happens.

To our deep sectoral and local understanding we add the international and cross-sectoral breadth that allows us to see across the issues. That means we can deliver creative solutions and coordinated strategies to meet extraordinary challenges.

### A practical response strategy

Your overall strategy to respond to Brexit should cover the following key elements.

**Organize** a “Brexit Taskforce” to capture insight from across your business.

**Inform** your Board and wider business of the possible implications of Brexit and the approach your business is taking to it.

**Analyze** potential impacts or changes that your business would like to drive.

**Capitalize** on opportunities generated by uncertainty and change.

**Prepare** by taking steps to mitigate potential risks and developing a detailed plan to move quickly as clarity emerges.

**Monitor** developing thinking in London, Brussels and elsewhere.

**Engage** with government in the UK, EU and beyond, as well as with other key stakeholders.

Further details on this overall practical response strategy are available in our Brexit toolkit at [hoganlovells.com/brexit](https://hoganlovells.com/brexit)

## What we do

**Analysis:** The impact of the UK's exit from the EU is wide-ranging directly and indirectly touching many aspects of your business, in the UK and elsewhere. The political and trading environment is fluid, but your business-critical issues are not.

- **We will** work to understand your business needs and priorities, to assess where change is most likely to affect you, and to identify opportunities and challenges that might result from future policy shifts.
- **We will** help you to establish why and to what end you should seek to influence the legal, regulatory and trade policy choices being made, and where your priorities lie.

**Engagement strategy:** The UK government has stated that it will listen to sound economic, social and commercial representations from the business community, and that every business should seriously seek to engage in a constructive and pragmatic manner. The European Commission has appointed its chief negotiator as has the European Council, and EU Member States are already actively listening to businesses to shape the roadmap for the Brexit negotiations. However, they will have limited bandwidth for complexity and nuance.

- **We will** help you to develop clear legal and commercial arguments and proposals that are sensitive to the various political and policy pressures to which different decision-makers will be subject, and that decision-makers and stakeholders can understand and support.
- **We will** identify other businesses, sectors and coalitions that have similar needs and demands from government to maximize synergies and build common approaches.

**Prioritization and stakeholder mapping:** Brexit impacts will vary depending on your business sector. An in-depth understanding of sector-specific needs as well as a wider awareness of cross-sectoral policy and commercial challenges, the decision-makers and political influencers in the UK, on an EU level and in the Member States will be key to developing a successful engagement program.

- **We will** use our knowledge of commerce and industry at a global and national level to map who the real decision-makers are in your critical markets, who they rely on for data and information, who influences their decisions, and who provides insight to inform their policy program.

- **We will** work with you to create a strategic plan of stakeholder engagement. It will cover: clear messaging around your position; development of tailored collateral which present the messages clearly, concisely and effectively to each stakeholder (data-packs, fact-sheets, web portals, third-party reports and media briefing packs); tracking and analysis of trade bodies and alliances and the messages they promote that support or hinder your business goals.

**Practical Engagement:** Delivering the most powerful legal and commercial arguments to support your strategy while engaging constructively with governments, regulators, and other key decision-makers requires a blend of engagement on legal, commercial and policy issues.

- **We will** use our legal, commercial and policy knowledge and political intelligence to deploy effective written material, direct representations, third-party endorsements, speech platforms, media engagement, social media and web presence, to help to secure the policy decisions that meet your business objectives.
- **We will** work alongside your own teams and other advisors to engage with key stakeholders, using the most appropriate legal and policy arguments as well as proven communication techniques in a carefully coordinated and choreographed program.

**Monitoring and intelligence:** Through understanding the political and external environment, and by defining allies and detractors we can assess the landscape and contribute to the development of engagement options to meet your commercial priorities. Our monitoring, intelligence gathering and analysis is underpinned by deep industry sector knowledge.

- **We will** track political, sectoral and industry sentiment to support on-going programs. We will use intelligence sourced from long-held contacts — including officials and politicians in the UK Government and Parliament, the European Commission, Parliament and Council, and in national capitals — and other opinion-formers, commentators, media networks and think-tanks, as well as monitoring real-time news, views and information sourced from social media, traditional news feeds, speeches and events.

- **We will** use this intelligence to provide trend analysis, commentary and insights that support the development and implementation of your strategy.

## Working with us

The environment in the UK, the EU and outside the EU will evolve over time and we continue to stay close to developments in order to keep you abreast of the rapid shifts within political circles as well as in the legal and regulatory environment.

We have the legal knowledge, the political intelligence, the right relationships and trusted status, and the geographical reach to deliver solutions for extraordinary challenges.

Our legal and strategic communications team will work alongside your internal Brexit response teams and other advisors to take advantage of Brexit opportunities and to mitigate against any challenges it may raise for you and your business in the short or long-term, both locally and globally.

For more information or to ask any questions you may have about Brexit contact our Brexit team members in the UK, EU and beyond using the details below, or via [Brexit@hoganlovells.com](mailto:Brexit@hoganlovells.com).

For our latest thinking on all things Brexit, visit our Brexit Hub: [www.hoganlovells.com/brexit](http://www.hoganlovells.com/brexit)



Follow us on Twitter: @HLBrexit  
Join in the conversation #Brexiteffect

[www.hoganlovells.com/brexit](http://www.hoganlovells.com/brexit)



### Susan Bright

Regional Managing Partner – UK and Africa  
T +44 20 7296 2263  
[susan.bright@hoganlovells.com](mailto:susan.bright@hoganlovells.com)



### Charles Brasted

Partner, London  
T +44 20 7296 5025  
[charles.brasted@hoganlovells.com](mailto:charles.brasted@hoganlovells.com)



### Lourdes Catrain

Partner, Brussels  
T +32 2 505 0933  
[lourdes.catrain@hoganlovells.com](mailto:lourdes.catrain@hoganlovells.com)



### Lawrence Dore

Senior Government Relations Advisor  
Davidson Ryan Dore, London  
T +44 20 7296 2000  
[lawrence.dore@hoganlovells.com](mailto:lawrence.dore@hoganlovells.com)



### Rachel Kent

Partner, London  
T +44 20 7296 5825  
[rachel.kent@hoganlovells.com](mailto:rachel.kent@hoganlovells.com)



### Hugo Paeman

Senior Advisor, Brussels  
T +32 2 505 0911  
[hugo.paeman@hoganlovells.com](mailto:hugo.paeman@hoganlovells.com)



### Falk Schöning

Partner, Brussels  
T +32 2 505 0906  
[falk.schoening@hoganlovells.com](mailto:falk.schoening@hoganlovells.com)



### Peter Watts

Partner, London  
T +44 20 7296 2769  
[peter.watts@hoganlovells.com](mailto:peter.watts@hoganlovells.com)

*Lawrence Dore is a partner in the firm Davidson Ryan Dore and is not an employee, consultant, partner or agent of Hogan Lovells. Davidson Ryan Dore is a strategic communications consultancy that is working alongside Hogan Lovells on some matters relating to the UK's withdrawal from the European Union. Davidson Ryan Dore is not authorised or regulated by the Solicitors Regulation Authority.*

"Hogan Lovells" or the "firm" is an international legal practice that includes Hogan Lovells International LLP, Hogan Lovells US LLP and their affiliated businesses.

The word "partner" is used to describe a partner or member of Hogan Lovells International LLP, Hogan Lovells US LLP or any of their affiliated entities or any employee or consultant with equivalent standing. Certain individuals, who are designated as partners, but who are not members of Hogan Lovells International LLP, do not hold qualifications equivalent to members.

For more information about Hogan Lovells, the partners and their qualifications, see [www.hoganlovells.com](http://www.hoganlovells.com).

Where case studies are included, results achieved do not guarantee similar outcomes for other clients. Attorney advertising. Images of people may feature current or former lawyers and employees at Hogan Lovells or models not connected with the firm.

© Hogan Lovells 2015. All rights reserved. 11075\_CM\_0815