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## Brexit – why Hogan Lovells?

You want to make the best of the post-referendum world.

You need advisors who can help you to:

- understand the risks and opportunities
- design and implement internal plans
- develop and deliver an effective engagement strategy to ensure your priorities are on the negotiating agenda.

When law, policy and politics converge, you need advisors who do not see Brexit through a narrow lens. You need advisors who see the big picture but don't miss the details.

In uncharted waters, you need advisors who are not afraid to innovate.

We have been leading analysis of Brexit since before the referendum was promised. We have been collaborating with our clients and other experts to provide a holistic view of the risks and opportunities. We are ready to help you to make the best of it by delivering sound legal analysis, global perspective and active engagement with policy makers.

- **Dedicated Brexit Team:** We are not newcomers to this. We established a dedicated taskforce of senior thought leaders from across our business in 2014 to analyze and alert business to the issues on the horizon including Brexit and Scottish independence. We are here to help you navigate the best course for your business in these uncertain times.
- **Thinking Ahead:** Hogan Lovells led early thinking on Brexit with detailed analysis of the potential implications of Brexit for different industry sectors published early in 2015. Since then we have worked with clients, think tanks, industry bodies, political experts and regulators in the UK and internationally to develop our thinking on impacts and likely responses. Our early work on Brexit issues was commended in the FT Innovative Lawyers Awards in 2015.
- **Understanding EU law and impact on the global stage:** The intersection of the EU with the UK and the rest of the world will be a critical issue in a post Brexit world. Our strong presence in the U.S., UK and EU means we have deep experience of analyzing whether laws of non-EU states meet EU standards - and the risks where they might not.
- **Sector insights:** Brexit impacts will vary depending on your sector. Our in-depth understanding of sectors enables us to identify the key issues particularly in those highly regulated sectors, such as financial services, insurance, energy, media and pharmaceuticals, which are likely to be significantly impacted by Brexit (find the issues and our key contacts by sector at: <http://maps.hoganlovells.com/europe>)
- **Full service experienced lawyers:** We advise across the full range of business legal issues and can help to understand the implications of change.
- **International trade agreements:** At its core Brexit is about the UK's trading arrangements. Our team includes leading trade negotiators such as Ambassador Hugo Paemen, who led the EU negotiations during the entire Uruguay Round, and Warren Maruyama, former General Counsel of the United States Trade Representative. Our dedicated international trade team provides insight into, and can help influence, trade negotiations and World Trade Organization (WTO) rules which will apply to the UK's relationships if no new agreement is reached with the EU.
- **Integrated European teams:** Responding to Brexit will involve reviewing structures in place across the UK/EU border (e.g. the potential loss of passporting rights in the financial services sector or optimising supply chains). With teams who work across Europe every day we have experience in developing practical solutions to pan-European issues.
- **Active engagement:** To protect priorities, business needs to engage actively in shaping the negotiations between, and the policy agenda of, the UK, the EU and key countries. Our internationally-recognized top-ranked government relations and policy advocacy team is experienced in developing and delivering strategies to influence business-critical policy issues in the most complex areas, combining legal analysis, deep regulatory knowledge and institutional and political insight.

Contact us for more information: [Brexit@hoganlovells.com](mailto:Brexit@hoganlovells.com)



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