



Navigating the EU Policy Landscape

Europe's dynamic ecosystem is driving growth for technologies. The EU market presents tremendous opportunities for companies ranging from start-ups and unicorns to tech giants. At the same time, EU policy-makers are setting global policy standards through strong regulation. As the next European Commission takes shape and Members of the European Parliament settle in, technology companies have a unique opportunity to influence the policy landscape for the next five years.

Access Partnership's team in Brussels and London combine technical expertise and experience of working with EU institutions and Member States. Our specialists leverage their insight to support your business objectives in Europe through:



Monitoring and Intelligence — We provide tailored and up-to-date stakeholder maps and policy updates to keep clients abreast the most important policy developments. We analyse their impact on our clients' businesses and identify existing and upcoming regulatory barriers and opportunities for engagement.



Engagement and Advocacy — We develop and support your engagement strategy in Europe by identifying key stakeholders, developing collateral, building brand awareness and positioning your company as a trusted industry player. We also identify, draft and deliver responses to EU and national government consultations and ensure our clients' interests are heard.



Policy Development and Education — We work with EU institutions, national governments, and international organisations to encourage the adoption of our clients' products and services and help develop an appropriate policy framework. We organise events to drive discussions between the public and private sector and educate policy-makers on new technologies.



Shape Business Strategies — We provide strategic advice that considers complex political and policy environments. We have provided this service to customers considering market entry into the EU, as well as those with long-term engagements looking to shift their relationships or seek alternate investments.



Key Issues

Our team are experts in:

- Cybersecurity
- Privacy
- Data protection
- Internet governance
- Cross-border data flows
- Cloud computing
- Trade policy
- Satellite and space policy
- Blockchain
- Artificial intelligence
- Autonomous and connected vehicles
- Copyright and intellectual property

Our Expertise with EU Institutions

- Helped clients analyse the legislative proposals within the European Commission's digital single market strategy. Helped companies craft and execute comprehensive responses, mitigating risks and taking advantage of new business opportunities.
- Developed country-specific white papers on cloud markets across the EU, assessing each policy environment and offering targeted policy recommendations based on global best practice.
- Developed and implemented an advocacy campaign to increase visibility of cybersecurity technology in Europe and drafted policy recommendations.
- Advised international clients on policy and compliance approaches to the EU's General Data Protection Regulation (GDPR) and how to manoeuvre and mitigate the business' impact on other nations' data protection laws, such as Brazil's General Data Protection Law (LGPD) and India's draft Personal Data Protection Bill.
- Successfully advocated for the inclusion of satellite in a European Parliamentary response to EU connected cars agenda.

About Access Partnership

Access Partnership is the world's leading public policy consultancy for the tech sector. We monitor and analyse global trends for the risks and opportunities they create for technology businesses and identify strategies to mitigate those risks and drive the opportunities to our clients' advantage. Our team uniquely mixes policy and technical expertise to optimise outcomes for companies operating at the intersection of technology, data and connectivity. Our team of 70 staff are based in London, Brussels, Washington, DC, Dakar, Abu Dhabi, and Singapore and operate across the globe.

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