



The Role of Strategy and Knowledge in Government Affairs

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Some of Our Clients...





Some PA Projects



- The acquisition for The Hague of the Organisation for the Prohibition of Chemical Weapons (OPCW, UN)
- The acquisition of Europol (EU) for The Hague
- The lifting of SSN Kursk
- Lithuania's accession to EU
- Prevention of a ban on fish imports into the EU from Indonesia
- Support to multi-billion greenfield and brownfield investment projects including Port of Sohar/Oman, LNG terminal/Wales, mining/Indonesia, aluminium production/Oman, food production/UK etc.
- Major M&As including AB InBev, DSM, KLM



Key components strategy



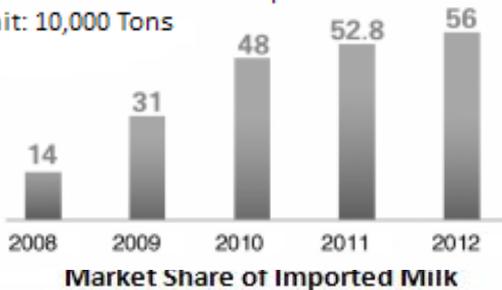
- Identify not only 'The Problem' but also 'The Desired Goal'
- Intensive multi-stakeholder/Regulatory/Science/Industry/
Civic Society Research
- Ensure legitimacy and credibility
- Use this as basis for 'Market Pull'



Case example: China Melamine Crisis



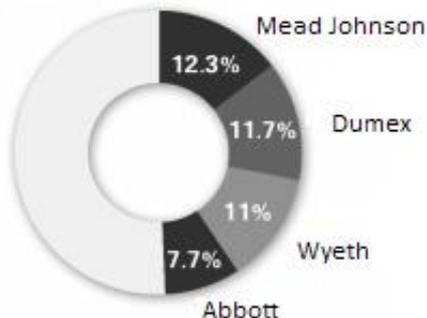
China Infant Formula Import
Unit: 10,000 Tons



Before 2008

Now

Four Major Foreign Infant Formula Brands
Take 50% of the Market



It was believed that the agriculture sector/farmers could be 'helped' with allowing melamine in milk, mimicking protein as price element and thus cheating and killing consumers. This caused the *largest loss of dairy industry and employment in decades in China*

Multi-stakeholder solution to repair impact



Case example: AMR



- Ebola/Global: 11,306 deaths in total
- MERS/Global: 544 deaths in total
- AMR/Global: **700,000 deaths per year** (UK Review on AMR)
- AMR/Indonesia: 130,000 deaths in 2014 (Dr. Parathon)
- AMR/Europe: 25,000 deaths per year (ECDC)
- AMR/China: **???**

Multi-Stakeholder approach to replace where possible antibiotics by alternatives for animal health- and growth promoters



Case Example: White Biotech



- The technology to produce non-GMO products through the use of GM production technology.
- Chymosin or calve's stomach in cheese?
- Support for chymosin by vegeterian society in UK

Smooth introduction through
multi-stakeholder approach



Case example: low-risk pesticides



- In the EU, low-risk pesticides are subject to the same approval procedures as conventional pesticides, despite commitments of the Commission to reduce the overuse of pesticides to protect the environment and avoid soil and groundwater degradation
- Potential solution: effectuate faster approval procedures for low-risk pesticides at EU level and Member State levels

**Multi-stakeholder approach including EP, EC
and Member States + audiences**



THANK YOU VERY MUCH FOR YOUR ATTENTION

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