

**It is clear that Brexit continues to dominate the political landscape in the UK.**

As things currently stand, it is apparent that the EU and the UK want to have a mutually beneficial trading relationship. However, despite over two years of discussion, there remains much disagreement within the UK and between the EU and the UK as to what these arrangements will look like.

With time running out, the risk of a “no deal Brexit” which leaves much uncertainty continuing through the proposed Transition Period, is increasing. Accordingly, all companies in the UK and the EU will, at the very least, need to plan for the potential impact of various forms of Brexit on their businesses and the steps that can be taken to mitigate the risks which are associated with the anticipated disruption.



### Key Areas to Consider

There are a number of key areas where it is likely that all UK and EU companies will require some level of support. The key areas for consideration are as follows:

**Trade:**

- Tariffs
- Customs laws
- Classification of products
- Rules of origin
- Obtaining Authorised Economic Operator (AEO) status

**Immigration and access to talent**

**Supply chain contracts**

**Exchange rate volatility**

**Taxation** (particularly VAT)

**Intellectual property** (IP)

**Establishment of operations in the EU27**

**Finance**, including adverse impacts on cash flow and trade finance

**Legal and regulatory change** (including in relation to type approvals, environmental issues, and health and safety)

**Finding new markets**

In addition, different companies will have different perspectives that will be influenced by their reasons for operating in the UK. In so doing, the following companies will have varying perspectives:

Premium British-based companies

Volume brands with long-standing British operations

Those companies that invested in new UK factories to service demand in the EU

Those companies that supply components to each of the above

In all of this, mitigation will be key in the short term with regard to how companies can cope with/adapt to challenges, such as dealing with the possibility of each of the following:

Tariffs

Customs delays

Rules of origin compliance

Migration, particularly with regard to supporting European Economic Area (EEA) staff already in the UK to avoid their departure pre or post Brexit and planning for reduced EEA migration post the Transition Period

VAT issues

The parallel impacts of new technology, such as the fourth industrial revolution, additive manufacturing, and so on

## What We Can Do

All companies in all sectors need to prepare, complete and test plans for each eventuality on the specific impacts and opportunities of Brexit. In so doing, we can discuss specific engagements for advice that may be required in relation to:

### Preparation for Brexit, including:

- The practical elements that need to be agreed between the UK and the EU to protect, as far as possible, the interests of the UK industry post Brexit
- Strategies for taking advantage of the opportunities that will arise for the UK in relation to trade with other countries
- Possible simplification to UK laws and regulations in a way that does not threaten any post-Brexit trade deal with the EU

**Engagement at the UK, the EU and member states' governmental level** to help bring about a Brexit solution that takes into account the needs of the UK companies

### Monitoring, reporting, legal analysis and engagement assistance regarding:

- The Withdrawal Agreement and any Transitional Agreement between the UK and the EU
- Progress to any new free trade agreement between the UK and the EU
- The Customs Bill and all other enabling legislation
- How all EU-derived laws should be adopted post Brexit
- How all UK laws should be developed post Brexit

**Developing key issues** for inclusion in free trade deals with non-EU countries



In advising clients on Brexit, we will provide you with access to experienced lawyers and senior-level policy advisers. We are ideally positioned to:

**Monitor, analyse and advise** on the reality of the Brexit negotiations to keep our clients informed about relevant legal developments

**Help you assess** the extent to which specific Brexit policy proposals could affect your business interests

### Support our clients by providing access to:

- A dedicated Brexit team that can develop effective strategies to make sure that our clients are fully supported to manage the uncertainty
- Specialist sector specific legal teams in virtually every geography that may be affected by Brexit, with a core Brexit team based in the UK, supported by our team in key capitals including Brussels, Berlin, Paris and Washington DC
- Specialist legal advice in relation to international trade and EU regulation, and lawyers who serve on an advisory committee to the All Party Parliamentary Group (APPG) for International Trade & Investment
- Strong relationships with those who influence legislation
- Extensive experience influencing trade legislative initiatives, including in relation to the negotiation of free trade agreements for a number of countries with regard to negotiations with the EU institutions
- A dedicated Brexit blog that provides regular updates, to our clients
- Business immigration lawyers who are experienced in supporting both employers and their EU staff on the immigration aspects of Brexit, including providing strategic advice to HR on talent, recruitment and retention strategies
- Contract lawyers who will guide you through the effect of Brexit on your contractual relationships with customers and suppliers within the EU27 and all other countries with whom the EU have agreed a free trade agreement
- Tax, VAT and IP experts who can guide you through the likely changes, to ensure that companies are prepared for a post-Brexit world

Our dedicated Brexit Advisory Service includes the following benefits:

We will provide our clients with free access to an up-to-date legal narrative on Brexit. This service will include:

- Reports on the progress of UK and EU trade negotiations and the most likely Brexit options
- General legal updates from our experts on customs, trade, immigration, commercial contracts, employment, IP, tax and data
- General policy insight from our industry-leading Public Policy team and Brexit experts (including insight regarding potential free trade agreements with non-EU countries)
- Periodic reports to provide a general overview and analysis of the latest issues

### Events

- Free access to webinars on Brexit-related topics of interest

### Support

- All clients who approach us will be offered access to a pre-priced toolkit of services that are specifically tailored to different sizes of enterprise and which can be further tailored to individual member requirements
  - Our services include Brexit preparedness analysis in relation to all aspects of Brexit, which includes a structured analysis of all the issues that need to be reviewed when:
    - Considering a company's readiness for Brexit
    - Considering the likely impact of Brexit
  - Designing and implementing strategies to mitigate the risk and uncertainty of Brexit and to preparation to capitalise on the opportunities that may arise
  - Providing the appropriate legal assistance to support discussions with trading partners and other relevant entities that may be affected
  - Client-specific monitoring on Brexit, which combines legal, regulatory and government advocacy expertise to help our clients understand the current position
  - We can deliver public policy support, by developing effective strategies to make sure clients are heard at the right time and by the right people
  - We can also advise on other key issues, including in relation to additive and smart manufacturing



## Our Services and Fees

### Brexit Status Report

Depending on the level of preparedness of the company, it may be worth commissioning a Brexit Status Report that can be tailored to the size of the company.

These reports are designed to provide a summary of a company's readiness and a road map of future matters to consider in detail. Our suggested packages are as follows:

Service	Fees	Service	Fees
<p><b>Introductory Package</b></p> <ul style="list-style-type: none"> <li>• Company completes basic issues checklist</li> <li>• 45-minute call with two/three members of the team</li> <li>• Team considers up to three key issues</li> <li>• Team produces a brief (three-page) memo highlighting critical recommendations relating to Brexit</li> <li>• 30-minute call with the team to discuss findings and further actions</li> <li>• Suitable for small businesses with low to moderate exposure to EU markets</li> </ul>	£5,000	<p><b>Gold Package</b></p> <ul style="list-style-type: none"> <li>• Company completes an issues checklist</li> <li>• Three one-hour calls with three members of the team</li> <li>• Team considers up to 20 business-critical issues and/or contracts</li> <li>• Team produces follow-up questions and calls to discuss</li> <li>• Team produces longer (12-page) memo that highlights key issues relating to Brexit and also a few points of detail</li> <li>• Three-hour call to discuss findings</li> <li>• Stress test overall operations in relation to a number of possible Brexit scenarios</li> </ul>	£25,000
<p><b>Bronze Package</b></p> <ul style="list-style-type: none"> <li>• Company completes an issues checklist</li> <li>• One-hour call with three members of the team</li> <li>• Team considers up to five business-critical issues and/or contracts</li> <li>• Team produces a short (six-page) memo highlighting the key issues relating to Brexit</li> <li>• One-hour call with the team to discuss findings and further actions</li> <li>• Suitable for medium-sized businesses with low to moderate exposure to EU markets</li> </ul>	£10,000	<p><b>Topic-specific Services</b></p> <p>We are also offering topic-specific services regarding specific aspects of Brexit. Please refer to our topic pages for further details in relation to:</p> <ul style="list-style-type: none"> <li>• Trade</li> <li>• Tax</li> <li>• Customs, including customs delays and rules of origin compliance</li> <li>• Employment, particularly with regard to supporting EEA staff already in the UK to avoid their departure pre or post Brexit and planning for reduced EEA migration post the Transition Period</li> <li>• Health and safety</li> <li>• New technology</li> <li>• Contract interpretation and negotiation</li> <li>• Trade finance</li> <li>• Regulatory</li> <li>• Intellectual property</li> <li>• State aid</li> <li>• Environment</li> </ul>	Please refer to our topic pages
<p><b>Silver Package</b></p> <ul style="list-style-type: none"> <li>• Company completes an issues checklist</li> <li>• Two one-hour calls with three members of the team</li> <li>• Team considers up to 10 business-critical issues and/or contracts</li> <li>• Team produces follow-up questions and calls to discuss</li> <li>• Team produces longer (12-page) memo that highlights the key issues relating to Brexit and also related points of detail</li> <li>• Two-hour call with the team to discuss findings and further actions</li> <li>• Suitable for medium-sized businesses with moderate to higher exposure to EU markets</li> </ul>	£20,000		

## Our Credentials

We are one of the world's strongest integrated law firms, providing insight at the point where law, business and government meet.

We deliver commercially focussed business solutions by combining our legal and public policy capabilities and invaluable connections on the ground to a diverse mix of clients, from long-established leading corporations to emerging businesses, start-up visionaries and sovereign nations.

Immediately after the "leave" vote in June 2016, we brought together our EU, trade, immigration, tax, contract and policy specialists in the UK and across Europe to provide a coordinated Brexit advisory service to help our clients understand the implications of Brexit.

With more than 1,500 lawyers and an industry-leading Public Policy Practice, we have decades of experience to support our clients through this legal and political uncertainty. Our team includes former members of the UK Parliament, former Office of the US Trade Representative and World Trade Organization (WTO) officials, members of the European Parliament and senior regulators, as well as European Free Trade Association officials, former ambassadors and national government ministers; they work collaboratively with our legal practitioners who master all relevant areas of law likely to be affected by Brexit, such as international trade, regulated industries (e.g. financial services), immigration, labour and employment, tax and competition.



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