

U.S.-EU TRADE NEGOTIATIONS: A KEY OPPORTUNITY FOR BUSINESS

After two decades of on-again-off-again consideration, the United States and the EU are now undertaking comprehensive trade negotiations known as the Transatlantic Trade and Investment Partnership (TTIP). This endeavor promises enormous economic rewards for two of the world's economic giants and for individual companies operating in the Transatlantic economic space.

TTIP is expected to greatly benefit businesses. In addition to tariff elimination, TTIP will address deeper, more complex impediments to the free flow of goods, services and investment. Chief among these are regulatory barriers. TTIP provides a unique opportunity for companies to seek Transatlantic regulatory harmonization, eliminate duplicative conformity assessment procedures, and move towards single compliance processes accepted in both the EU and the United States.

With a deep bench of former senior trade negotiators, in depth knowledge of the trade policy processes of the U.S. and the EU, and extensive relationships in both Washington and Brussels, C&M International (CMI) and its affiliated law firm Crowell & Moring LLP, are well-positioned to advance the commercial objectives of companies and business associations in the TTIP negotiations.

OUR SERVICES

- **Identification of Opportunities and Risks**
We offer comprehensive "issue mapping" to isolate problems and barriers in U.S.-EU trade, and match those problems to targeted solutions that can be pursued in the negotiations.
- **Development of Engagement Strategies**
We work with clients to design and implement strategies for engaging directly with negotiators in Washington and Brussels. Our team can help calculate delicate questions of timing, partnering with other stakeholders, and engagement with legislative oversight bodies – all with a view to advancing best-case commercial outcomes.
- **Text Development**
Established templates from past U.S. and EU free trade agreements (FTAs), based on either U.S. or EU law, are unlikely to work in TTIP – neither the U.S. nor the EU will be willing to adopt the other side's legal and regulatory frameworks on a wholesale basis. So for the rules aspects of this agreement – in critical areas like intellectual property, competition, and regulatory harmonization – new trails will have to be blazed. We work with clients to develop text proposals that achieve desired objectives, and facilitate the adoption of these proposals.
- **Direct Advocacy**
We are well-positioned to advocate directly with negotiators and political leaders in both Washington and Brussels on our clients' specific proposals and market access priorities. Our team can also help

navigate coalition and trade association efforts on issues of particular relevance to clients' commercial interests.

- **Market Access Prioritization**

Elimination of tariff and non-tariff barriers will be at the core of TTIP. But negotiators will be faced with a multitude of competing and conflicting demands with respect to prioritization and staging of liberalization commitments. With more than 25 years of trade policy work on behalf of companies and associations, we ensure that clients' interests and objectives are front-and-center as the negotiators approach the table.

- **Information and Strategic Intelligence**

Given the size and economic complexity of the parties involved, and the huge stakes, TTIP is one of the most challenging trade negotiations ever undertaken. Drawing on our deep experience and networks in both Washington and Brussels, our team can ensure that your business proactively shapes the negotiations, and is able to respond strategically to quickly-moving development in the negotiations.

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