

The background of the slide is a dark grey surface covered with interlocking puzzle pieces. Some of these pieces are embossed with the white stars of the European Union flag, while others form the white Union Jack of the United Kingdom. The lighting creates a slight 3D effect on the puzzle pieces.

May 2021

Making impact on the Continent

Supporting UK companies
in mastering post-Brexit challenges

deekeling arndt/amo
strategic advisors

“For Brexit to be a success, London needs eyes and ears across the EU. Even if you only see your ex-partner as a competitor, you need to know exactly what they are doing.”

Sir Ivan Rogers, Former British Ambassador to the EU

New challenges in a post-Brexit Europe (1/3)



LOST IMPACT

Brexit poses challenges to the government in Great Britain when it comes to realigning their relationship with the EU.

And the same goes for companies – from family-owned SMEs to global market leaders.

With its exit from the Union, Britain has lost its direct ability to influence key political and regulatory decisions in Brussels.

New challenges in a post-Brexit Europe (2/3)

WEAKENED POSITION

The pressure on the remaining member states of the EU in Brussels to come to agreements with self-confident representatives of Great Britain is no longer there.

The result is that their position has been permanently weakened.

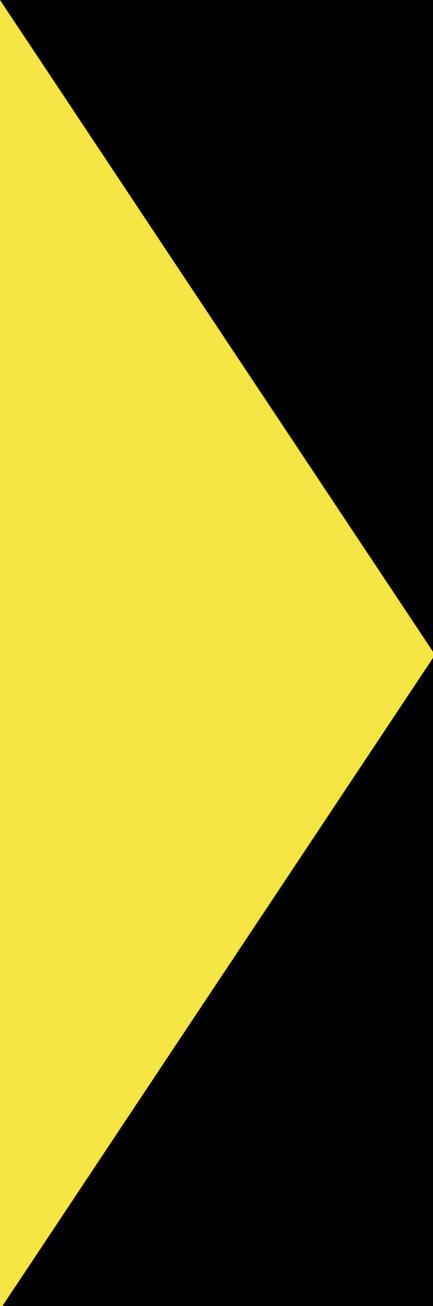
At the same time, bilateral dialogue has become more important for British companies. Many more rules and regulations will have to be negotiated in future between the UK and the European capitals.

New challenges in a post-Brexit Europe (3/3)



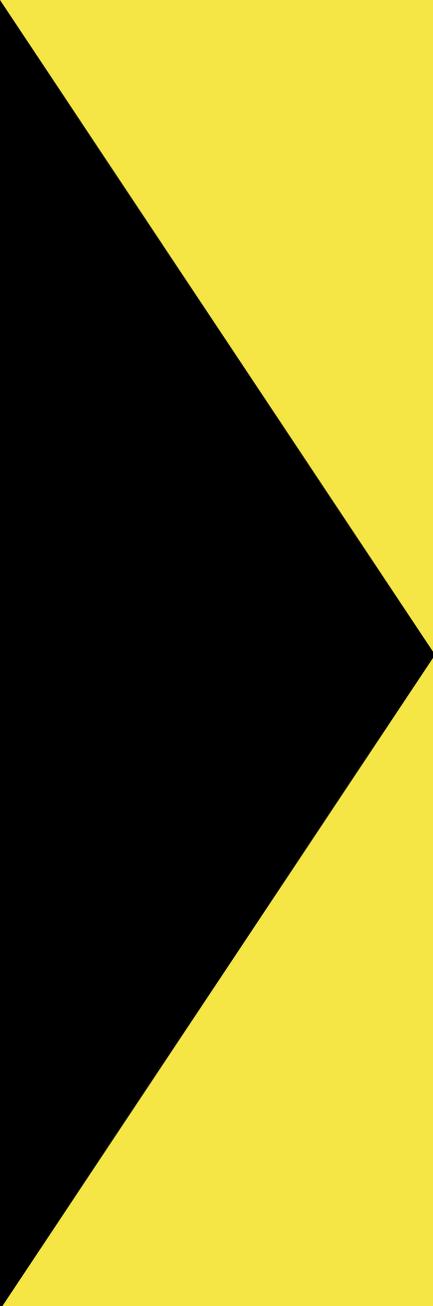
ALLIES NEEDED

British companies will need to ensure that political decisions made in Brussels do not have a negative impact on British interests. To achieve this, they will have to look for allies in the political, economic and social spheres in EU capitals such as Berlin, Paris and Madrid – partners who will support them in representing both their European and national interests. No British company can afford to lose Europe.



Approaching the right stakeholders, gaining access to political decision-makers and a deep knowledge of political processes and positions in the European nation states will become key to having any chance of being able to influence regulatory conditions in the EU.

Companies need to gain access to decision-makers in national parliaments and governments, engage in events with other industries that are facing similar challenges, as well as thoroughly and reliably analyse political processes and trends in media.



Germany is the largest economy in the EU and at the same time one of the United Kingdom's most important trading partners.

The foundations for many regulatory decisions in Brussels are laid in Berlin. Here it is crucial to know the relevant stakeholders and to convince them of common needs.

What we offer to secure the licence to operate of British business

deekeling arndt/amo
strategic advisors

In a time of huge upheaval and new expectations, we ensure legitimisation and acceptance with all stakeholders.

Representation:

Our Berlin office serves as a representation hub where our colleagues have a wealth of practical experience in politics. They bring political thinking into the internal opinion-making and decision-forming processes of our clients. We have long-standing experience in organising business events that connect companies with politics and society.

Political and economic monitoring:

We monitor and analyse the issues that are important to our clients in political, economic and societal contexts: changes in political coalitions, regional aspects of investments, investment opportunities and social trends.

Communications:

Based on our many years of experience in media and public relations work, we develop messages for companies, associations and NGOs that will successfully position them in Berlin and Brussels.

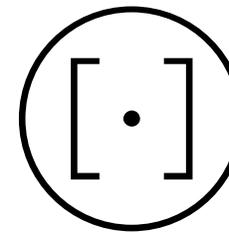
Monitoring of business areas:

We have 25 years of expertise in consulting leading national and international companies – with a focus on energy, the chemicals industry, finance and automotive.

Networking:

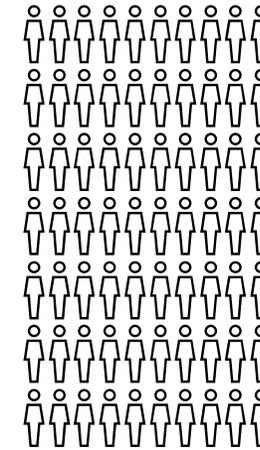
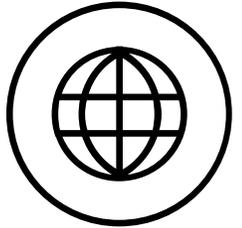
We assist our clients in navigating through what is happening in the political arena and help them build networks in the political, media and social spheres. Where do UK companies have to go in order to present themselves well? Who are the leading journalists, political stakeholders and business associations? We know the answers.

About Deekeling Arndt/AMO in Germany



One of the leading communications consulting services in Germany

Partner of /amo
Member of Havas Group

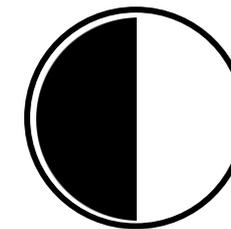


Founded in **1995**

DAA locations:
Düsseldorf,
Berlin, Frankfurt



70
employees



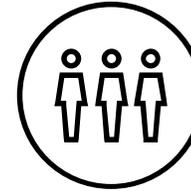
50% senior consultants with professional experience \geq 10 years

About Cicero/AMO

in London and Brussels

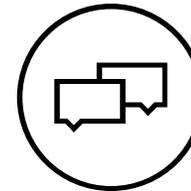
Our Team:

From diverse professional backgrounds:



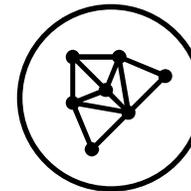
- European institutions
- National government
- Broadcasting networks
- Legal sector
- Economists
- NGOs
- Trade associations

Fluent in 7 languages:



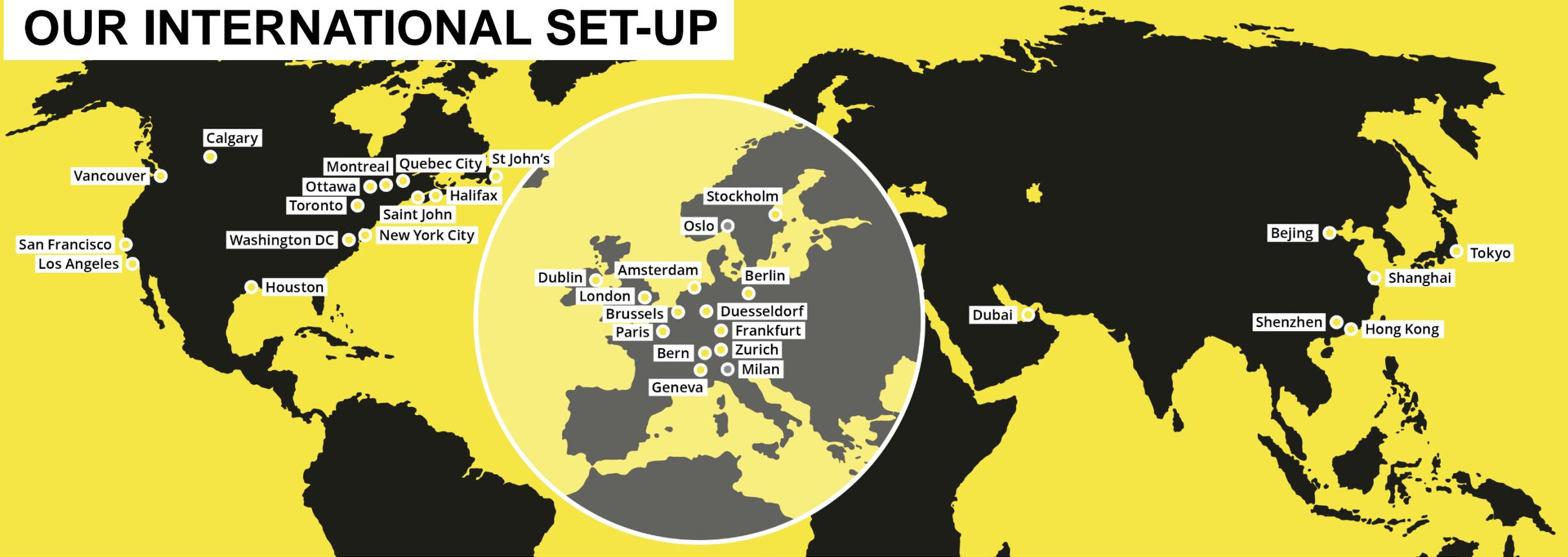
- English
- French
- Dutch
- Spanish
- Greek
- Finnish
- German

Experts across multiple sectors:



- Financial services
- Fintech and cryptocurrencies
- Tech and digital
- Environment, energy and climate change
- Hospitality/tourism
- Competition
- Manufacturing

OUR INTERNATIONAL SET-UP



AMO

/ NETWORK OF THE LEADING STRATEGIC AND FINANCIAL

COMMUNICATIONS CONSULTANCIES IN THE DIFFERENT COUNTRIES

/ DEEP LOCAL MARKET KNOWLEDGE

/ UNMATCHED GLOBAL SCALE

AMO PARTNERS

abernathy
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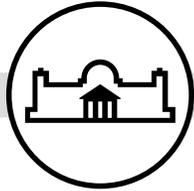
spj/amo
strategic advisors

cicero/amo
strategic advisors

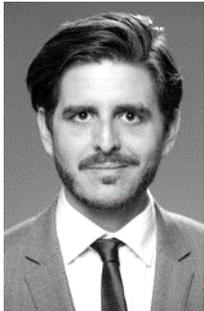
havas paris/amo
strategic advisors

national/amo
strategic advisors

Public & Media Affairs experts in Berlin, Brussels and Frankfurt



Berlin



Dr Benjamin Seifert (Managing Director, Head of Berlin office)

Consulting focus:

Political navigation, political communications, political advocacy, political PR and media relations, crisis communications



Matthias Machnig, Senior Advisor, former Secretary of State

Consulting focus:

Political navigation, political communications, political advocacy, political PR and media relations, crisis communications



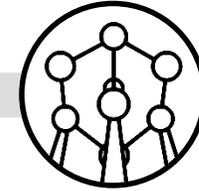
Frankfurt



Volker Heck (Senior Partner, Head of Frankfurt office)

Consulting focus:

Media relations, public affairs, corporate affairs, litigation PR



Brussels



Helena Walsh (Managing Director – EU Public Affairs – Cicero/AMO)

Consulting focus:

Advisory on technical policy issues, campaign strategy and planning on the EU legislative processes

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