

prepare. advocate. expand.

Government Relations

Engaging government remains an inescapable reality of operating in many markets around the world.

Effectively shaping the policy environment can determine a client's ability to manage political and regulatory risk or derive bottom-line benefit. In a world where governments, consumers and media increasingly expect our clients to be part of finding solutions to wider economic and socio-political problems, constructive engagement with elected leaders and appointed officials has become increasingly important. Understanding the political climate and government objectives is essential to formulating successful government affairs strategies.

APCO Worldwide's integrated offices in major political centers around the globe enable us to offer clients local expertise and specialized knowledge to shape specific government relations solutions, as well as offer global capability and seamless execution across nations and regions. We design and execute government relations strategies that are specifically tailored to clients' needs and most appropriate for the country and political culture in question.

APCO acts, and helps clients act, in compliance with the law and with global and local expectations for business conduct. We believe the challenges and opportunities facing our societies require robust and transparent debate, proactive search for common ground and multi-sector cooperation and partnership.

CAPABILITIES

APCO has the expertise to:

- Advocate directly to legislatures and government agencies.
- Design strategic lobbying campaigns.
- Navigate national-level regulatory processes.
- Gain access to new markets through programs and laws.
- Integrate federal, state and grassroots efforts.
- Monitor key issues affecting clients' interests.

- Provide policy analysis and strategic counsel to clients.
- Assist clients in establishing long-term relationships with lawmakers and regulatory agencies.
- Establish partnerships with issue and industry coalitions.
- Assist clients on building internal structures for effective government relations and grassroots communication.
- Work with trade and professional associations, think tanks, foundations and other entities to shape the policy debate.
- Research issues to provide factual support for clients' causes.
- Integrate media relations and outreach, both traditional and online, into government relations campaigns.
- Assist with high-level meeting programs.

Our global government relations team, which includes former elected and appointed officials from all levels of government and international organizations, understands the government processes that are critical to helping clients accomplish their goals. APCO's full-time professional services staff also receives the regular support of APCO's International Advisory Council and Global Political StrategiesSM members, many of whom also have firsthand political experience.

EXPERIENCE

APCO has more than 25 years of experience engaging with governments, including executive ministries and embassies. Our experienced global team understands the multifaceted processes and protocols of diplomacy, communication and persuasiveness in reaching out to policy-makers and opinion-shapers throughout the world.

E3G

E3G, Third Generation Environmentalist, an NGO/think-tank that works in the public interest in the area of climate change is a member and coordinator of

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the Carbon Capture and Storage (CCS) Leadership Group, a coalition of major energy companies and NGOs. E3G faced the challenge of identifying and securing financial support for a €10 billion project to develop 10-12 CCS demonstration plants. APCO identified potential financial incentives for CCS demonstration plants in the Emissions Trading Scheme (ETS) New Entrants Reserve and supported a campaign to secure the ETS allowances necessary for CCS demonstration plants. Via a two-pronged approach, APCO sensitized a broad political audience while creating a core network of key endorsers among EU decision-makers, energy companies and major NGOs. APCO successfully profiled E3G as a champion in the fight against global warming with feasible and immediate solutions. As a result of this intensive campaign, the CCS Leadership Group was able to successfully secure the allocation of 300 million CO₂ allowances per year for its CCS demonstration plants.

Association of Distributive Environmental Bodies (ADEB)

After suffering years of negative media and public skepticism from the UK government, the Landfill Tax Credit Scheme was up for review. ADEB came to APCO for help to save it. APCO worked with ADEB to build relationships with officials and ministers across the three key government departments involved in the review and help raise awareness with those who could shape the government's decision-making process. APCO also identified, encouraged and mobilized a large group of supporters in Parliament and other third parties, both locally and nationally, and put in place a media strategy to contain, rebut — and ultimately stop — the flow of media criticism of the scheme. As a result, ADEB was transformed and became a trusted source of opinion to government officials, especially those in the Treasury. The scheme not only was saved, but was also allocated a ring-fenced budget of £47 million per annum and an additional one-off transition fund of around £20 million.

Hong Kong Wine & Spirits Industry Coalition

Faced with excessively high wine and spirits duties that were forcing residents and international visitors

to select lower-quality beverages, the Hong Kong Wine & Spirits Industry Coalition selected APCO to design an integrated government relations and strategic communication program to forge new alliances and ensure key messages were heard by Hong Kong's key decision-makers. As a result of this program, Hong Kong's financial secretary announced a 50 percent reduction in taxation on wine in his 2007 budget statement. Following a renewed campaign orchestrated by APCO in 2008, wine tax in Hong Kong was abolished altogether.

STERIS

With a limited presence on Capitol Hill, STERIS was not engaged in government relations outreach beyond its headquarters region, and its new leadership team was not well known outside its traditional industries. APCO designed and implemented a program to introduce STERIS to a broader audience on Capitol Hill and within the executive branch to help them build alliances with individuals who could become advocates for the company as it sought to expand the application of its core technologies. APCO helped arrange more than 300 meetings on Capitol Hill and within the executive branch. The program culminated in STERIS receiving crisis exemptions from the government to use their products and technologies for decontamination of anthrax and other biological agents.

Gerber

On behalf of Gerber, a baby food company, APCO worked to get the U.S. government to purchase baby food and send it to orphanages in the former Soviet Union to feed children who were not getting nutrition from other sources. APCO's work included lobbying Congress to institute language to allow the shipment of such products; getting the support of the Russian government; securing the assistance of NGOs that would oversee the shipments and distribution; and convincing the U.S. Department of Agriculture that such a program could be funded through existing government sources. As a result of our work, US\$16 million worth of American baby food was purchased and shipped to orphanages in Russia.

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