

# The FH Approach

- a conversation we have with our clients

What is your Goal for the year?	DEFEND	MAINTAIN	GROW
Product	I need to defend my product	I need to maintain my license to operate	I need to introduce a new product on the market
Organisation or Country	I need to defend my reputation	I need to communicate and align internally	I need to raise my profile
Marketplace	I need to defend my commercial freedom	I need to shape a business-friendly environment	I need to access new markets

For more information, contact:



Teresa Calvano

Associate Director  
 FleishmanHillard Brussels  
 35 Square de Meeûs  
 1000 Brussels, Belgium  
 +32 (0)2 230 05 45  
 Teresa.Calvano@fleishmaneuropa.com

Our Brussels clients past and present:



# Technology Practice

Brussels



The digital economy is growing seven times faster than the rest of the economy. If not for the digital economy the EU would currently find itself in an even deeper recession.

The European Union legislates in some crucial areas in the Information and Communication Technology (ICT) field including data protection, cyber security and intellectual property protection. The measures adopted at EU level are likely to set global standards, with possible spill-over consequences in other regions such as the US and Asia. The stakes for business are high as in some cases proposals are likely to force companies (even those not based in Europe) to rethink their product designs and drastically change their business models.



ICT accounts for 6% of EU GDP and 8 million jobs

ICT drives 50% of EU growth



Internet has contributed to 21% of GDP growth across the G20 from 2005 to 2010

2.7 billion people – almost 40% of the world's population – are online



750 million households – 41% globally – are connected to the internet

Digitalized SMEs produce 10% more, grow and export twice and create twice the jobs ordinary ones do



Cloud computing can bring € 162 billion to the European economy by 2020 as well as 3.8 million jobs

While there are currently 26.5 million unemployed people in the EU 27, there will be 700.000 unfilled ICT jobs in the EU by 2015



## TOPPING THE BRUSSELS AGENDA:



Breaching data protection rules could result in a fine up to 2% of annual global turnover

### DATA PROTECTION

Current proposals are likely to force businesses to adapt their product designs and rethink their business models. The new rules should apply to any organisation that processes EU residents' data even if the organisation or its servers are not based in Europe. A breach of these rules could lead to fines of up to 2% of a company's annual global turnover. The introduction of a pan-European class action system might lead to even higher costs for companies.



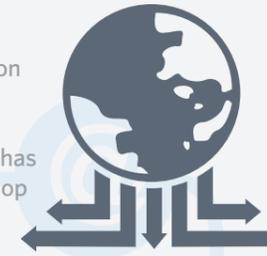
Cloud can bring €162 billion to European economy

### CLOUD COMPUTING

EU policymakers are laying the foundations for Europe to become a cloud computing powerhouse. Cloud has been presented as a "game changer" as it can bring €162 billion to the European economy by 2020 as well as 3.8 million jobs. Data protection, liability of intermediaries, standards and operability requirements, and application of tax law to cloud services are currently being addressed by EU policymakers.

### HIGH SPEED BROADBAND DEPLOYMENT

The EU aims to achieve 100% broadband coverage by 2013 and to increase broadband speed to 30 Mbps for all Europeans by 2020, with 50% or more of European households subscribing to internet connections above 100 Mbps. The EU is working on a coordinated approach to the deployment of high-speed communication networks and has asked Member States to develop national broadband plans and facilitate investment.



100% broadband coverage by 2013

### CYBER SECURITY



Companies in Europe and across the world are losing billions of Euros due to business interruption, industrial espionage, extortion, counterfeiting, data theft and data manipulation.

The EU is proposing the mandatory notification of cyber incidents from specific sectors, such as energy, transport, financial services, healthcare and Internet services, but this approach is not shared by other trade partners, who favor voluntary measures.

### INTELLECTUAL PROPERTY/ COPYRIGHT REFORM

Intellectual property can be seen as an enabler. Copyrights, patents, trademarks, trade secrets and other protection for intellectual property are fundamental for promoting innovation in the many different fields of technology and creativity. The EU is seeking a solution for copyright-related issues via a structured stakeholders' dialogue and in parallel the Commission will decide whether to table legislative reform proposals in 2014.



## Case Studies:

### MCGRAW HILL

FleishmanHillard has been engaged for over a decade as the public affairs agency of choice for McGraw Hill, with the specific brief to act as the "eyes and ears" for the company in Brussels. FH currently advises on a number of critical policy areas for McGraw Hill including trade, data protection, IP protection and cybersecurity.

### EUROPEAN SCIENCE FOUNDATION

FleishmanHillard was hired by the European Science Foundation to promote their European Gender Summit through mainstream media, social media and online advertising. The brief was to create a buzz around the event on social media, encourage attendance and journalist coverage as well as participation in the event's video contest.

### THOMSON REUTERS

FleishmanHillard is helping Thomson Reuters navigate the EU data protection review, formulating an advocacy campaign with the right strategic approach to engage with policymakers. FH advises on who to meet, when to meet them and how to ensure that the company's technical issues have political resonance.

### DIGITAL INTEROPERABILITY FORUM

FleishmanHillard provided association management and strategic support to the Digital Interoperability Forum (DIF). The group approached FH to intercept a mandate for a specific technical standard by the European Commission, a standard that could irreparably harm the industry.