

# ROMANOFF & PARTNERS

ROMANOFF & PARTNERS is a Brussels based corporate representation and consultancy in political advocacy, public affairs and networking. Specifically focusing on the interest of companies and sectors within Russian and Eastern European countries and their specific needs within the European Union.

Among our members we have gathered over 13 years experience working within the European institutions (European Parliament & European Commission). We have witnessed first hand the lack of substantial and proper advocacy from those representing legitimate interest; specifically towards countries and companies that stand outside the European Union, however have partnerships or trade with the EU. This is the main driver, which has motivated us to create **Romanoff & Partners**, and develop tailored services for their needs!

As well as the reality that the legal environment faced by industries / associations is such that about 70% of the legislation, rules and practices that companies have to fulfil are either directly or indirectly imposed by EU policy. This is true of Environmental, Health and Safety, Trade and Energy related matters and this fact can be observed by the ever-increasing amount of EU regulatory initiatives.

For internationally oriented companies the EU legal and political framework is crucial for the development of their international operations and long-term strategy. Having an ally such as **Romanoff & Partners** in Brussels allows them to stay in direct contact with politicians and officials at the EU level and a direct link to European companies,

Our aim is to act at the right moment leaving emotion out of it, using the proper facts and materials, approaching the key people with good knowledge of procedure to maximise efficiency.

Romanoff & Partners operates in accordance with the EU Transparency Register and abides by its Code of Conduct,

**Romanoff and Partners** was created to ensure the following key driving issues for its clients:

**1. Freedom to operate:**

Preventing restrictions on your company's ability to act. These restrictions could come from EU regulators, legislators, unions and public opinion;

**2. Cost avoidance:**

Preventing future taxes, rate increases, permits, license, environmental problems or other direct and/or indirect business costs;

**3. Brand image and reputation:**

Increasing the visibility and reputation of your company and of its products and services among legislators, stakeholders and the public opinion;

**4. Speed:**

Moving quickly to take advantage of the opportunities and react to threats;

**5. Visibility:**

Building your company up as a respected and trusted voice of the industry within the EU.

## What we do

Our services are uniquely tailored to provide the best solution for your company, association, sector or region specific needs, however the broad spectrum of services that we can provide could be presented as follows

### 1 - EU Liaison office (Representation and Public affairs to build your influence)

There are many clear advantages to tailoring specific activities and providing a unique voice to the unique interests of a given company, association or region:

#### 1. Observatory - Issues tracking and analysis

Since a wide range of EU policy initiatives are of direct relevance to your commercial interests and activities. It is obviously critical that these are identified at the earliest possible stage, and the implications fully understood. This will allow the possibility of engagement with persons of influence and the achievement of a beneficial consideration of your position.

#### 2. Network of resources and funding opportunities

Giving the best value and use to the situation and finding the opportunities for you benefit and improvement.

#### 3. Voice at EU level

Representing the company on relevant industry associations committees and the promotion of the region among the others.

### 2 - Negotiation Platforms and Strategic Communication

#### Negotiation Platforms

How to make a decision maker actually listen to you!

Building strategic relationships with representatives in positions of influence such as relevant MEPs and Commission officials in order to influence their policies and the decision-making process with the right and accurate arguments.

#### Strategic Communication

Formulating a Plan, Determining Objectives and Setting priorities

Developing your Strategy with the best resources, in time and making the most effective way to communicate your message

Advocating on specific policy materials as well as engaging in activities to influence European policy development and decision-making through press releases, publications, presentations, briefing papers, legislative amendments, seminars, promotional events, etc.;

Evaluating results and creating a structure to avoid future conflicts

### 3. Networking and Business Opportunities

We bring you a long standing experience of both commercial and institutional level from both the private and public sectors, to pinpoint the correct place and market for your ideas, projects, invest opportunities and products.

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		RUSSIA			EUROPE		
		Corporate / Business		Regions	Corporate / Business		Regions
		Individuals / Companies	Associations / Sector of Activities		Individuals / Companies	Associations / Sector of Activities	
Services							
<b>1 - EU Liaison office (Representation and Public affairs to build your influence)</b>	1.1 Observatory - Issues tracking and analysis						
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	2.2 Strategic Communication						
<b>3. Networking and Business Opportunities</b>							