The Brussels Diplomatic Academy kindly invites you to

Master Class

Lobbying in the EU
Policy Migration and Understanding of EU Policy in a local-global Context

How will a new law in Denmark develop into a European Union (EU) law? Which type of policies might migrate from one country or region to another? What examples illustrate the impact of policy migration? How can EU professionals anticipate these developments effectively?

This master class will cover the way that policy migrates from one country or region to another. Policy measures that are affected by such migration can be of regulatory or legislative nature. Governments or their agencies can now exchange ideas and policies in a split second via teleconference, email, meetings and conferences as the result of globalization and information technology. There are different dimensions to this development and each will be covered in this course.

AUDIENCE

The master class is aimed at:

- Government affairs professionals in corporations and associations
- Diplomats active in advocacy and EU government relations
- NGO leaders and members
- Consultants
ADDED VALUE
Migration happens when policy initiatives are adopted in another region mimicking the first adopter. The earliest public policy examples are taxation, which centuries ago provided the best way to support (finance) new or expanding nations. VAT invented in one country is now found in almost every country even sometimes in addition to sales taxes. Besides taxation, other areas of policy include: environment, health or safety, because they usually fall within the sovereignty of a country. Examples of how this materializes are climate policy, manufacturing standards, occupational exposure, health tests, or other aspects that are needed in view of further increased trade.

Organizations that develop standards (International Standards Organization, CEN/Cenelec etc) may also look at how other countries solved a particular technology issue, for example in harmonizing testing of construction materials or drug testing protocols. Although not a form of policy migration in strict sense, it results in companies having to adapt, or not, production processes to different requirements. Treaties are a way to agree on alignment of policies and but are not binding, for example the TransAtlantic Dialogue, Mercosur (EU-South-American countries), and Trans Pacific Partnership. However, recent examples on counterfeit or labeling of packaging show that this can go faster than in the past, or, for example the clampdown on tax evasion, tax havens and tax shelters.

CONTENTS
This master class will be covering the following aspects:

1. Types of policy migration
   - Policy migration can be regulatory for example decisions by the European Commission or Government departments, Committees or Agencies.
   - Legislative migration is for example happening when an EU Co-decision by Parliament and Council lead to initiatives on Capitol Hill in the USA. The form can vary per country and such distinction is less clear depending on subject of policy.
   - Private sector policy migration via development of standards and their organizations
   - Treaties and multi-lateral organizations can also have a similar impact

2. Discussing the impact of migration
   - Policy initiatives that are appearing without much notice
   - Background of how these issues are developed
   - What is the geographic dimension
   - EU’s systems of policy development from member states to EU level and vice-versa

3. Strategies and tactics anticipating and positioning policy migration
   - Benefits and risks caused by policy migration
   - Monitoring and research studies
   - Presence at international fora and observer status
   - Division of work on EU and government affairs between companies and associations

4. Latest developments on trade issues and treaties
EU Agencies and policy migration
Transatlantic Trade and Investment Partnership, EU-China dialogue and others
Other trade and regional developments in and outside Europe

5. Examples of policy migration
- Standards in construction materials
- Development of electric mobility across several regions in the worlds
- Labeling and packaging of food and agricultural products

FACULTY
Alfons Westgeest is Managing Partner of Kellen Europe, a professional services firm for regional, EU and global trade associations and professional societies, with focus on EU and government relations and strategic advisory services. He holds a master degree in Commercial and European law from the University of Leiden, the Netherlands and has over 30 years of experience in advising and managing business groups and representation in Brussels and Washington DC and since 2006 in Beijing, China.

LEARNING OBJECTIVES
The course materials will be explained and debated with participants in a structured manner. Classes will analyze Case Studies. Q&A will allow participants to learn faster. By the end of the seminar, the students should be able to:
- Recognize the dimensions of policy migration
- Build strategies and tactics to anticipate and deal with policy migration
- Implementation of action plans to help the companies, sectors, professions that are affected

The working language of the course will be English.

COURSE MATERIAL
Before the start of the master class, a syllabus compiled by the lecturer will be handed over to the participants.

CERTIFICATION
Participants will receive a certificate of attendance from the Brussels Diplomatic Academy of the Vrije Universiteit Brussel.

Examination is not compulsory. Participants who opt for the examination, will be offered a certificate from the Brussels Diplomatic Academy of the Vrije Universiteit Brussel, signed by the Rector.

TIMING AND LOCATION
Dates:
26 en 27 January 2015, from 13.30 to 17.00.
Location:
Vrije Universiteit Brussel, Pleinlaan 5, Karel Van Miert Building.
It is building number 5 on the campus plan that can be downloaded at http://www.vub.ac.be/english/infoabout/campuses/etterbeek.html.

A description on how to find the campus is available on http://www.vub.ac.be/english/infoabout/campuses/index.html#etterbeek.

Free parking facilities are available on the campus in front of the building. A bar code gives access to the campus via campus entries 6 or 13 (see the red arrows on the campus plan). The scanner for the bar code is situated under the intercom.
A few days before the start of the event, participants will receive a bar code giving access to the parking.

METHOD OF PAYMENT AND CANCELLATION

Fees:
The fee for this master class is 750 EUR.
VAT Settlement: exempted from VAT: Art 44 § 2, 4° of the VAT code.
The above prices include the registration fee and all material relating to this master class, as well as the coffee breaks for the duration of the event and the networking reception.
Hotel accommodation is not included in the registration fees.
Flemish companies can make use of the “KMO-portefeuille”: www.beaweb.be (Admission number BDA for “Training”: DV.O211124).

Payment:
Attendees are requested to pay by bank transfer only, upon receipt of invoice.
Confirmation of registration and practical information will be sent only after receipt of payment.

Cancellations:
Cancellations can only be accepted if received in writing to bda@vub.ac.be by 12 January 2015.
Fees (less 25 euro administrative charges) will then be refunded. After this date, delegates will be liable for the full fee.
In case of cancellation, a substitution between members of the same company is still possible at any time.

REGISTRATION
To register for this master class, please fill in the online registration form available on www.brusselsdiplomaticacademy.be.