

## LOBBYING



ALBER & GEIGER is a lobbying powerhouse and a leading European government relations law firm. We combine legal expertise with lobbying knowledge. This is what sets us apart.

Public Affairs and PR firms often lack the high-end legal expertise necessary when lobbying legislative changes. On the other hand, it is no secret that most business lawyers, especially at major “full service” law firms, have no significant lobbying experience. But like at trial, in a lobbying case a client’s net worth may be in play. It’s winner-take-all, and disasters can happen. It’s not a time for learning on the job.

Maintaining a competitive edge in the face of anticipated or unexpected issues requires more than vigilance. It takes a thorough understanding of the policy and regulatory process, an intuitive awareness of your industry and needs, the ability to proactively create opportunities and strategies, and persuasive advocacy at the highest levels of government.

Alber & Geiger uses its in-depth understanding of governmental operations and political perspectives with significant knowledge of your unique and evolving needs to advance your strategic objectives and solve problems. We achieve this through a combination of policy depth and experience, political prowess, media savvy, and access.

Our philosophy is to function as an extension of your team. You play a hands-on role in crafting your policies and

positions on legislative, regulatory and operational issues impacting your industry. We partner with you to keep your voice on critical legislative issues front and center before policymakers. As your advocates, we help you shape public policy decisions through careful, strategic positioning. We know how, where and when to intervene to achieve desired results.

Alber & Geiger has a history of successfully lobbying clients’ interests in the EU’s decision making processes. We recognize that legislation and policy decisions on competition, taxation, health care, intellectual property, and other issues can impact an organization’s vitality more profoundly than court judgments and as deeply as business decisions related to its core activities. So our people offer substantive expertise across all these areas. Our professionals understand the technical considerations behind the full breadth of laws and regulations affecting clients, and have experience in combining government policy goals with client needs.

Alber & Geiger. We get it done.

For more detailed information on what we can do for you please refer to our main website.

[www.albergeiger.com](http://www.albergeiger.com)

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