



Ready for Brexit?



Portland



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**HOW PORTLAND CAN HELP YOU
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1.

INTRODUCTION

Brexit continues to dominate British politics and will do so for years to come as the UK shapes its new relationship with the EU.

The UK Government is attempting to maintain its 'red lines' of leaving the customs union, single market and jurisdiction of the European Court of Justice, while the EU seeks to preserve the integrity of its common market and limit any negative impact of Britain's departure.

In this uncertain environment, Portland will work with you to maximise opportunities and mitigate risks arising from Britain's departure from the EU. We will help you achieve your business objectives at home and abroad.

ABOUT PORTLAND

Portland is a fully integrated communications consultancy trusted by some of the highest profile organisations, governments and individuals in the world.

With offices in Washington DC, New York, Doha, Nairobi, Singapore, and our HQ in London, we have extensive experience advising clients on the impact of Brexit, including McDonald's, Johnson Matthey, Sanofi and Diageo.



2.

HOW PORTLAND CAN HELP YOU NAVIGATE BREXIT

Portland's Brexit Unit provides high quality advice to a range of clients on how they are likely to be affected by Brexit, how they can make sense of ongoing political developments, and what action they should be taking to prepare for the point of departure and beyond.

Our team will work with you to develop a tailor-made package of support to make sure your organisation is well-placed to shape and respond to the events of the coming years.

BREXIT HEALTHCHECK

Each organisation faces a unique set of challenges - the Portland Brexit Healthcheck identifies how Brexit affects you and forms the basis for a tailored strategy with clear messaging and a communications and engagement plan that addresses any risks and maximise potential opportunities.



STRATEGY:

Portland will develop a comprehensive communications strategy to ensure that your voice is heard

This strategy will distil the most important issues for your organisation and key audiences, taking into account the current political context.



MESSAGING:

Portland will develop high-level messages as well as detailed policy asks in order to engage with Brexit policy-makers at all levels

Timing is essential: your messaging will be phased depending on Brexit milestones and other insights derived from data and research



ENGAGEMENT:

Portland will identify key stakeholders and develop an engagement programme appropriate to your interests in London, Brussels, and across European capitals

Suitable tactics, points of engagement and channels will be identified to maximise the effectiveness of messaging

POLITICAL ADVICE

Portland provides strategic advice to support your interaction with key decision-makers in the Brexit process. Drawing on the expertise of our highly experienced team, Portland will help you cut through the noise and identify priorities for political engagement.



3.

THE BREXIT PROCESS

JANUARY -
MARCH 2018

• Cautious truce

Agreement reached on scope and length of the transitional period

Continuing to make the Article 50 exit agreements from December 2017 into legal text

Prime Minister makes her third set-piece Brexit speech on the desired future relationship with the EU

APRIL -
LATE 2018

• Negotiation

Formal negotiations on the UK's future relationship with the EU

Ambition to finalise Withdrawal Agreement in time for the 18-19th October Council Summit

The Agreement will include practical arrangements for UK exit and a framework for the future relationship

JANUARY -
MARCH 2019

• Ratification

UK Parliament votes to enshrine the agreement in UK law

Extension of negotiation deadline beyond March 2019 needs unanimous agreement from the EU27

Ratification requires majority support in the European Parliament, and it has a veto

APRIL 2019 -
DECEMBER 2020

• Transition

Withdrawal Bill to transpose all existing EU laws into UK law

UK continues to observe rules of single market

UK able to negotiate and sign trade deals with third countries

Negotiations of practical aspects of a trade deal with the EU to proceed

JANUARY
2021 ONWARDS

• The new relationship

UK expected to regain control of customs and end free movement of EEA citizens

New trade relations with EU, and any free trade agreements signed with third countries come into force

UK free to pass new legislation and diverge from EU rules on areas not covered in FTA

THE PASSAGE OF THE EU WITHDRAWAL BILL THROUGH PARLIAMENT

TRANSPOSING EU LAW THROUGH SECONDARY LEGISLATION

PARLIAMENT TO PREPARE AND PASS NEW LEGISLATION TO DIVERGE FROM EU RULES



4.

OUR BREXIT UNIT

Portland has established a dedicated Brexit Unit to help you navigate this unprecedented event.

We provide the very best counsel to our clients. Our Brexit Unit includes those with considerable experience in Brussels, Westminster, Whitehall and the City.

The team comprises executives, managers and directors from across Portland's Corporate, Health, Government Advisory, Local and Philanthropy teams, bringing a range of expertise to tailor our Brexit advice to your needs.



VICTORIA DEAN

PARTNER AND HEAD OF BREXIT UNIT

Victoria leads Portland's Brexit Unit, providing strategic advice to a range of clients on what to expect as the UK moves towards exiting the European Union, as well as how to ready your organisation and ensure your voice is heard.

Before joining Portland, Victoria spent 17 years in the diplomatic service, with postings in Paris, Brussels and Washington, and as the UK's High Commissioner to the Eastern Caribbean.

During her diplomatic career she was also the government spokesman in Brussels, lived through the last UK Presidency of the EU, and managed the UK's relationships with Northern, Central and Eastern Europe.



GUILLAUME AMIGUES

ASSOCIATE DIRECTOR BREXIT UNIT

Building on a decade of experience advising decision-makers in France, Germany and Brussels, Guillaume advises clients on the evolving political and business implications of Brexit.

He was the Head of International Affairs at Britain Stronger in Europe during the 2016 EU referendum campaign, where he worked with non-British stakeholders on messaging and strategy. He previously led the World Economic Forum's European political engagement strategy. Guillaume is among the Diplomatic Courier's Top 99 under 33 Foreign Policy Leaders.

SOME OF OUR BREXIT CLIENTS



DIAGEO

JM Johnson Matthey
Inspiring science, enhancing life



SANOFI

Which?

Heathrow



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LONDON
NEW YORK
WASHINGTON, D.C.
NAIROBI
DOHA
SINGAPORE

A large, stylized graphic composed of multiple parallel white lines that form a complex, interlocking shape resembling a knot or a stylized 'P'. It is positioned in the lower right quadrant of the page.

Portland