




# Alonso Asociados

ASESORES COMUNITARIOS S.L.



About us.....	3
Our services.....	4
Your office in Brussels.....	6
Achievements.....	7
Our clients.....	9

# About us

"An association for political, industrial, commercial or manufacturing purposes, or even for those of science and literature, is a powerful and enlightened member of the community, which cannot be disposed of at pleasure, or oppressed without remonstrance, and which by defending its own rights against the encroachment of the government, saves the common liberties of the country".

Alexis de Tocqueville (Democracy in America)

Since 1986, Alonso & Asociados is a firm specialized in legal consulting and lobbying in EU affairs and international organizations opened in Brussels. We have over thirty years of experience.



Our director and founding partner, Emiliano Alonso, is a lawyer specialized in EU law with a Masters in European law from the College of Europe in Bruges and a MBA from the Solvay Business School at the Université Libre de Bruxelles. He is also a member of the Spanish Bar Association of Madrid since 1987.

For 15 years (1986-2000) he was in charge of representing the High Council of Chambers of Commerce of Spain to the EU and to Eurochambers, which was the first Spanish lobby set up in Brussels in 1967.

Furthermore, he teaches courses in Universities and International Business Schools.

Our team is composed by high-qualified professionals specialized in European Law with extensive experience in the EU institutions. We are a multidisciplinary team, dealing with different areas such as Law, Economics and Politics. Our working languages are Spanish, English, French, Italian, Portuguese and German..

We specialise in providing advice, representing and protecting our clients' interests to the EU in the transport, construction, energy and food sector. Having in-depth knowledge of the EU decision-making process, we know *what* is decided in Brussels, *who* decides, *how* it affects our customers and *when*, *how* and *why* decisions are made.

Over the years, we have built up an extensive network of contacts in the EU: European Commission, Council of the European Union, European Parliament, Member States Permanent Representations to the EU and Third countries' Missions to the EU, European Federations, enterprises, etc. Bringing the reality of the European Union closer to you, we work tenaciously to solve problems and help our customers maximize the potential of taking part in the European context, addressing threats and seizing opportunities.

We also look after our clients' interest before the European Federations and Associations based in Brussels, complementing and boosting their effectiveness and making their presence felt.

# Our services

*“Those who do not know the plans of competitors cannot prepare alliances.  
Those who do not know the lay of the land cannot maneuver their forces.  
Those who do not use local guides cannot take advantage of the ground”.*

Sun Tzu, The Art of War

**Institutional Relations:** We increase your visibility to the EU by establishing and maintaining a permanent network of key contacts in the European institutions who know your interests..

**Lobbying & Advocacy:** We increase our clients’ ability to anticipate and influence on the main issues of the European agenda. Likewise we design lobbying and communication strategies to ensure that your arguments are heard and taken into account.

**Legal Consulting:** Strategic legal advice, regulatory consultations, preparation of legal reports and opinions in the light of EU law as well as the preparation, submission and monitoring of complains to the European Commission, the European Anti-Fraud Office, contracting authorities with third countries in the framework of EU cooperation and development aids and lodge of complaints to the European Ombudsman and the European Parliament.



**Information:** Through an individualized system, we standardize and divulgate information concerning the EU that affects our clients. We ensure that it provides you with the capacity to anticipate the EU decision-making proces.



**EU Funding Opportunities:** We help you understand the mechanisms of access to EU funded-programmes. We identify opportunities and take care of finding and negotiating with potential partners, we coordinate consortia and ultimately help in the process of drawing up proposals and submission of projects in Brussels. Eventually, we monitor the selection process

**Business Development:** We carry out projects of technical assistance to institutional clients namely the European Commission and the Inter-American Development Bank concerning projects for the development of the private sector.

**Studies:** Alonso & Associates undertakes studies on topics related to the areas of our expertise.

**Education & Training:** We provide courses, seminars and other training activities tailored to your needs on the practical functioning of the EU institutions, the decision-making process in the EU, how to lobby the EU, the life cycle of EU-funded project, etc.





# Your office in Brussels

"80% of the legislation related to economics, maybe also to taxes and social affairs, will be of Community origin at the dawn of 2000".

Jacques Delors, President of the European Commission between 1985 and 1995.

**B**etween 40 and 50% of the legislation adopted in every EU country is related to the European Union and, in a number of sectors, more than the 80% of the legislation affecting companies originates in Brussels (internal market, import-export, environment, health, consumer protection, amongst others).

A large number of meetings of expert committees, working groups and conferences take place in Brussels every week. You could wonder: why going? Which events and conferences are important? Why should I go if I am not registered in any European Association? Why a permanent presence is needed?



Alonso & Asociados is aware of the growing need for stakeholders to hear and to be heard in the course of the negotiations of EU regulations. Thus, we offer our team and office as it were your own delegation.

Our facilities, strategically located at the heart of Brussels and a few meters away from the main institutional buildings of the EU, are at your disposal to hold private meetings.

In short, we act as your permanent representation in Brussels, performing continuous monitoring of policies and projects of your interest.

You should harness the potential of being present in Brussels as a way of influencing in the EU decision-making process. Furthermore, the service we provide meets all expectations and needs conducted by a permanent delegation but avoiding the high cost of opening an office in Brussels.



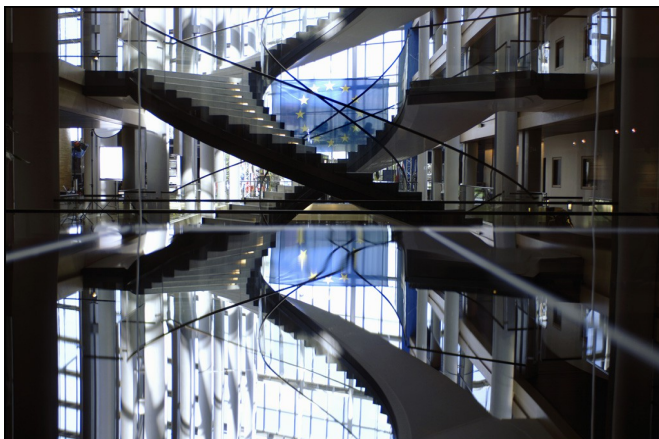
# Achievements

*"Okay, you've convinced me. Now go out there and bring pressure on me".*

Franklin D. Roosevelt, President of the USA between 1933 and 1945, in response to a business delegation.

## **Lobbying & Advocacy:**

- Recognition of the principle of carbon leakage applicable to a strategic industry in the EU Emissions Trading Systems Directive (ETS), obtaining a favorable benchmarking facing the free distribution of CO2 emission allowances;
- Exemption for mineralogical transformation procedures in the Energy Taxation Directive;
- Relaxation of the conditions of a Directive for handling chemical products;
- Transitional period of 15 years for the use of a trademark under the Regulation on the use of nutrition and health claims;
- Obtaining favorable conditions for industrial plants –ELVs Emission Limit Values;
- Including production plants and logistics centers in the list of establishments authorized to export to the EU;
- Achieving a grace period of 8 years for certain fibers;
- Securing recognition of social dialogue employers-unions avoiding the enactment of a restrictive Directive for the use of a chemical.



## **EU Funding:**

Likewise, Alonso & Asociados has been instrumental in obtaining EU funds for our clients' projects.

## Business Development:

- Crisis management in the wake of outbreaks of animal diseases;
- Release of meat quotas held at customs in the EU as well as the reduction and subsequent standardization of reinforced controls imposed by the EU after the detection of drug residues in meat;
- Obtaining the CE marking of some industrial products that traditionally did not have it;
- Multilateral organisations consulting (European Commission, Inter-American Development Bank, Governments, international sectorial organisations);
- Our case studies have contributed to the development of the private sector in the interest of our clients.



## Institutional Relations:

- Inclusion of companies represented in our European delegations in official Missions of members of the European Commission to third countries.
- Organising events, conferences and missions of all kind with the participation of representatives of the European Institutions (Commissioners, Members of the European Parliament, counselors and officials).

## Legal Consulting:

- Opening and closing of infringement proceedings by the European Commission against Member States for violating EU law.
- Cancellation of the RASFF alerts (Rapid Alert System for Food and Feed) by the European Commission based on the misinterpretation of legislation reported by Alonso & Asociados.





# Our clients

*"Ten people who speak make more noise than ten thousand who are silent".*

Napoleon Bonaparte

Companies included in market indexes

Multinational companies of strategic sectors

International Organisations

Regional governments

International, european and national associations

Fundations and universities

SMEs



# Alonso & Asociados

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