

# Shaping Public Policy in the Asia-Pacific

**C&M International** is a global government relations, public affairs, and public policy consulting firm that helps clients shape the market, policy and regulatory landscape in diverse markets. We are based in Washington, DC, with our Asia regional office in Singapore and have over thirty years' experience working in the region. We don't just report on or analyze policy and regulatory trends – we are a roll-up-the-sleeves, “get the work done” firm that builds lasting partnerships with our clients to design and implement creative strategies that affect change – all toward delivering commercially meaningful outcomes.

Through our base in Singapore, C&M International/Asia LLP, we help clients shape the fast-evolving policy and regulatory landscape across the Asia-Pacific. We're acknowledged experts at leveraging the convening power of forums like APEC and ASEAN, and have crafted unique policy and public affairs initiatives in partnership with industry associations, academics, NGOs and other stakeholders throughout Asia. We know that digital transformation is reshaping every industry, and reorienting the way that governments work with the private sector. And we leverage our network of senior officials and executives across the region to shape the policies and manage the emerging issues that will define economic growth in “the Asian century.”

## Why We're Different



**Outcomes Oriented.** We measure value delivered for our clients based on meaningful outcomes. We don't just “open doors”; we build lasting partnerships and create initiatives for commercial impact. We don't just develop a report or a study; we launch influential policy platforms and implement strategies that deliver tangible benefits.



**Global Reach.** Actions taken by governments in Bangkok, Hanoi, and Singapore increasingly influence what happens in Washington, London, and Brussels – and vice versa. Our international team spans the Asia-Pacific, the United States, Europe, and beyond, allowing us to draw on worldwide insight and expertise to address the commercial, policy, and regulatory issues affecting the global economy.



**Beyond Bilateral.** Today's issues often demand more than just in-country advocacy to solve political and regulatory issues in diverse markets. (Though we do that, too.) As part of a comprehensive approach, we navigate and leverage multilateral policy-setting forums like APEC, ASEAN and the WTO, to efficiently convene influential stakeholders and create unique public-private partnerships that produce results.



**Government & Policymaking Experience.** We've been at the table when policy is made, both in the United States and in Asia. We are former trade negotiators, health policymakers, and senior officials from the highest levels of government. We know the processes and the people, where to engage, and how to deliver lasting impact for our clients.



**Full Service Capabilities.** Executives in the Asia-Pacific know that the lines between legal, policy, and government affairs issues are often blurred, if not merged. When issues demand it, we bring to bear the resources and expertise of our attorney colleagues within our parent organization, **Crowell & Moring LLP**, an international law firm with offices in Brussels, Doha, London, Los Angeles, New York, Orange County, San Francisco, Shanghai, and Washington, D.C.

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## What We've Achieved in the Asia-Pacific

**Led the creation of and secured endorsement for a new framework to enable cross-border data flows in ASEAN.** A progressive data governance regulatory environment is foundational for the future growth of Southeast Asia's digital economy. C&M International helped draft a business-friendly policy framework and is leading a multi-year process with regulators from all ASEAN member states, to secure governmental endorsement for a flexible model to enable ASEAN businesses of all sizes to transmit data throughout the region, and globally.

**Designed and coordinate the world's largest public-private partnership to strengthen ethical business practices and level the playing field for the medical device and biopharmaceutical sectors.** Principally focusing in Asia, C&M International convenes nearly 2,000 collaborating global organizations, governments, and other stakeholders across 30 markets to identify and set best practices, strengthen capacity for nearly 20,000 enterprises, and monitor data-driven outcomes. The result is nine national agreements and the implementation of industry-wide codes of ethics in ten countries where they previously did not exist. C&M International also serves on the B20 Task Force on Integrity and Compliance, advancing efforts to integrate ethical business conduct into public procurement regimes.

**United diverse stakeholders to advance sustainability and address the global crisis on ocean plastics.** We work with a diverse range of multinationals, industry associations, and NGOs that all seek to address the urgent problem of marine debris and plastics in our seas, much of which originates from countries in Southeast Asia. Our efforts include reforming investment barriers in Asian countries to catalyze investment in waste management infrastructure; leading public-private partnership discussions in APEC meetings; and shaping the policy discussions at the UN Environmental Assembly and other multilateral institutions and global conferences.

**Created impactful linkages between business leaders in Asia and officials in Washington.** As the leading representative of American Chambers of Commerce based in the Asia-Pacific region, C&M International is at the forefront of positioning senior business leaders in Asia with a voice at the policy-making table in Washington, DC. For nearly two decades, our team has helped foster relationships for U.S. business senior executives in Asia at the White House, with leaders of Cabinet agencies, and within the halls of the United States Congress.

**Secured a political commitment from 21 Asia-Pacific trade ministers to achieve convergence on regulatory approval procedures for medical products.** C&M International helped attain a formal leadership role for industry in this effort, and developed key performance indicators in partnership with regulators. These indicators show uptake in mutual recognition agreements (MRAs), increased acceptance of Good Manufacturing Practice (GMP) certificates of other regulatory authorities, reduced requirements for Certificates of Pharmaceutical Product (CPPs), and increased use of information sharing and confidentiality commitments – arrangements that are the foundation of regulatory convergence.

**Analyzed regional free trade agreements (FTAs) to maximize supply chain efficiencies.** When one of the world's largest food producers acquired new production assets and facilities across the Asia-Pacific, we provided strategic counsel to help the company maximize the integration of new business operations. C&M International provided a detailed stakeholder map of key government officials and regulators, industry associations, and other critical stakeholders across five markets. We then dug deeply into the company's evolving supply chains, merging analysis of existing regulatory barriers and preferential market access opportunities in regional FTAs to realize potential cost savings and optimize sourcing for new export markets.

## How We Work

We learn our clients' businesses and become subject matter experts on their issues, develop targeted engagement strategies – by leveraging international policymaking organizations or crafting innovative partnerships or coalitions from the ground up – and then apply our geopolitical, government, and policy expertise to achieve impactful commercial results.

GOVERNMENT  
AFFAIRS



MARKET &  
INDUSTRY  
ANALYSIS



POLICY  
DEVELOPMENT



STRATEGIC  
PARTNERSHIPS  
& EVENTS



COALITION  
BUILDING



REGULATORY  
ADVOCACY

