

GLOBAL PUBLIC POLICY

WE KNOW GLOBAL POLICY.

CREATING THE POLITICAL, POLICY, AND REGULATORY CONDITIONS TO MAXIMIZE COMMERCIAL SUCCESS

C&M International is a global government relations, public affairs, and public policy firm that helps clients shape the international regulatory landscape to support innovation, sustainable growth, and commercial competitiveness in foreign markets.

For more than thirty years, C&M International's team of public policy experts, former trade negotiators, economists, and bio-medical scientists has worked with clients to resolve commercial and trade challenges, clear political hurdles, and shape policies and regulations in key international markets. Our team includes professionals who have served in senior roles on Capitol Hill and at key U.S. government agencies, including:

- **The White House**
- **Office of the U.S. Trade Representative (USTR)**
- **U.S. Departments of State, Commerce, Treasury and Health and Human Services**
- **U.S. Patent & Trademark Office**
- **Office of the National Coordinator for Health Information Technology (ONC)**

We are based in Washington with our Asia regional office in Singapore. When issues demand it, we also 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.

HOW WE WORK

We learn our client's businesses and **become subject matter experts** on their issues, **develop targeted engagement strategies** - 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.

WHAT WE CAN DO FOR YOU

- Shape the policies and regulations that impact your business in key global markets.
- Build and manage coalitions to collaboratively advance policy initiatives.
- Analyze evolving, next-generation policy issues and distill how government leaders and global business executives are approaching them.
- Resolve problems, disputes, and other challenges that often arise when doing business internationally.
- Help your business realize trade-related cost savings.

“As companies seek to expand into foreign markets with new technologies and innovations, they must work collaboratively with governments to write the rules of the road - or risk those rules being written for them.”

Ambassador Robert Holleyman
President & CEO Emeritus, C&M
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SERVICE AREAS



**GOVERNMENT
AFFAIRS**



**POLICY
DEVELOPMENT**



**COALITION
BUILDING**



**MARKET & INDUSTRY
ANALYSIS**



**STRATEGIC
PARTNERSHIPS &
EVENTS**



**REGULATORY
ADVOCACY**

WHAT WE HAVE DONE FOR OUR CLIENTS

- **Designed and coordinate the world's largest public-private partnership to strengthen ethical business practices for the medical device and biopharmaceutical sectors.** C&M International convenes more than 1,500 collaborating organizations to set best practices, strengthen capacity, and conduct monitoring, resulting in high-standard codes of ethics in 10 countries where they previously did not exist.
- **Developed data and privacy principles for a digital health leader.** After market research and analysis of policies and positions in various sectors, we identified opportunities for our client to exert market leadership with a differentiated, user-centric approach and are now drafting the client's policy.
- **Created a public-private platform to collaboratively address ocean pollution by incentivizing investment in sustainable solutions and waste management infrastructure.** Working with a range of government ministries, NGOs, and the private sector, we identified regulatory hurdles, adopted principles to encourage new financing mechanisms, and sought political commitments for reform, all to promote the development of national strategies to address marine litter and waste management challenges.
- **Supported a global media company to protect its IP across the U.S. and in key international markets.** As policymakers in Washington, Brussels, and other major markets considered policy changes to effectively undermine the value of the company's intellectual property, we devised and executed combined lobbying, public affairs and thought leadership strategies to enable the company to shape these regulatory discussions and foster a more balanced approach to protect its IP and business models.
- **Advocated against decisions by a customs authority that would have led to millions of dollars in increased duties.** Leveraging our international trade expertise and network of global relationships, we developed a coordinated approach to engage U.S. trade and foreign policy agencies, members of Congress, and foreign ministries to develop a politically acceptable compromise among stakeholders - while preserving market share and saving millions for our client.
- **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 is assisting with the development and monitoring of key performance indicators from all APEC economies to drive implementation and reduce regulatory hurdles.

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