

NAVIGATING THE TRANSATLANTIC TRADE AND INVESTMENT PARTNERSHIP (TTIP) NEGOTIATIONS

On February 13, 2013, the United States and the European Union announced intentions to enter into negotiations on the Transatlantic Trade and Investment Partnership (TTIP). Over the next several years, these negotiations will seek to expand transatlantic trade by eliminating traditional trade barriers. More significantly, TTIP will aim to expand trade by addressing barriers caused by incompatible or inconsistent US and EU regulations. This “regulatory track” will be the most significant and challenging aspect of the TTIP negotiations with important implications for companies operating in heavily regulated industries in particular. Beyond expanding trans-Atlantic trade, TTIP also aims to establish global standards for other countries to adopt and thereby reduce the compliance costs associated with global supply chains.

TTIP offers an opportunity of “major geo-political importance [and] a deficit-free engine for growth and jobs on both sides of the Atlantic.”

Stu Eizenstat, testimony before the United States House Ways and Means Subcommittee on Trade, May 16, 2013

COVINGTON AND TTIP

Covington has leading practices in all major regulatory areas as well as a leading international trade practice which includes a number of former senior government officials involved in trade negotiations. Our trade practice received *Chambers’ Award for Excellence* in 2011 and is consistently named to the top tier by *Chambers* and other peer rating firms. With offices in both Washington and Brussels and extensive experience in both regulatory and trade matters, we are well positioned to advise clients on TTIP matters.

Our TTIP trade team includes:

Washington Office

- **Ambassador John Veroneau** - former Deputy United States Trade Representative (USTR) and General Counsel for the USTR. He worked on a wide range of matters, including negotiating trade and investment agreements, initiating and defending World Trade Organization (WTO) disputes, executing US trade law and helping US companies overcome regulatory barriers.
- **Ambassador Stu Eizenstat** - former chief White House domestic policy adviser to President Jimmy Carter; U.S. Ambassador to the European Union; Under Secretary of Commerce for International Trade; Under Secretary of State for Economic, Business and Agricultural Affairs; and Deputy Secretary of the Treasury in the Clinton Administration. He played a prominent role in the development of key international initiatives, including developing the Transatlantic Business Dialogue (TABD).
- **Marney Cheek** - former Associate General Counsel at the Office of the USTR. She represented the United States in litigation before the WTO and served as counsel for US free trade agreement

negotiations with the Andean countries, Australia, Central America, Morocco, Thailand, the Free Trade Area of the Americas and others.

- **Ambassador Al Larson** - former Under Secretary of State, Department of State, Economic, Business and Agricultural Affairs and Assistant Secretary of State for the Department of State, Economic and Business Affairs. He has been deeply involved in numerous US trade negotiations.
- **Gina Vetere** - former Executive Director for International Intellectual Property at the U.S. Chamber of Commerce's Global Intellectual Property Center; Director for Intellectual Property and Innovation and Senior Policy Advisor at the Office of the USTR. She has worked on the negotiation and enforcement of trade agreements and led business coalitions to promote high standard trade agreements.

Brussels Office

- **Lisa Peets** - member of the European Commission's Expert Group on reform of the IP Enforcement Directive. She has been actively engaged in a wide range of law reform efforts in Europe, on multilateral, regional and national levels including advocacy on EU and national initiatives relating to e-commerce, copyright, patents, data protection, technology standards, compulsory licensing, IPR enforcement and emerging technologies.
- **Wim van Velzen** - former member of the European Parliament; Vice-President of the largest political group (EPP) in the European Parliament; and the President of the Christian Democratic Party (CDA) and Senator in Dutch Parliament. He advises clients on European public affairs, including the functioning of the European institutions, development of EU legislation and accession of new EU members.
- **Jean de Ruyt** - former Permanent Representative of Belgium to the European Union and chair of the Committee of Permanent Representatives. He has been closely involved in Europe's response to the financial crisis and the resulting legislation at the European level and was involved in the negotiation of the European Single Act and the Nice and Lisbon Treaties and in initiatives relating to the implementation of the Oslo agreements in the Middle East.
- **Paul Adamson** - widely regarded and respected as a pioneer for his successful advocacy, he has advised clients in a wide range of industries as well as many important public sector organizations specializing in thought leadership, developing strategies to position clients as key stakeholders and partners in public policy formation and helping clients ensure their views are heard and understood in the EU political process.

If you would be interested in learning more about how Covington can assist your organization in advancing its Transatlantic Trade and Investment Partnership objectives, please contact the following members of our Trade team:

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