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EBO WWN 2024
BEST PRACTICE SESSION
ENGAGING WITH EUDEL
RU: PRE- AND POST-2022



June 3, 2024

THE PAST: Engaging in Key EU Policy Fields



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Meeting with HRVP Josep Borrell-Fontelles on Feb 6, 2021

- detailed debriefing re meeting with RU MFA S Lavrov
- discussion of situation of EU businesses in Russia
- briefing re 3 principles of new EU Russia policy
- strengthening of relations with EEAS



AEB outreach activities re EU Green Deal

- launch of AEB "Green Initiative"
- stakeholder dialogue with both RU and EU institutions
- important channel re EU/RU discussion on CBAM
- co-organizer of EU Climate Conference in 2020 / 2021



AEB initiated joint appeal re mutual recognition of vaccines

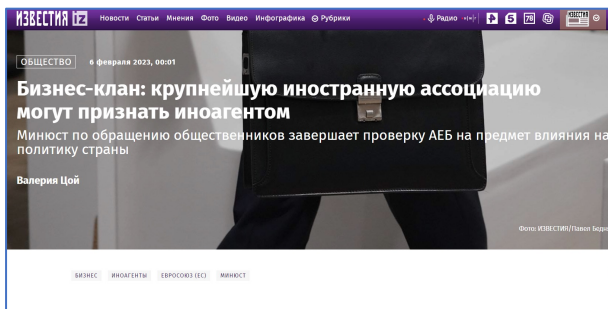
- travel restrictions & non-recognition of vaccines
- AEB initiative with key foreign & domestic associations
- joint press conference
- meeting with MFA S Lavrov, EU Amb Markus Ederer



THE PRESENT: Balancing on Eggs



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Navigating reputational / legal risks

- ensure understanding of AEB by EU stakeholders
- secure continued EU TR compliance
- avoid “foreign agent” risks
- between the rock and the hardplace



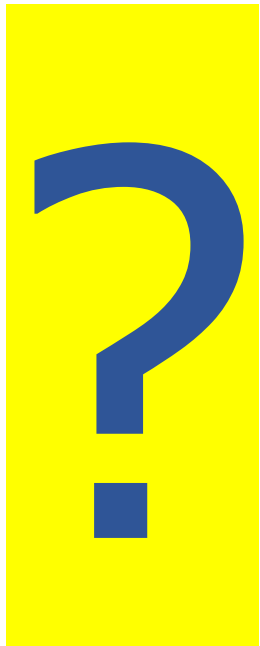
Providing information & perspective

- monthly briefings f EUDEL Trade & Commercial Couns. /HOMs
- min 4 missions to Brussels to brief EU stakeholders
- engage with EU MS gov stakeholders (DE, FR, IT, FR...)
- but: growing legal risks in RU



Navigating challenging issues

- sanctions (strategic fuzziness; intended vs unintended cons.)
- discussions re actions against immobilized CBR assets
- defending difficult choices (e.g. attendance of SPIEF, EEF...)
- impact of 12th sanction package on EU nationals in Russia



Success factors

- define “right” mission
- stick to the playing field
- communicate transparently
- manage complexity

Clouds over the horizon

- no light at the end of the tunnel
- a paradigm shift of EU policy?
- escalation spiral: where will it stop?
- is there a future for EU business in Russia?

Be ready for the day after tomorrow

- help businesses to survive (better not to start from “0”)
- keep channels of communication open
- remind about inconvenient truths

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