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Press release

Paris, 2 February 2021

## FairValue Corporate & Public Affairs launches a unique 'Brexit Express Offer' for British and European commercial and industrial companies.

The new chapter that opened on the 1<sup>st</sup> January in the relationship between the European Union and the United Kingdom has dispelled some concerns, but has not totally removed all uncertainty. Many companies are now facing new technical and regulatory barriers in the organisation of their value chains and the conduct of their business activities. New customs procedures and the return of checks on goods will have a lasting effect on the flow of trade.

More than a third of British companies<sup>1</sup> are considering relocating all or part of their production facilities. Meanwhile, their European counterparts are already considerably affected by the complexity of new regulatory rules and by the ensuing logistical difficulties, in an economic context aggravated by the health crisis.

To help them meet these challenges, FairValue Corporate & Public Affairs is launching a new offer, "**Brexit Express**", that aims to provide rapid and concrete solutions to the industrial and commercial upheavals that **British and European companies** are facing.

The firm's Brexit support is based on a "**Business Offer**" to help companies meet the strategic, operational and financial challenges associated with the redeployment of their activities. It is complemented by a "**Regulatory Offer**" to anticipate, control and counter regulatory risks in the United Kingdom and the European Union.

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<sup>1</sup> Survey of 1,200 British business leaders conducted for the Institute of Directors, February 2019

For Anne Mazoyer-Jankowska, President of FairValue Corporate & Public Affairs, *"the emergence of new tariff and non-tariff barriers is forcing organisations to rethink their value chain, or even to reorganise their activities. The importance of bilateral trade, and the very high exposure of companies to regulatory, economic and logistical risks that they only partially master, will require a strategy adapted to the continuity and development of business"*.



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## About FairValue Corporate & Public Affairs :

Created in 2005, FairValue Corporate & Public Affairs is an **independent European global strategy consultancy**, that specialises in public affairs, corporate communication and crisis management, as well as the international development of businesses. The firm is an expert of complex environments.

Based in **Paris, Brussels, Rome, Warsaw**, soon in **London**, and active in **West Africa** and the **Maghreb** region, the firm offers tailor-made support at national, European and international level, with a view to helping organisations master the socio-economic, regulatory and geopolitical environments essential to their activity.

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