



Government Relations and Regulatory Affairs Products and Services

For decades, Gowlings' Government Relations Practice Group has provided legal and non-legal advocacy services to clients across a broad range of industries and industry sectors within Canada and around the world.

Today, Gowlings' public-policy advocacy practice is among the largest in Canada, and provides a wide array of services that include government relations and advice on regulatory affairs at the federal, provincial and local levels of government.

GOWLINGS

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SERVICES

Gowlings is one of the few professional services firms in Canada to offer a full range of legal and non-legal solutions for complex matters involving sophisticated legal, public-policy, political and communication variables.

Many Gowlings professionals have previously served in government: some in cabinet, others as senior level public servants or policy advisers. The Firm has contacts at all echelons of the Canadian provincial and federal governments, as well as in the senior reaches of the private sector and NGO community.

Our advice comes from knowledge and experience. Gowlings is involved in virtually all areas of government policy, including, but not limited to:

- financial institutions
- food and agriculture
- biotech
- telecommunications and e-commerce
- intellectual property rights
- environment, fisheries
- energy and natural resources
- health-care reform
- taxation
- public safety and national security
- culture
- aboriginal affairs
- international trade
- infrastructure

For the complete list of our service offerings, please visit gowlings.com.

PRODUCTS

As an extension of our widely recognized public-policy and government relations services, we also offer a variety of specific government relations products designed to help you achieve your business objectives. These products have been developed with you in mind, and address the most pressing issues facing Canadian businesses. Take advantage of these products—on their own or in combination—to help achieve your goals and to mitigate your exposure to risk.

GOVERNMENT ADVOCACY AUDIT

This audit serves clients wishing to assess their level of interaction with the public sector at both political and bureaucratic lev-

els. It also serves as a vehicle to determine the client's appreciation of government and, in turn, government's recognition of matters of importance to clients. Once determined, and based upon a broad range of government-related issues, advice is provided to develop or improve upon existing relationships and to produce advocacy initiatives to promote your long-term goals and business activities.

GOVERNMENT ENVIRONMENTAL SCAN

This product is implemented within a short time frame and for a fixed fee. It involves determining specific public-policy issues of concern to clients and identifying those government departments with whom the client deals and that affect the client. Gowlings then conducts a confidential "scan" of key politicians, political staff and bureaucrats to determine their views of the issues and/or planned changes to the industry that may impact upon the client.

For more information on the above products, please contact any one of the professionals listed on the back of this brochure.

THE NEW RULES: POLITICAL FINANCE, LOBBYISTS' REGISTRATION AND GIFTS/HOSPITALITY FOR PUBLIC OFFICIALS

The "New Rules" product consists of a PowerPoint presentation for initial (annual) client briefings/seminars, as well as time allotted for a teleconference and an in-person presentation at the client's premises. As an added bonus, this product includes a 40-page report summarizing the latest developments and outlining the requirements in all 14 Canadian federal, provincial and territorial jurisdictions. The report can be updated based on your needs. In addition, you will receive a two-page desktop summary ("quick notes") in hard or soft copy.

FACILITATED ADVOCACY – STRATEGY DEVELOPMENT WORKSHOPS

This product features half-day, full-day or weekend-long facilitated workshops designed to assist organizations in the development of strategies for meeting public-policy objectives. Participants are invited to include their boards of directors, executive committees, strategic planning or government relations committees or task forces. The workshops can be tailored to client-specific needs. Upon completion of the workshop, Gowlings can provide a written summary, conclusions and recommendations in the format of a draft preliminary strategy.

PUBLIC-POLICY ADVOCACY SKILL TRAINING MODULES

A) Strategic Lobbying — Strategic lobbying skill training modules are presented in the form of half-day or full-day broad-based general admission workshop sessions. Individual ses-

sions focus on subjects that include: advocacy strategy development, managing an advocacy campaign, public-policy research in support of advocacy efforts, strategic communications in support of public-policy advocacy, legal strategies in support of public-policy advocacy, and regulatory strategies.

B) Oral Issue Advocacy: Preparation and Delivery of Effective Presentations — This product explores a number of techniques and best practices for the delivery of effective presentations, including the training of mid- to senior-level executives in the public and private sectors for effective oral presentations, speeches, seminars, PowerPoint presentations and appearances before legislative committees. Four sessions are included with this product—two group-sessions of 2.5 hours each, plus two one-on-one sessions of two hours each—available to groups of up to four people. All four training sessions include personal instruction and video practice components. In addition, participants receive a CD of their sessions and progress.

MANAGING AND MAINTAINING CLIENT COMPLIANCE WITH FEDERAL/PROVINCIAL LOBBYISTS' REGISTRATION REQUIREMENTS

This product includes a PowerPoint presentation for your briefings and seminars on the registration requirements of the relevant jurisdictions in which you operate. Gowlings will assist with the set up of your electronic registration system, as well as obtain the necessary client/employee information. We can also manage your semi-annual registration, quarterly reporting and communications with in-house corporate/organization lobbyists.

For more information on the above products, please contact: Sean Moore, (613) 786-0216 or sean.moore@gowlings.com.

STRATEGIC ADVICE: ADVOCACY AND ASSISTANCE IN COMPLETING DOCUMENTATION – TECHNOLOGY PARTNERSHIPS CANADA (TPC)

Gowlings provides advice and expert assistance to those engaged in applying for investment funding under the Technology Partnerships Canada (TPC) Program, as well as effective advice and advocacy throughout the review and negotiation process.

STRATEGIC ADVICE AND LEGAL COUNSEL – BORDER SECURITY SERVICES

The Government of Canada has reorganized its emergency response personnel and services, and has created a new government department to address national security and a new National Security Policy (Public Safety and Emergency Preparedness Canada). In this context, border-related security and customs services have also been reorganized. Security

related products and private sector business operations, which touch on, or are related to, national security and emergency response initiatives, raise a number of legal and public-policy/government relations issues. We expect this new product will have considerable benefits for our clients given the large number of Canadian and U.S. businesses that face border security and routine international trade-related issues—as shippers, purchasers, exporters, providers of transportation services, etc.

For more information on the above products, please contact: Jacques J. M. Shore, (613) 786-0225 or jacques.shore@gowlings.com.

PRIVACY IMPACT ASSESSMENTS

Gowlings offers a review of business re-engineering proposals to assess information privacy issues to both private and public sector clients. In the federal sector, privacy impact assessments are mandatory under the Treasury Board's Privacy Impact Assessment Policy. Where the Government of Canada is involved, this product is offered through Gowlings Consulting Inc., and where private sector clients are involved, it is offered through the Firm.

PRIVACY COMPLIANCE PROJECTS

This is an audit for compliance with the newly in-force federal *Personal Information Protection and Electronic Documents Act*, applicable to the federally-regulated private sector and to all companies in the provincially-regulated sector—except those in Alberta, British Columbia and Québec. The new legislation requires companies and businesses to protect the personal information of their staff and customers. Non-compliance may result in prosecution and unauthorized disclosure of confidential information litigation.

INFORMATION MANAGEMENT GOVERNANCE POLICY, INCLUDING DOCUMENT RETENTION

Gowlings is able to design and create an information management and governance policy for your business. Such a policy is required as a consequence of post-Enron compliance with new legislation including *Sarbanes-Oxley* for public companies, and is widely regarded as best and desirable practice for all corporations. The policy is intended to set out the procedures for management and retention of documents in all formats.

For more information on the above products, please contact: E. Michael Power, (613) 786-8685 or michael.power@gowlings.com.

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