



How to make EU Institutions & Nations-States listen to business going forward?

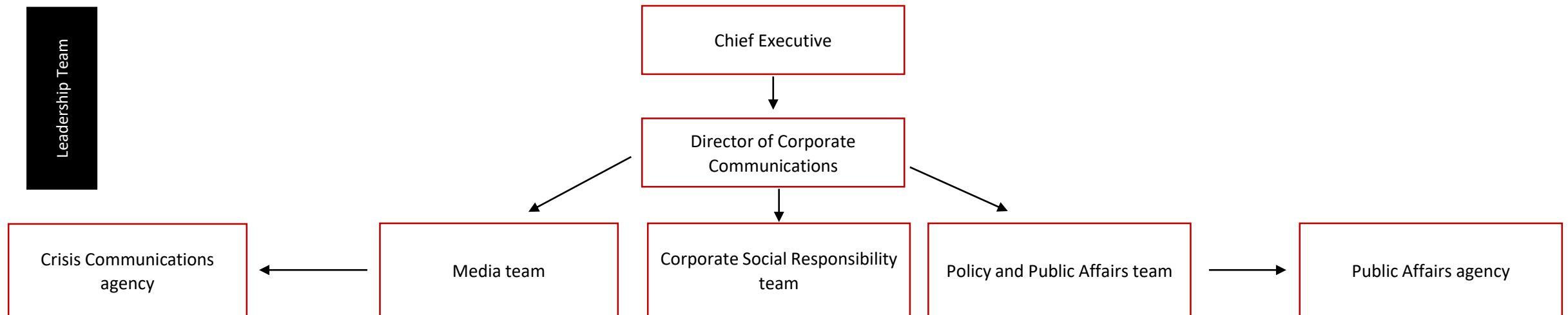
Reshaping your business strategies following the 2019 Big Bangs of Brexit on 29 March and European Elections on 26 May

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LONDON CITY AIRPORT AT A GLANCE

- Opened in 1987 with 3 routes serving 133,000 passengers a year
- Currently serves nearly 50 destinations across Europe and beyond, through 11 airline partners
- Now handling almost 5 million passengers per annum
- UK's 14th largest airport
- Award winning passenger proposition and a leading technology innovator
- Acquired by AIMCo, OMERS, Ontario Teachers' Pension Plan and Wren House in March 2016
- £500 million transformation of the airport is underway

CORPORATE COMMUNICATIONS TEAM CHART



CHALLENGES IN 2019

- Brexit
- Macro Economic Uncertainty
- The European Union
- Tailored Engagement
- Relevance of Public Affairs Industry

BREXIT

- Post-Brexit UK will still be connected to Europe, especially a business like London City Airport with its many European routes and carriers
- At European level the top priority for London City Airport Corporate Affairs Department is Brexit
- European politics can appear disconnected and difficult to engage with, particularly in context of UK leaving the European Union
- London City Airport focused on preserving current levels of connectivity, maintaining consumer confidence and ensuring no changes to border regulations by engaging with both UK and EU decision makers on a regular basis

MACRO ECONOMIC UNCERTAINTY

- A slowdown in the world economy that has already seen a number of countries' enter recession whilst others have experienced slow growth
- Brexit, trade tensions, and subdued consumer spending have all contributed to a challenging macro economic environment
- Economic uncertainty has the potential to impact the business from both consumer and political stand point

THE EUROPEAN UNION

- Aviation operates across interconnected markets and societies
- The emerging policy discourse in Brussels and across European capitals and its impact on Britain
- An example is the industry and its impact on climate change:
 - CORSIA and ETS
 - Airports future growth - carbon neutral expansion
 - Emerging discussions for carbon taxation to be applied to the industry
- Case study: challenging EU regulations

TAILORED ENGAGEMENT

- Flexible and tailored approach to influencing markedly different levels of government
- Identifying the key influencers and utilising, where and when necessary, a broad coalition to achieve desired outcome e.g. trade bodies, membership organisations, businesses, local community
- Case studies: CADP and local approach to engagement

SURVIVAL OF THE PUBLIC AFFAIRS INDUSTRY

- Post-financial crisis in the late 2000s has seen a shift in public trust in UK institutions (business, media and political)
- The best example of this was the Brexit campaign (business warnings ignored)
- Trend has continued, erosion of trust on all sides with business facing a struggle to constructively engage with politicians
- Elements of populism have crept into all sides of the political debate
- ‘Power to the people’: the new way to create value and influence politicians
- Case studies: CBI and Brexit & Aviation