



EGA & Edelman APAC

POLITICAL AND ELECTION ADVISORY

By the end of 2024, more than 2.5 billion people in over 80 countries will have been to the polls worldwide.

EGA and Edelman have assembled a specialist team to advise businesses through the current election cycle and beyond. As organizations look to build trust and manage risks, in the face of shifting political dynamics and emerging policy priorities.



Elections + New Administrations Matter to Business



Policy Impact

Elections determine the political leadership and direction of a country. Policies enacted by officials can have a significant impact on businesses.



Regulatory Environment

Elected officials shape the regulatory environment in which businesses operate. Changes in regulations can affect industries differently, creating opportunities or challenges.



Variations of Democracies

Asia is home to a diverse range of electoral and political systems, meaning there are a range of complexities for businesses to navigate in each market.



Consumer Expectations

It is increasingly difficult for companies to ignore politics, as 71% of consumers expect brands to take a position. Moreover, there is a growing trend of consumers buying or boycotting to express political power. Elections are one the most politically consequential events.



Amid the uncertainty that elections and new administrations bring, businesses need to navigate a complex landscape. **They should work closely with external specialists in government affairs, public policy, risk management and corporate communications.**

Companies are political targets for candidates during major election cycles.

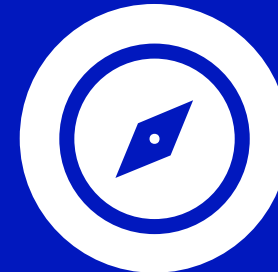


Companies need to prepare to stay safe.

Political affiliations matter in brand marketing.



Companies should collaborate with Public Affairs to navigate.



There are a multitude of issues depending on the market which might include anti-competitive regulations, trade policy reforms and taxation.



Companies get in trouble when they are not working closely with GA/PA teams.

Key Offerings: *Across* the Elections



Luminary Panels

Leveraging EGA's in-house experts, our team is primed to provide purpose-fit briefings and counsel to businesses and their teams, ranging from the C-suites to the mixed levels, which include representatives from Corporate Communications, Public Affairs and Government Relations. EGA can adapt its delivery — from a broad landscape snapshot to a targeted analysis of the sector or the business itself.

The goal is to give businesses an in-depth understanding of how electoral outcomes could impact their operations. Such advisory briefings and counsel can be delivered in person, virtually, or in a hybrid.

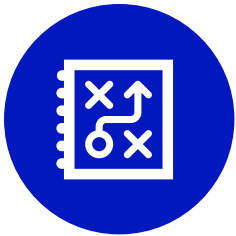


Key Offerings: *Pre*-Elections



Quick Takes

Tapping into EGA's robust in-house experience and expertise, written thought leadership pieces on upcoming elections are prepared to brief businesses on the 'need-to-knows' before the election. These primers cover the political and electoral context of the specific country and an overview of each candidate's campaign platforms and policy agendas and what this means for businesses. This is offered to clients complimentary.



Scenario Planning

Based on the risks which have been identified as highest impact for your organization, we will develop a scenario plan on how to prepare for and manage these risks with recommendations and considerations around stakeholder engagement, internal and external communications and preparing for potential policy area change. This might also include where risk areas could be managed by looking for opportunities in other areas.



Risk Mapping

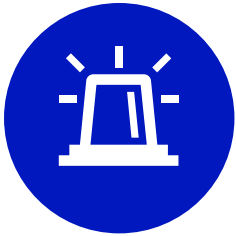
To prepare for the impact of the election on your organization we will analyze the potential implications of different election outcomes on your specific business from a company-specific, industry-specific and/or bilateral relations perspective (i.e., the context between US and the domiciled market of your organization). Our team will conduct a risk assessment, drawing on both our existing knowledge and outputs from facilitated workshops and interviews with your internal stakeholders to gather specific insights based on your strategic priorities. We will provide a risk report, analyzing the risk areas, describing their likely impact and grading the risks in order of severity.

Key Offerings: *Post*-Elections



Brief on Incoming Government's Agenda & Priorities

A change in government will have implications on businesses' operations and interests. Understanding the new government's policy agenda and priorities would be instrumental in informing a business' engagement strategy. We will deliver two written reports on the incoming government's priorities, detailing areas relevant to clients and their businesses. The first report will be provided immediately after the government is formed, and the second will be provided after the government's first 100 days.



Political Crisis Management

Leveraging our expertise and the Edelman network, if a political issue or crisis emerges for your organization, we will adopt an end-to-end approach to the crisis management life cycle. Our approach will be data-fueled, rooted in trust, connected to culture and integrated across business functions to prepare for, respond to, and recover from the crisis, ensuring operational performance across markets and stakeholder groups. Such crises might include the business being drawn into a negative political dialogue, requirements to attend political hearings/ inquests, involvement in geopolitical incidents, e.g. 'trade wars'.



Post-Election Door Knock Strategy, Tool Kit & Tactical Support

Based on understanding the incoming government's agenda and priorities, businesses may be inclined to engage the new government to establish the beginning of a positive relationship. Having a targeted and thoughtful door-knock strategy would ensure resources are efficiently used. We will work with clients to determine their business priorities against the context of the new government and map out the relevant stakeholders to engage. A complementary tool kit that comprises optimal talking points, leave-behinds, etc., could also be provided. Recommendations on how the client should ideally staff the door-knock meetings could also be extended. Clients may also wish to leverage the experience of the team to provide tactical support for their door-knock engagements.

The *Elections Advisory* Asia Pacific Team

REGION



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The regional team is supported by a network of in-market local specialists across APAC.



**BUILDING TRUST
IN TODAY'S
EVOLVING
GEOPOLITICAL
ENVIRONMENT**

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Edelman Global Advisory At a Glance

Edelman Global Advisory (EGA), as part of Daniel J. Edelman Inc. (Edelman), is a boutique firm providing government affairs and business advisory services to help clients navigate today's evolving geopolitical and economic landscape. Based in Washington, DC, EGA has deep expertise on the ground in the US and Canada, APAC, MENA, Europe, Latin America, and India. EGA's team members work seamlessly with Edelman's other 6,000+ world-class communications professionals to deliver truly integrated client services.



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Regions Covered

25+

Countries Globally

290+

Advisors Worldwide