

A photograph of the U.S. Capitol building in Washington, D.C., taken at sunset. The building's iconic dome is illuminated from within, casting a warm glow. The sky is a mix of deep blue and orange, with soft clouds. An American flag flies on a tall pole to the left of the dome. In the foreground, the classical columns and portico of the building are visible, with some streetlights and railings. A decorative graphic consisting of a yellow and purple line forms a partial frame around the main text on the left.

Empowering companies to navigate today's global trade policy environment

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The better the question.
The better the answer.
The better the world works.

A yellow chevron pointing upwards and to the right, positioned above the EY logo.

EY

Shape the future
with confidence

The global trade landscape is experiencing unprecedented complexity and volatility. Ongoing geopolitical shifts, evolving tariff structures and rapidly changing policy priorities have made it increasingly challenging for companies to manage cross-border operations and protect their bottom line. Trade tensions between major economies, frequent tariff adjustments and the introduction of new regulatory requirements can quickly disrupt supply chains and business strategies.

Our comprehensive approach to trade and tariff advocacy

Washington Council Ernst & Young (WCEY) stands at the forefront of trade and tariff advocacy, offering a suite of services designed to help businesses navigate the complexities of international trade policy. Our team combines deep policy experience, strategic insight and a collaborative ethos to help you achieve your legislative and regulatory objectives. With WCEY's help, you can gain access to a robust framework for engaging lawmakers on policy decisions and having your voice heard in a dynamic global marketplace.

In this environment, companies need a proactive, informed approach to navigating the policy and political environment impacting trade and tariffs – one that not only keeps pace with change but also anticipates and shapes it. As trade policy developments impact companies' costs, supply chain strategies and regulatory compliance considerations, WCEY is prepared to equip firms with the insights and support needed to navigate the policy process.

How WCEY can help you achieve your trade objectives

- **Collaborative strategy development:** We work with your organization to create and help you implement a tailor-made strategy for engaging with the administration and Capitol Hill, which lets you effectively share your company's unique challenges and points of view.
- **Policy priority identification:** WCEY helps define your policy priorities and crafts a compelling narrative – your story – that resonates with key policymakers.
- **Strategic timeline planning:** We develop detailed engagement timelines that align with legislative cycles, policy expirations and other critical deadlines, leveraging natural policy-forcing mechanisms to boost your advocacy's impact.
- **Direct policymaker engagement:** Our team schedules and conducts meetings with high-level administration and congressional leaders to advocate for your interests.
- **Alliance building and coalition management:** We identify and coordinate with potential legislative and regulatory allies, helping your company participate in or lead responses to policy initiatives through industry groups and coalitions with shared interests.
- **Internal stakeholder coordination:** WCEY helps with alignment across your internal stakeholders – including government affairs, trade and supply chain, and tax functions – amplifying the effectiveness of your advocacy efforts.
- **Ongoing legislative monitoring and analysis:** Our team provides regular in-depth updates on legislative, executive and regulatory activities, offering real-time insights into potential impacts and opportunities for your business.

Major trade policy issues in which businesses may benefit from engaging with policymakers in the near term

- **The United States-Mexico-Canada Agreement (USMCA)** replaced the North American Free Trade Agreement (NAFTA) and came into effect on July 1, 2020. The US, Canada and Mexico will engage in the first USMCA review by July 1, 2026, to address concerns with implementation, compliance with the terms of the pact and to discuss new commitments to boost North American competitiveness.
- **Tariff and trade actions flowing from Section 232 and Section 301 investigations**, which are aimed at addressing imports that threaten or impair US national security (Section 232) or unfair trade practices that unjustifiably burden or restrict US commerce (Section 301) will add complexity to existing US customs rules, as well as disrupt global supply chains.
- **Trade Preference Programs**, such as the African Growth and Opportunity Act (AGOA), Haiti HOPE/HELP, and the Generalized System of Preferences (GSP), have expired. Lawmakers on Capitol Hill continue to debate whether and how to renew these programs in a way that achieves current and future U.S. economic and national security objectives.
- **Legislative and executive branch proposals** aimed at improving supply chain resiliency or transparency, disrupting or realigning global supply chains, incentivizing domestic production in critical industries and addressing unfair trade practices by foreign governments will add to a dynamic trade policy landscape.

Why leading companies trust WCEY

The ability to anticipate and adapt to trade and tariff developments is critical for sustained business success. The integrated services of WCEY not only support immediate advocacy goals but also equip companies with the tools needed to respond to long-term policy shifts. Our proactive engagement, strategic foresight and commitment to collaboration set us apart as trusted advisors in the field of international trade.

As the global environment continues to evolve, working with WCEY can be the difference between merely reacting to policy changes and actively shaping the landscape in which your business competes. Let us help you turn trade and tariff challenges into strategic opportunities. Contact WCEY today to learn more about how our advocacy and monitoring services can empower your company to thrive.



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