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## LOBBYING E D I T I O N



## TOP LOBBYING FIRM 2023

AWARDED BY



# WP Group

## Comprehensive Lobbying and Advocacy Services



Carlos López López,  
Co-Founder & Managing  
Partner

In the world of lobbying and public affairs, WP Group is a leading bipartisan public affairs consulting firm with a focus on lobbying and advocacy. Its expertise is bolstered by a network of expert associates and regional affiliated offices spanning Latin America and the Caribbean. WP Group's core mission is to empower businesses to expand their reach while navigating the complex political landscapes of the Western Hemisphere.

What differentiates WP Group is its understanding of the nuances of different political environments. In Latin America, where formal lobbying is less common and compliance can be a challenge, WP Group mirrors the rigorous lobbying standards akin to Washington, D.C.

"We navigate the intricacies of regulations, ensuring full compliance with acts like the Foreign Corrupt Practices Act (FCPA) and the Foreign Agents Registration Act (FARA) while fostering relationships with key decision-makers across the United States, Latin America and the Caribbean," says Carlos

López López, co-founder & managing partner at WP Group.

It leverages extensive political and legal expertise to provide high-quality government affairs services in English and Spanish. The firm prioritizes clients' objectives across party lines and avoids being targeted by competitors. Its strategy focuses on building consensus before initiating any policy endeavor and simplifying intricate processes to ensure the most advantageous outcome possible.



Understanding the political landscape and knowing the key government stakeholders before getting into a new marketplace saves a lot of the most valuable resources in business: time and money

One such instance is the successful lobbying campaign securing additional funding for nutritional assistance in Puerto Rico post-Hurricane Maria. The campaign won the 2020 Campaigns & Elections Reed Award for the Best Public Affairs Campaign. President Trump had expressed opposition to providing additional funding for Puerto Rico and attempted to turn opposition to aid into a partisan issue. Congress needed to pass additional funding in both houses, and the President needed to sign it. Its



Onix Maldonado,  
Co-Founder & Partner

strategy built a bipartisan consensus around further nutritional aid to Puerto Rico. The Congressional consensus was so strong it overcame an explicit threat by Trump to veto the entire U.S. budget if it contained aid to Puerto Rico.

"Our efforts included lobbying and paid and earned media. But it also took a lot of work to prevent politicians and other stakeholders from turning the issue into partisan football. The masterful planning and execution of this strategy overcame Trump's veto threat and represented hundreds of millions of dollars in revenue to our client," says Onix Maldonado, co-founder & partner at WP Group.

WP Group's competitive edge lies in its robust policy team and strong political relationships across the aisle to bring policymakers together for meaningful dialogue and action. The company is known for its high-quality and fully legally compliant lobbying services throughout the Western Hemisphere in the same way as multinational corporations are accustomed to working in the U.S. **GB**