



May 21-22, 2019  
Loews Coronado Bay Resort  
San Diego, California

## Nicky Strong

**Consultant**

**Womble Bond Dickinson**

Nicky is a consultant in the regulatory team and is highly regarded for her expertise in non-contentious regulatory and strategic issues, including consumer law, product safety, compliance, labelling and packaging issues, as well as brand advertising and marketing issues. She has strong expertise in the following areas:

- consumer law
- international trade requirements
- advertising and marketing
- food and drink regulation
- non-food product compliance regulation

She has particular experience in the retail, manufacturing and transport sectors. She is frequently instructed by UK national retailers, manufacturers and the travel industry to advise and deliver workshops on compliance issues, as well as advising at board level on forthcoming regulatory changes and their impact both strategically and operationally. She also advises companies on exporting from the UK as well as international corporates on exporting into the EU, including advice on current trade restrictions and sanctions across a wide variety of jurisdictions.

She has extensive experience in consumer law issues in a number of sectors, covering education, retail, hospitality and leisure and transport. This cross-sector expertise has stood her in good stead, as different parts of consumer protection law and how those are regulated in each sector brings its own challenges which she has used to inform the approach in other sectors.

She advised Channel 4's Dispatches programme on its documentaries on low-fat food claims and food pricing issues, as well as contributing material to PLC in respect of prize promotions. She has spoken on the role of primary authority partnerships at the Westminster Forum and delivers client training on topics ranging from product compliance, recall and liability, consumer rights legislation changes and the use of social media in advertising and marketing.