

BOLDT

STRATEGY ► COMMUNICATIONS ► TRANSFORMATION

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Key Sectoral Expertise

⊗ Chemicals

⊗ Digital Services &
Technology Hardware

⊗ Energy

⊗ Food & Drink

⊗ Healthcare

⊗ Oil & Gas

Brussels Office Since

📅 1 January 2018

Number of Public Affairs Consultants

8 Our Brussels team consists of 4 senior partners, 1 senior consultant, 2 consultants and 1 trainee.

About BOLDT

Firm Description

Companies and organisations are faced with an increasingly complex and fragmented EU regulatory landscape. Public debates on important societal challenges, as well as rapidly evolving technological advances, put pressure on decision-makers to introduce new rules or adapt or abolish existing ones. In the era of fake news, hard facts and scientific evidence can no longer be relied on to guarantee a positive outcome.

BOLDT's experienced public affairs team, which includes several former high-level officials and politicians, helps companies and organisations navigate the world of politics and populism, from the national level, via the EU and EFTA, to international organisations.

Our services range from public affairs, public policy and political risk analysis, to CEO positioning, brand and reputation, organisational culture and engagement, issues management and crisis communications.

Key team members in Brussels:

- Jeremy Galbraith (Managing Partner)
- Simone Ceruti (Partner)
- Michiel van Hulten (Partner)
- Katarina Wallin Bureau (Partner)

Ownership Structure

BOLDT AG is a company limited by shares under Swiss law.

International Structure

We have a presence in Brussels, Oslo, Zurich and, through Heuser Communications, Cologne and Berlin. Additionally, we have a network of strategic partners which enables us to provide seamless strategic advice around the world: Madano in the UK, IBEX Partners / Summit Strategy Group in the United States, and Agora Public Affairs & Strategic Communications in Latin America.

Key Strengths

At BOLDT we always challenge our clients, whether they're a public affairs or communications director, a CEO, or a senior politician.

In return, we offer a highly informed, global perspective on clients' issues to help them deliver business results. With our experienced senior team, we address business strategy, communications and technology together – and we believe the right combination of all three will deliver transformational change. Our methodology, the BOLDT Model, underpins this approach. Whether it is to shape legislation, navigate a crisis, change a business model or deliver sustainable growth, we help our clients create strategies with impact – and that live up to their organisation's purpose.

Key Clients

Google, PepsiCo, MSD, Cronos International.

Thought Leadership

Last year, we presented 'Managing Brexit', the most comprehensive timeline to date of opportunities for companies and organisations to engage with the Brexit process.

We also published 'Added value – what Europe can do to regain the initiative', a report that looks at the policy challenges facing the EU in the next 5-year political cycle and the opportunities that exist for stakeholders to engage effectively with the EU institutions. The report was launched at an event where former Danish Prime Minister, current CEO of Save the Children International Helle Thorning-Schmidt was the keynote speaker.

Testimonials and why clients like to work with us

Clients choose us because we challenge them, and we measure ourselves by the impact we have on their business. If they win, we win.

You thought the last five years were challenging?

Brace yourself for what's next.



▶ EMERGENCE OF THE ROBOT SOCIETY

AI will become the top regulatory issue. Its applicability across all economic sectors is likely to have a transformative effect on industry, workers and consumers, as well as on key societal functions such as education and healthcare. This will lead to conflicting pressures on regulators.

▶ CORPORATIONS UNDER FIRE

Companies have come under increased scrutiny for their business practices, on issues ranging from privacy and data protection to corporate governance and taxation. Pressure on companies to tighten security and improve privacy controls will continue to mount.

▶ A VOLATILE WORLD

President Trump's Middle East policy threatens to further inflame the region. By turning his back on multilateralism, the US President forces the EU to take control of its own defence and security. His trade policies pose a serious challenge to EU companies. The EU needs to stand up for EU industry without causing lasting damage to the EU-US relationship.

▶ INTERNAL UPHEAVAL

The toxic mix of migration issues and populist politics still has the potential to shake up the upcoming European Parliament elections. An increase in support for populist parties could mean the two largest political forces no longer hold a majority. This could be a recipe for institutional and policy inertia on many fronts.

▶ CLEAN EARTH REVOLUTION

The Paris Agreement proved to be a decisive turning point in corporate attitudes towards climate change. The EU's role as a global agenda setter means that there is strong pressure for it to act. The recent EU proposals are just the beginning; industry can expect a tsunami of measures to come its way.

For companies, trade associations, NGOs, citizens and others who have a stake in what's ahead, the time to engage is now.

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