

# BRUNSWICK

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## Key Sectoral Expertise

⊗ Banking, Insurance and  
Financial Services

⊗ Digital Services &  
Technology Hardware

⊗ Food and Drink

⊗ Oil & Gas

⊗ Personal & Household Goods

⊗ Transport and Vehicles

## Brussels Office Since

📅 2000

## Number of Public Affairs Consultants

👤 30

## About Brunswick Group

### Firm Description

Since 1987, Brunswick has been helping clients navigate the interconnected financial, political and social worlds to build trusted relationships with all their stakeholders. A global partnership, with 23 offices in 14 countries, we act as one firm, without financial or geographic barriers to support clients facing complex, international challenges.

In Brussels, we specialise in public affairs and lobbying support on business-critical issues. We have an unrivalled knowledge of EU public affairs and assist clients in engaging with the political and regulatory environment locally and across all EU Member States.

We combine deep technical knowledge and expertise in gathering critical insights with strong strategic advisory and engagement skills, to help our clients anticipate and react to the changing policy landscape.

### Ownership Structure

Partnership.

### International Structure

Founded in 1987, Brunswick's global partnership has grown organically over the past 30 years into 23 offices in 14 countries across the Americas, Asia, Europe and IMEA.

Brunswick's capabilities are continually expanded with additional senior advisory roles and partners in all our offices and areas of operation, allowing us to connect across companies, sectors, and industries.

### Key Strengths

- Competition Antitrust, Mergers and Acquisitions
- Corporate and media relations
- Digital and content creation
- Geopolitical
- Insights – polling and data analytics
- Public and regulatory affairs

### Key Clients

AB InBev, Alstom, Amway, ASDA, Bank of America Merrill Lynch, Bell, IBM, Hoist Finance, ICE, McDonalds, Nord Stream 2, PayPal, Royal Bank of Scotland, Siemens, The Gates Foundation, Umicore, The Walt Disney Company.

### Thought Leadership

Brunswick Review – <https://www.brunswickgroup.com/what-we-do/brunswick-review/>

The Brunswick Review is a journal of communications and corporate relations that features insights from global business leaders, policymakers, political figures and journalists, as well as Brunswick consultants.

Reports and Geopolitical Briefings – [www.brunswickgroup.com/reports-i4405/](http://www.brunswickgroup.com/reports-i4405/)

Delivering content on the latest trends across the social, political and economic spheres.

### Testimonials and why clients like to work with us

When clients turn to us, it's because they know that engaging effectively with everyone who has a stake in the company is about more than managing perceptions – it is essential to making business work.

Our background in financial communications means we understand how businesses are wired. It also means integrity is deep in our nature: diligence, openness and accuracy.

Brunswick is one firm globally. Delivering anywhere, we have a reputation for high-calibre, highly experienced people who have diverse backgrounds and skills.

It means whatever the task, no matter how complex or where it is in the world, we can assemble the right expertise from right across the firm.



# Complex, fast *and challenging*

Even the best leaders sometimes  
need help navigating today's world.

Brunswick helps clients build trusted  
stakeholder relationships in the  
interconnected financial, political  
and social spheres.

