

GRAYLING

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Key Sectoral Expertise

⊗ Automobiles & Parts

⊗ Digital Services &
Technology Hardware

⊗ Food and Drink

⊗ Gas, Water & Utilities

⊗ Healthcare

Brussels Office Since

📅 1989

Number of Public Affairs Consultants

8 Grayling Brussels employs 35 consultants who collectively speak 14 languages, a key asset in the Brussels multi-cultural environment.

About Grayling

Firm Description

Grayling Brussels is an integrated EU Public Affairs and Communications consultancy. We advise organisations on how to navigate the EU, be seen as a credible leader, and identify solutions to policy challenges. We offer tailored services including political intelligence & monitoring, advocacy & strategic advice, perception surveys, public relations & social media campaigns, trade association & events management. Our offer is structured around 7 poles: energy, environment, food, health, ICT, transport, trade (including Brexit).

Ownership Structure

Grayling SA is established in Belgium and is part of Huntsworth, an international Communications group

International Structure

Grayling Brussels is the hub for the largest PA-owned network across Europe, with our 28 Europe-based offices.

We regularly link up with our global PA network located in Washington D.C, Asia, and Middle East & Africa.

Key Strengths

Our people, specialist services, practice strengths, EU institutions and process, knowledge, approach, and methodologies. We believe that every client is different. With our own advocacy methodology, SONAR, every campaign has its own tailor-made strategy and implementing actions. In addition to our "traditional" Public Affairs services, we provide:

Training: we train C-level executives in both Public Affairs & Media Relations. We take them through the ins and outs of PA and PR and provide tips to efficiently run a series of meetings with EU decision-makers or take part in a media interview.

Multi-market hub: we serve as the hub for multi-market accounts with our teams combining international thinking with local market understanding.

Together with our UK colleagues, we run the Grayling Brexit Unit, providing clients across all industry sectors with strategic advice and tailored advocacy campaigns on all facets of Brexit.

Key Clients

The European Partnership for Energy and the Environment, Kraft Heinz, SpiritsEUROPE, Honda, HP Inc., OLX, AbbVie.

Thought Leadership

As part of our Creating Advantage Series, we examine the reputational and regulatory challenges that organisations face and how these can be overcome. Every month, our teams of policy experts organise events to discuss with industry, NGOs and the EU institutions how specific EU topics impact businesses. Some of our recent events include "Artificial Intelligence in the transport sector: Racing ahead or stuck in traffic?" and "Two of a kind: The dual quality debate in the EU".

Since 2016, our Brexit Unit has established a leading forum for dialogue – the Grayling Brexit Club – to encourage open debate and discussion between businesses, decision-makers and other stakeholders. We've also been leveraging our expert partners in the US to organise webinars on key transatlantic issues, such as President Trump's Trade War.

Finally, we are very proud to run the @TheEUlobby Twitter account with around 10,000 followers.

Testimonials and why clients like to work with us

"We needed innovative ideas and professional implementation, we got both from Grayling." Ludovic Lacaine, EU Government Affairs Director, AbbVie

"Together with Grayling, we have succeeded in establishing our association as a key player for our industry sector in the Brussels arena and beyond." Andrea Voigt, Director General, EPEE



GRAYLING

BRUSSELS

WINNER

Brexit Campaign of the Year



**Consultancy
of the Year**

Grayling Brussels is an award winning consultancy with the largest wholly-owned PA network across Europe, from Edinburgh down to Sofia, and from Madrid across to Moscow.

The EU Public Affairs Hub

We offer a wide range of services tailored to our clients' needs and expectations, with expertise incorporating energy, environment, food, health, new technologies, transport, trade – and everything in-between! Our multinational and multilingual team sets out to identify solutions which can create tangible and measurable advantage for your business.

We'd love to discuss what we can do for you.