



**Office Address**  
22-24 Rue du Luxembourg,  
1000 Brussels

**Email Address**  
eu@interelgroup.com

**Telephone Number**  
+32 2 213 13 00

**Client Contact**  
Grégoire Poisson, CEO

**Website Address**  
interelgroup.com

#### Key Specialisms

⊕ Association Management

⊕ Chemicals

⊕ Digital Services &  
Technology Hardware

⊕ Energy

⊕ Food and Drink

⊕ Healthcare

⊕ Industrial Goods & Engineering

⊕ Sustainability & Environment

⊕ Trade

⊕ Transport and Vehicles

#### Brussels Office Since

📅 1983

#### Number of Public Affairs Consultants

👥 60 in Brussels. Together,  
we are more than 1000  
consultants covering 70  
markets in the Americas,  
Asia-Pacific, Africa and the  
Middle East, and Europe.

## About Interrel

### Firm Description

Interrel is a leading European public affairs consultancy, supported by an unrivalled global public affairs network, the Interrel Global Partnership.

We understand the relationships between people, ideas, and organizations. With expert services in government relations, issue management, stakeholder management, advocacy, policy communications and association management, we master the dynamics of government policy, regulation, market disruption and social change across all major industry sectors.

In a complex world of competing stakeholder agendas, we focus on nurturing the essential connections that advance our clients' interests.

We help our clients to create market opportunity, protect their licence to operate and innovate.

### Ownership Structure

Partnership.

### International Structure

Our global reach through the Interrel Global Partnership, a network of public affairs specialists spanning more than 70 countries, means that we can provide seamless support for the challenges you face anytime, anywhere in the world. We put our team of best-in-class affiliates with local and regional knowledge at your service to identify critical issues and deliver strategies to respond to them wherever they might arise.

### Key Strengths

Success is based on deep subject matter expertise across food and health, energy, sustainability, mobility, environment and technology. This knowledge is combined with specialist association management services and an unrivalled global reach through the Interrel Global Partnership.

We have a strong team of senior advisors who enable our clients to see the bigger picture: the team

includes Claus Sorensen, former Commission Director General; Linda Corugedo Steneberg, former Commission Director (DG Connect), Sandrine Dixson-Declève, Co-President of the Club of Rome and Catherine Stewart, founder of Cabinet Stewart.

### Key Clients

Interrel's EU practice has been a market leader in Brussels for more than 35 years and counts, amongst others, the Alibaba Group, Asahi, Celgene, ChargePoint, the Coca-Cola Company, Eaton, Ecolab, the Expedia Group, IEEE, Intel, Merck, Pinterest, the Project Management Institute, Sony Interactive Entertainment, TE Connectivity and Turo.

### Thought Leadership

We produce articles on areas within our field of expertise on a monthly basis and these are published on [www.interelgroup.com](http://www.interelgroup.com). Our in-house parliamentary expert, Richard Steel produces a monthly Postcard from Strasbourg providing his take on events at the Parliament's plenary session.

We also host a number of policy-focused events throughout the year on subjects of interest to our client portfolio.

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

"We see Interrel as a natural extension of our team. Year after year, our partnership gets stronger, deeply rooted in trust and built upon strategic insights and excellent delivery. Interrel is a sounding board and a sparring partner."

Wouter Vermeulen, Senior Director, Coca-Cola Public Policy Center Europe, Middle East & Africa

"The Interrel team has not only provided us with high quality strategic advice but has also been highly effective in managing all aspects of the coalition and delivering concrete results."

Kevin Prey, IP Counsel, SAP  
– Chair of IP2Innovate



Interrel is the founder of the Interrel Global Partnership (IGP), the world's largest network of independent public affairs, public relations, and government relations firms.

Together, we are more than 1000 consultants covering 70 markets in the Americas, Asia-Pacific, Africa and the Middle East, and Europe. 40 languages spoken by Interrel consultants.

Award winning teams: 5 European Public Affairs Awards, including Consultancy of the Year. 4 PRCA Public Affairs Awards, including Consultancy Campaign of the Year.

We support multiple disciplines and sectors with an unwavering commitment to high standards. Our offices are located in global decision centers.