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**Key Specialisms**

☑ Chemicals

☑ Digital Services &  
Technology Hardware

☑ Governments

☑ Healthcare

☑ Retail

☑ Transport and Vehicles

**Brussels Office Since**

📅 2000

**Number of Public  
Affairs Consultants**

👤 30

**About Cambre****Firm Description**

We are an advocacy and communications consultancy. We bring a collaborative approach to government relations, public affairs and public relations to anticipate and manage our clients' policy and reputation needs.

**Ownership Structure**

Cambre is part of SEC Newgate, a partnership of entrepreneurial agencies specialised in advocacy, public relations and strategic communications. From its Italian roots, the group has grown to span Europe (with offices in Berlin, Brussels, Edinburgh, London, Madrid, Manchester, Paris and Warsaw), Asia, Australia and the Americas.

**International Structure**

Cambre is part of SEC Global, a partnership of entrepreneurial agencies specialised in advocacy, public relations and strategic communications. From its Italian roots, SEC Global has grown to span Europe with offices in Berlin, Brussels, Edinburgh, London, Madrid, Manchester, Paris and Warsaw – as well as a growing presence in the Americas, Australia, Asia and beyond.

We are also a partner in IPREX, a global network of independent agencies, with over 100 offices worldwide.

**Key Strengths**

Crisis communications, design and branding, digital communications, corporate communications, executive profiling, government relations, issues and reputation management, media relations, policy communications, public affairs, sectoral expertise, strategic counsel.

**Key Clients**

Agence Marocaine de Coopération Internationale, BSA|The Software Alliance, CES – Silicones Europe, Confederation of European Security Services (CoESS), ETNO, Expedia/HomeAway, IKEA, International Association of Privacy Professionals (IAPP), International Council of Shopping Centers

(ICSC), Medtronic and many more that we cannot name.

**Thought Leadership**

- Brexit commentary by Cambre Chairman and BritCham EU Belgium, President Tom Parker
- Award-winning Brussels Calling media debates
- Digital Associations Report on Social Media Use
- EUssentials app
- TechAways weekly newsletter
- Tax to Go newsletter

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

"Cambre successfully communicates the positive impact silicones bring to our everyday lives helping us reach a wide variety of EU policy-makers and stakeholders."

Silicones Europe.

"It's a pleasure to work with Cambre. Through their strong media network, they have helped us to build relationships with reporters in Brussels, Paris and London, and to position IAPP in Europe as the go-to authority on data privacy."

Lindsay Hinkle, External Affairs Director, International Association of Privacy Professionals.

"We engaged Cambre in 2017 as a trusted partner to help raise the profile of BSA in Brussels and beyond. With Cambre's support, we have really upped our visibility in Brussels."

Anna Hughes, Senior Director, Global Communications, BSA | The Software Alliance.



**Cambre is an EU ADVOCACY and COMMUNICATIONS consultancy.**  
**We shape policy, mobilise opinion and build reputation.**  
**We are CONNECTED, COMMITTED and COLLABORATIVE.**

[cambre-associates.com](http://cambre-associates.com)  
[@cambreassoc](https://twitter.com/cambreassoc)

Based in Brussels, Cambre is part of SECNewgate, a global agency which uses strategic communications, advocacy and research to drive positive change. The group has a team of over 600, operating across five continents from more than 30 offices, including Abu Dhabi, Adelaide, Beijing, Bogota, Canberra, Cardiff, Edinburgh, Hong Kong, London, Madrid, Manchester, Melbourne, Milan, Paris, Perth, Rabat, Rome, Shanghai, Singapore, Sydney and Warsaw.

[secnewgate.com](http://secnewgate.com)