

# hanover

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**Client Contact**

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Managing Director

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**Key Specialisms**

☑ Chemicals

☑ Digital Services &  
Technology Hardware

☑ Food and Drink

☑ Healthcare

☑ Metals & Mining

☑ Telecoms

**Brussels Office Since**

📅 2010

**Number of Public  
Affairs Consultants**

👥 18

## About Hanover

**Firm Description**

Founded in 1998, the Hanover Group celebrated its 20th year in 2018 as a 150-strong strategic consultancy with offices in London, Brussels, Dublin and the Middle East. The company's mission is to improve the reputation, recognition, relationships and results of every business, institution, individual and organisation we advise. We design and deliver strategies that unlock insight, shape narratives, harness influencers, activate campaigns, navigate regulations and access markets. Our strategic approach is underpinned by data-led research and robust measurement practices to ensure that we create outstanding returns for our clients. We pride ourselves on hiring the best people and investing heavily in innovation to enable them to deliver outstanding client work. Hanover's entrepreneurial, collaborative and excellence-driven culture is underpinned by six core values: "Know your stuff", "Be trail-blazing", "Tell it like it is", "Give your all", "Remember how good you are" and "Show respect".

**Ownership Structure**

Hanover Brussels is part of the Hanover Group which has offices in London, Dublin and the Middle East.

**International Structure**

Hanover is the founding member of The Ecosystem, a collective of like-minded independent communications and public affairs consultancies across EMEA and beyond.

**Key Strengths**

Hanover Brussels is a leading independent communications and public affairs consultancy located in the heart of the EU quarter. Our team works closely with businesses, trade associations, NGOs and public sector bodies to bridge the gap between their business objectives and the policy environment they operate in. We provide tailored integrated services across the spectrum of public affairs, corporate communications, and media

relations to clients in healthcare, financial services, media, technology, transport, environment, FMCG, energy and international trade. Our ability to deliver distinctive political intelligence and analysis enables us to develop bespoke EU and international advocacy, reputation and relationship building campaigns that make a difference. In healthcare we have a specialism in supporting companies to strengthen their market access strategies through shaping the external policy and regulatory environment. The team is led by Christian Hierholzer, Claudia La Donna, and Emma Eatwell. In 2017, Hanover was named Global Public Affairs Agency of the Year and EMEA Healthcare Agency of the Year by The Holmes Report. In 2018, we were awarded the Best In-house Consultancy Collaboration and the Best Newcomer awards at the Public Affairs Awards Europe.

**Key Clients**

AESGP, Apple, Astra Zeneca, Endeavor, European Branded Clothing Alliance, Intellia Therapeutics, Intercept, Ipsen, Lexmark, Nestlé Health Science, Nickel Institute, Sanofi Pasteur, Vaccines Europe, Vertex, Vifor, Warner Media, Shire, Sky, Wiley.

**Thought Leadership**

Please see our website and latest report, 'Net Zero Unpacked: the Essential Guide'.

Please see our website and latest report, 'Decoding Brand Reputation in the Age of Artificial Intelligence'.

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

"Hanover has become an extension of our team. Their proactive and energetic support has become an essential part of our ability to effectively work on and shape many files simultaneously. The team is very knowledgeable, technically adept, and helps fill in any gaps we have. They're also a real pleasure to work with."

Daniel Friedlaender, Head of EU Office, Sky

# UNCERTAIN TIMES REQUIRE UNCOMMON SENSE

Across the EU, disruptive technologies, shifting trends and changing markets are irrevocably transforming culture, commerce, communications and the political landscape.

In these uncertain times, a unique approach is required to contend with and capitalise on the new normal.

We call it uncommon sense.

Uncommon sense is deeply ingrained in the way we think and how we work with our clients.

It's the perfect balance between intuition and intellect, influence and impact.

And it's why we are able to provide the counsel, connections and communications that create meaningful business value.