

# KREAB

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**Key Specialisms**

- ☑ Banking, Insurance and Financial Services
- ☑ Chemicals
- ☑ Digital Services & Technology Hardware
- ☑ Energy
- ☑ Public Utilities
- ☑ Industrial Goods & Engineering

**Brussels Office Since**

📅 1992

**Number of Public Affairs Consultants**

👤 Around 40 PA consultants and 10 active Senior advisors

**Key Clients**  
We work with a large number of global bluechip companies, mainly from the financial sector, digital and manufacturing companies. A full list of our clients can be found in the Transparency Register.

## About Kreab

**Firm Description**  
Kreab was founded in 1970 with the mission to explain complicated matters in a simple way. Since our start in Brussels in 1992, we have developed an outstanding understanding of European decision-making processes. At Kreab Brussels, we strongly believe in creating continuous dialogue with decision makers and other stakeholders to constructively shape policy decisions. We put our clients' concerns into an EU context in order to create a beneficial dialogue between industry and policy. We represent the interests of companies and organisations toward European institutions, Member States and other public bodies, with the objective to have an impact on relevant policies through constructive dialogue. As one of the largest Public Affairs consultancies in Brussels, we offer a full range of services to our clients. From monitoring, intelligence gathering and policy analysis, to providing and implementing lobbying and profile-raising strategies, and senior counsel to boards and executives. We assess regulatory opportunities and risks, be it in forthcoming legislation or in the implementation and compliance of existing. By combining deep issue expertise and substantial knowledge about political processes with communication skills and know-how, we strategically advise our clients and assist them in developing and implementing Public Affairs strategies. Bringing together a broad range of professionals, our experienced consultants and senior advisors possess vast experience from the EU institutions, Member States' regulators, the media, think tanks, NGOs and the private sector.

**Ownership Structure**  
Majority owned by Founder and Executive Chairman, minority owned by Omnicom and Partners.

**International Structure**  
Kreab was founded in Stockholm, Sweden almost 50 years ago. We

have since grown to a truly global company with a presence in over 25 countries in all continents. We are especially strong in the Nordic region, and in Brussels, London and Tokyo. And we have a strong presence in Spain with additional capabilities in seven South and Latin American countries.

**Key Strengths**  
The combination of deep issue expertise, political process knowledge and communication know-how is what defines the Kreab Brussels office.

We realized some years ago that the demand for generalist PA services was fading, instead our clients demand and value expertise on policy issues and business sectors. Hence, we are today focused on a number of areas; Financial Services, Sustainability, Digital, Trade and Competition. In addition, we have a Task Force advising our clients on Brexit.

The Financial services and investment public policy team at Kreab Brussels is one of the most advanced European providers of professional services to the finance industry. The Sustainability practice provides public affairs services focused on delivering strategic advice to clients on critical, and often sensitive, policy issues. Kreab Brussels has profound technical expertise in issues across the Digital policy spectrum and understands how they impact our client's business and interests. Our Trade practice consists of a team with several former trade and custom officials. Finally, our team is very well positioned to support clients in antitrust investigations, merger clearance and state aid cases.

**Thought Leadership**  
For example any recent research, reports, events or other initiatives useful for clients and the EU public affairs community.



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## Explaining complicated matters in a simple way

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**Karl Isaksson**  
Executive Vice-President  
Managing Partner Brussels

**KREAB BRUSSELS**