

# MUST

& PARTNERS

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mustandpartners.com

## Key Specialisms

Banking, Insurance and Financial Services

Digital Services & Technology Hardware

Energy

Food and Drink

Public Utilities

Transport and Vehicles

## Brussels Office Since

2014

## Number of Public Affairs Consultants

10

## About Must & Partners

### Firm Description

MUST & Partners is a public affairs boutique based in Brussels.

We bridge the international business community with the EU Institutions, Brussels-based opinion leaders, trade associations, political entities and social partners.

Headquartered at the heart of the European district, MUST works with a number of partners and external advisors.

Coming from both the public and private sectors, we rely on a strong background in the field of political communication and EU affairs.

MUST & Partners currently offers its services to several companies and European associations in the fields of transport, financial services, food health policy, Public Utilities, digital markets and energy.

### Ownership Structure

Independent: privately owned by Luciano Stella & Matteo Mussini.

### International Structure

MUST & Partners operates in Brussels as well as in major EU capitals in cooperation with a wide range of External Advisors and Senior Experts that support our advocacy with outreach capabilities in Rome, Madrid and Paris.

### Key Strengths

Legislative and Political Analysis, Lobbying, Advocacy.

### Key Clients

Philip Morris International, Atlantia, YouTube, TlScontact, Deloitte.

### Thought Leadership

Nowadays, national legislations depend unequivocally on the decisions that are taken in Brussels by the European Commission, Council and Parliament.

In order to make business in the EU Single Market it is of fundamental importance to maintain a fruitful dialogue with all the institutions of the Union. Monitoring and influencing the current legislative framework play a fundamental role

in predicting regulatory risks and seizing business opportunities.

However, the more the decision-making process is complex, the more it is necessary for a company to rely on competent professionals able to translate its priorities in a clear and effective advocacy strategy.

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

We enable our clients to play an active role in shaping the policy debate of the European Union. In order to do so, we can count on several qualified experts, who know in depth the internal dynamics that rule the decision-making process of the European Union.

We make the client relevant in the EU policy debate.

We make things happen.



## We make things happen.

Regulatory due diligence.

Legislative and political analysis.

Intelligence and lobbying strategy.

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