



PANTARHEI
corporate advisors

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Key Specialisms

Banking, Insurance & Financial Services

Construction & Materials

Energy

Healthcare

Industrial Goods & Engineering

Metals & Mining

Brussels Office Since

2010

Number of Public Affairs Consultants

10

Key Clients
Austrian Post, EVN, RHI Magnesita; European Mineral Resources Confederation, Greiner Group, Uniqq, German Association of Parallel Distributors, Raiffeisen Bank International, Association for construction products.

About Pantarhei corporate advisors

Firm Description

Pantarhei is a partner-managed corporate consultancy. We combine the methodological approach of a classic consultancy and the spirit and agility of a modern Public Affairs agency. Our customers profit from our experience and our strive for continuous innovation, thus raising the bar for excellence. We do this by using approaches such as Service Design as the new community building tool or by developing a unique approach to Digital Public Affairs.

Ownership Structure

Pantarhei is a 100% partner-led and partner-managed corporate consultancy.

International Structure

Our understanding of supporting our clients in the best way involves an interdisciplinary approach, working with law firms, accountants, tax consultants, engineering consultants, investment banks, university institutes, think tanks and other communication professionals.

Key Strengths

Pantarhei consultants all have extensive experience in either the business world or in the political sphere (or ideally both). This allows us to act as a "translator" between the corporate world and "planet Brussels".

The Commission's "Green Deal" is living proof: sustainability, a word much laughed at in the past and looked down at as a hippy ideal, today translates into hard facts and the corporate bottom line. Sustainability is no longer a luxury in the boardroom, it is a fundamental necessity for survival. The paradigm is change now or be extinct tomorrow.

What makes PANTARHEI different, is the fact that we understand sustainability as strategic asset for corporates. Our unique experience allows us to translate this into public affairs strategies that give our clients a competitive advantage over others.

Among others, our members have initiated and managed

communications for award-winning global campaigns such as the 'Sustainable Antibiotics' program, which was instrumental in transforming the European antibiotics industry and turned DSM Sinochem Pharmaceuticals (now Centriant Pharmaceuticals) into a profitable purpose-led organization.

Amidst this loss of direction and message chaos, we have developed a clear reproducible structure and strategy, which can help organizations and companies to re-engage with the public. We are convinced, our approach to communication is the only way to survive.

Thought Leadership

The current political paradigm shift creates uncertainties and ambiguities for European businesses. New emotionally charged radical political positions, make the old political system more fragile and less open for fact-based input. This disruption of politics mandates a rethinking of the way we interact with European associations and stakeholders in the EU.

The focus on a more marketing and data driven understanding of the new generation leads to a change in communication. Mass communication turns into multi-individual-communication. Participants expect fast, if not instant reactions. At the same time, separation of internal and external communication is diminishing. A political environment that is more agile due to this new way of communicating requires all participants to increase speed and flexibility in handling of new stories.

Organisations like associations or corporates must undergo a fundamental mind-set change. They need to embrace this new paradigm if they want to continue to contributing to the agenda through Public Affairs. Otherwise they will fail to make their case in what will be the biggest transformation of Europe in decades.



**Policy-making is changing.
And so must Public Affairs.**

**Content is king.
Co-creation is queen.
And technology is ace.**

**We play a new game.
Are you ready to play too?**



DIGITAL PUBLIC AFFAIRS

Three element cycle:
Intelligence: analysis of environment, topics, channels and strategies
Engagement: positioning in the online environment, building and maintaining (online) relationships
Campaigning: digital campaigning, message delivery to decision-makers and the public

NEW COMMUNITIES

Service Design is used as an effective **stakeholder management tool** radically centering on the user's perspective, fostering out-of-the-box thinking and creating practice oriented solutions that can be immediately experienced.

VIRTUAL CAMPAIGNING CENTRE

We provide our own all-in-one software that enables organisations to strategically plan, create and execute public affairs and communication campaigns: data-driven, co-creative, through relevant online and offline communication channels.