

APCO

worldwide®

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Key Specialisms

⊗ Aerospace & Defence

⊗ Banking, Insurance and
Financial Services

⊗ Digital Services &
Technology Hardware

⊗ Governments

⊗ Healthcare

Brussels Office Since

📅 1995

Number of Public Affairs Consultants

👤 40

About APCO

Firm Description

APCO Worldwide is a global advisory and advocacy communication consultancy founded in 1984 to help leading public and private sector organisations to build the reputations, brands, relationships and solutions they need to succeed. APCO is an independent and majority women-owned business.

APCO has been at the forefront of strategic counsel and stakeholder engagement in Brussels since 1995. We act as trusted advisors and partners to businesses, governments, associations, law firms and non-profits from around the world. We combine a variety of integrated, innovative public affairs services, from sophisticated polling and research, to thought-leadership positioning, and digital and creative campaigns. Our diverse and multicultural team keeps our clients informed ahead of time and works seamlessly with colleagues in European capitals and beyond.

Ownership Structure

APCO Worldwide S.A. is a wholly owned subsidiary of APCO Worldwide LLC, an independent and majority women-owned business.

International Structure

APCO has more than 30 locations across Europe, the Americas, IMEA and Asia, and long-established relationships with affiliate agencies throughout the world.

Key Strengths

In addition to EU and Member State public and regulatory affairs, our international expertise and integrated global approach enables APCO to provide a full range of services across industry sectors and markets, including competition and antitrust, mergers and acquisitions, crisis communication, opinion research and data analysis, digital content and campaigning, corporate responsibility, and stakeholder management.

With our strategic communication experience and creative-thinking,

we help our clients tackle complex business-critical challenges. We create compelling campaigns that build trust, foster reputations and change perceptions in the heart of Europe, enabling our clients to see more clearly, communicate more authentically and act with real decisiveness when it comes to shaping debates and securing their goals.

Key Clients

Accenture, American Express, Blockchain for Europe, bluebird bio, Booking.com, Costa Crociere, DocuSign, DTCC, Enterprise Rent-A-Car, FLSmith, Hoffmann La Roche, International Copper Association, Johnson & Johnson, Microsoft, Palo Alto Networks, Salesforce, Solvay, VMware.

Thought Leadership

The APCO Forum blogs (www.apcoworldwide.com/blog) present a regular flow of insight and opinion from our in-house experts around the world. Our frequent APCO Forum events in Brussels attract leading experts from industry, institutions and academia to discuss current and emerging issues of significance. Follow us on Twitter @APCOBXLInsider for the latest EU news and insights.

Testimonials and why clients like to work with us

Our clients work with APCO to benefit from our industry-leading experts who have: the pulse of the dynamically changing global environment that defines the marketplace; the first-hand experience of having faced significant issues or opportunities; the ability to harness the power of data, insights and technology; and the passion to deliver unparalleled results. The expertise of our corporate leadership, the experience and resources of APCO's International Advisory Council and APCO's nearly 800 colleagues around the world, and a shared workplace culture with no barriers to exchanging ideas and talent all help us cover our clients' needs wherever they are.



Decoding EU affairs