

# BRUNSWICK

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## Key Specialisms

⊗ Banking, Insurance and  
Financial Services

⊗ Competition & Antitrust

⊗ Digital Services &  
Technology Hardware

⊗ Food and Drink

⊗ Oil & Gas

⊗ Personal & Household Goods

⊗ Transport and Vehicles

⊗ Media

⊗ Energy

⊗ Retail

## Brussels Office Since

📅 2000

## Number of Public Affairs Consultants

👤 30

## About Brunswick Group

### Firm Description

Since 1987, Brunswick has been helping clients navigate the interconnected financial, political and social worlds to build trusted relationships with all their stakeholders. A global partnership, with 24 offices in 17 countries, we act as one firm, without financial or geographic barriers to support clients facing complex, international challenges. In Brussels, we specialise in public affairs and lobbying support on business-critical issues. We have an unrivalled knowledge of EU public affairs and assist clients in engaging with the political, media and regulatory environment locally and across all EU Member States. We combine deep technical knowledge and expertise in gathering critical insights with strong strategic advisory and engagement skills, to help our clients anticipate and react to the changing policy and political landscape.

### Ownership Structure

Partnership.

### International Structure

Founded in 1987, Brunswick's global partnership has grown organically over the past 30 years into 24 offices in 17 countries across the Americas, Asia, Europe and IMEA. Brunswick's capabilities are continually expanded with additional senior advisory roles and partners in all our offices and areas of operation, allowing us to connect across companies, sectors, and industries.

### Key Strengths

Our strengths include:

- Competition Antitrust, Mergers and Acquisitions
- Corporate and media relations
- Corporate and reputation management
- Financial situations
- Employee engagement
- Investor engagement
- Digital strategies and content creation
- Geopolitical
- Insights – polling and data analytics
- Public and regulatory affairs

### Key Clients

Alibaba, Amway, Ant Group, Apple, Bank of America Merrill Lynch, Bell, Condé Nast, Enviva, ICE, Intel, Lloyds, McDonalds, Nord Stream 2, Suez, The Walt Disney Company, TikTok, TIM.

### Thought Leadership

Brunswick Review – <https://www.brunswickgroup.com/what-we-do/brunswick-review/>

The Brunswick Review is a journal of communications and corporate relations that features insights from global business leaders, policymakers, political figures and journalists, as well as Brunswick consultants.

### Brunswick Social Value Review

The Brunswick Social Value Review made its debut in January 2020. It chronicles the growing pressure on companies to create social value alongside financial value. It shows how quickly thorny societal issues can become critical issues for business. Inequality, climate change, diversity, access to healthcare, privacy – today's business leaders must be clear where they stand on a growing list of societal challenges. The Brunswick Social Value Review profiles the pioneers, asks the difficult questions, and shows what leadership looks like in today's business world.

Reports and Surveys – [www.brunswickgroup.com/reports-i4405/](http://www.brunswickgroup.com/reports-i4405/)

Delivering content on the latest trends across the social, political and economic spheres. This has included sectoral studies on current issues with a view to offer a contribution to public debates, e.g. "Is the Techlash real?" and the "EU Competition Policy Study: Expectations for Change".

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

"The Brunswick team helped us understand the impact media and politics would have on our case and how to best respond to those pressure points" Alstom



**Complex, fast  
*and challenging***

Even the best leaders sometimes  
need help navigating today's world.

Brunswick helps clients build trusted  
stakeholder relationships in the  
interconnected financial, political  
and social spheres.

