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**Client Contact**

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**Key Specialisms**

⊗ Digital Services &  
Technology Hardware

⊗ Education

⊗ Healthcare

⊗ Media

⊗ Telecoms

**Brussels Office Since**

📅 2009

**Number of Public Affairs Consultants**

👥 10

## About EU Strategy

**Firm Description**

A young, dynamic and multicultural team of EU enthusiasts, we make the impossible happen. The team is led by Andrea Parola, an established networker, who has been shaping the EU political landscape directly from the institutions as well as from behind the scenes for more than 20 years. Our activities focus on three areas:

- Public Affairs, with long-term experience in guiding clients through the complex approval process of European legislation-making;
- Project Management, with a proven track record of drafting winning proposals;
- Association Management, spanning anything from daily operations, to more strategic advocacy.

**Ownership Structure**

Independent firm owned by Andrea Parola.

**International Structure**

Due to EU Strategy's strong connections with its clients, we are able to reach out far and wide, throughout Europe and across the Atlantic.

**Key Strengths**

EU Strategy has a proven track record in delivering the most challenging tasks. Constantly working on a basis of trust and dialogue, our boutique firm gives prominent emphasis to our clients' needs. Our talents are extremely flexible, nimble, creative and work around the clock. Bearing comparison to our larger competitors, our small team is what makes us stand out from the crowd: the key is versatility and expeditious exchange of information, not headcount. The objective is tailor-made delivery, not slow and corporate decision-making with hierarchic procedures. From organising a meeting with a Vice-President of the European Commission in a week's time, to acquiring information before everyone else, is daily life at EU Strategy.

**Key Clients**

Google, Qualcomm, Facebook, Spotify, ESET, UiPath, EeSA (European e-Skills association), CETIN (Ceska telekomunikacni infrastruktura), ICT Coalition for Children Online, etc.

**Thought Leadership**

We strongly believe that thought leadership is when thoughts and innovative ideas are handed down to lead others, and we constantly strive to do so. We have navigated the EU's political and legislative landscape for the last decade and have produced intelligence reports on political trends; created tailored newsletters for our clients; organised the biannual Forum of ICT Coalition for Children Online and have co-produced research reports with them: "Let's Play it Safe – Children and Youth in the Digital World"; "The First Report on the implementation of the ICT Principles"; and much more.

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

"You can ask Andrea and his team for almost anything, any time. When it comes to corporate lobbying efforts, any political cobweb is untangled as a result of EU Strategy's strategic mindset and deep understanding of the political and legislative landscape and their mechanism. You simplify our lives!"

Marisa Jiménez Martín,  
Facebook, Director and  
Deputy Head of EU Affairs.

"EU Strategy's unique strength is its ability to be fully integrated in a corporate policy strategy aiming at establishing a constructive and open dialogue with key officials of the Brussels' political scene. This is a key component for any company strategem aiming to be at the forefront of the EU mpolicy agenda."

Wassim Chourbaji,  
Qualcomm, Senior VP.



# Shaping Positions Developing Strategies Through Constructive Dialogues

