

# KREAB

## Office Address

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## Client Contact

Karl Isaksson, Executive Vice  
President, Managing Partner

## Website Address

kreab.com/brussels

## Brussels Office Since

📅 1992

## Number of Public Affairs Consultants

👤 We are around 60 PA  
consultants and active  
Senior advisors.

## Key Specialisms

- 🔍 Banking, Insurance and Financial Services
- 🔍 Chemicals
- 🔍 Digital Services & Technology Hardware
- 🔍 Energy
- 🔍 Public Utilities
- 🔍 Industrial Goods & Engineering
- 🔍 Sustainability & Environment
- 🔍 Trade

## Key Clients

We work with a large number of global bluechip companies, mainly from the financial sector, digital and manufacturing companies. A full list of our clients can be found in the Transparency Register.

## About Kreab

### Firm Description

Kreab was founded in Stockholm, Sweden, in 1970 and we have since grown to a truly global company with a presence in over 25 countries in all continents. Besides Brussels, we are especially strong in the Nordic region, Spain, London and Tokyo. We also have a strong presence Latin America, with offices in seven countries.

Since our start in Brussels in 1992, we have developed an outstanding understanding of European decision-making processes.

At Kreab Brussels, we strongly believe in creating continuous dialogue with decision makers and other stakeholders to constructively shape policy decisions. We put our clients' concerns into an EU context in order to create a beneficial dialogue between industry and policy.

We represent the interests of companies and organisations toward European institutions, Member States and other public bodies, with the objective to have an impact on relevant policies through constructive dialogue.

As one of the largest Public Affairs consultancies in Brussels, we offer a full range of services to our clients. From monitoring, intelligence gathering and policy analysis, to providing and implementing lobbying and profile-raising strategies, and senior counsel to boards and executives.

We assess regulatory opportunities and risks, be it in forthcoming legislation or in the implementation and compliance of existing.

By combining deep issue expertise and substantial knowledge about political processes with communication skills and know-how, we strategically advise our clients and assist them in developing and implementing Public Affairs strategies. Bringing together a broad range of professionals, our experienced consultants and senior advisors possess vast experience

from the EU institutions, Member States' regulators, the media, think tanks, NGOs and the private sector.

### Ownership Structure

Fully owned by our Founder and Executive Chairman.

### International Structure

Kreab was founded in Stockholm, Sweden almost 50 years ago. We have since grown to a truly global company with a presence in over 25 countries in all continents. Besides Brussels, we are especially strong in the Nordic region, Spain, London and Tokyo. We also have a strong presence Latin America, with offices in seven countries.

### Key Strengths

The combination of deep issue expertise, political process knowledge and communication know-how is what defines the Kreab Brussels office. The demand for generalist PA services has been fading for years, instead our clients demand and value expertise on policy issues, business sectors, and decision-making processes. Hence, we are today focused on a number of areas; Financial Services, Sustainability, Digital, Trade and Competition. In addition, we have a strong team advising on Global policy risk, including investment and sanctions. The Financial services team at Kreab Brussels is one of the most advanced European providers of professional services to the finance industry. The Sustainability practice provides public affairs services focused on delivering strategic advice to clients on critical, and often sensitive, policy issues. This practice has grown as the European Green Deal has been a top priority for the EU. Kreab Brussels has profound technical expertise in issues across the Digital policy spectrum and understands how they impact our client's business and interests. Our Trade practice consists of a team with several former trade and custom officials. Finally, our team is very well positioned to support clients in antitrust investigations, merger clearance and state aid cases.



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## Explaining complicated matters in a simple way

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**Karl Isaksson**

Executive Vice-President  
Managing Partner Brussels

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