

Rud Pedersen Public Affairs

: RUD PEDERSEN GROUP

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Client Contact

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Brussels Office Since

📅 2017

Number of Public Affairs Consultants

👥 75

Key Specialisms

- 📍 Agriculture & Agribusiness
- 📍 Chemicals
- 📍 Energy
- 📍 Food and Drink
- 📍 Healthcare
- 📍 Metals & Mining
- 📍 Sustainability & Environment

About Rud Pedersen

Firm Description

Rud Pedersen is a European public affairs agency with Nordic roots. Long established as the largest public affairs agency in the Nordics, we are growing fast across the continent, with new offices opened in Brussels, Berlin, London, Paris, Sofia, Warsaw and Kijiv since 2017.

Shaping EU policy and politics is harder than ever. Policy making in Brussels is often highly technical: public affairs professionals must understand regulatory frameworks in depth and have a high degree of issue knowledge. Meanwhile, a more political Commission, engaged Parliament and greater involvement from member states, fuelled by a more active citizenry, has created a more challenging and emotive political environment.

Our consultants reflect the full spectrum of skills required to succeed in this vibrant space. We have experts with decades of experience in the European Commission and regulatory agencies who can navigate the most technical of expert groups, through to former digital marketers and journalists who are able to develop programmes and campaigns that build political capital and shape public sentiment.

In six years, our office in Brussels has grown from a start-up of 2 people to a large agency of 75, quadrupling staff numbers and revenue since 2020.

Ownership Structure

Partnership.

International Structure

Rud Pedersen's Brussels office is part of the Rud Pedersen group, one of the fastest growing public affairs and strategic communications companies in Europe. It has over 500 consultants operating in Brussels, Berlin, London, Paris, Warsaw and across the Nordics and Baltics. We are active in other European capitals, working with dedicated public affairs partners.

Key Strengths

Partners and other senior staff do the work: We believe that partners and other senior staff should do most of the legwork if clients are truly to get the level of service required to succeed. Our partners and directors are involved in the day-to-day running of all activities.

We are independent: We are owned by our partners, so we invest our profits in people rather than payments to holding companies. As a result, we have higher ratios of staff to revenue than a typical network agency, meaning our consultants are less stretched and, we like to think, able to perform to a higher level.

European team with Nordic roots: Our team in Brussels is truly European. Sixteen nationalities are represented, and we have many Brussels veterans amongst us. But our Nordic roots are reflected in our culture, which we sum up up as: caring, inquisitive, and driven.

Multi-disciplinary team: We know specific areas like energy and climate, or food and ag, and the regulatory framework that governs them inside out. But we appreciate that there are many 'horizontal' issues, like tech, trade and tax, that might affect clients. Moreover, public affairs at times also requires environment-shaping activities like grassroots campaigning, digital, and media engagement. Amongst our staff we have experts in a wide range of sectors and disciplines that are relevant to clients looking to shape events in Brussels.

Key Clients

Bayer, Chemours, Novozymes, Novo Nordisk, Estée Lauder, Lego, Microsoft.

Testimonials and why clients like to work with us

Our clients see us as trusted advisors, who understand them and the businesses they serve and solve their challenges whatever they may be. Our clients know when they hire Rud Pedersen that they receive senior counsel and senior-level implementation.



Rud Pedersen Public Affairs, a European agency with Nordic roots.

Now the largest public affairs agency in Europe, with 500 public affairs specialists across 14 countries. Fiercely independent, we are fully owned by our partners.

James Stevens,

Managing Partner Brussels

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