

**Office Address**

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**Client Contact**

Andrea Parola

**Website Address**

Eustrategy.eu

**Brussels Office Since**

📅 2009

**Number of Public Affairs Consultants**

👤 12

**Key Specialisms**

- ✓ Agriculture & Agribusiness
- ✓ Digital Services & Technology Hardware
- ✓ Education
- ✓ Telecoms
- ✓ Transport
- ✓ Association Management
- ✓ Media

## About EU Strategy

**Firm Description**

A young, dynamic and multicultural team of EU enthusiasts, who enjoy what we are doing. The team is led by Andrea Parola, who has been in the Brussels political landscape for more than 20 years. We do understand, as few do, the working of the EU Institutions and be able to guide clients through the complex EU machine. Our main activities focus on two areas:

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

**Ownership Structure**

Independent firm owned by Andrea Parola.

**Key Strengths**

We have a deep understanding of the working practices of EU Institutions. Bear-ing 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. 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.

**Key Clients**

Google, Meta, Qualcomm, Move EU, Bayer, Spotify, ESET, Snapchat, MMfE, Trainline.

**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 strategy aiming to be at the forefront of the EU policy agenda."

Wassim Chourbaji,  
Qualcomm, Senior VP.



# YOUR INTERESTS ARE OUR INTERESTS



Public Affairs



Strategic  
Consultancy



Association  
Management

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