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secnewgate.eu

**Brussels Office Since**

2001

**Number of Public Affairs Consultants**

35

**Key Specialisms**

- ⊗ Agriculture and Agribusiness
- ⊗ Association Management
- ⊗ Chemicals
- ⊗ Digital Services & Technology Hardware
- ⊗ Energy
- ⊗ EU Funding
- ⊗ Media Relations
- ⊗ Sustainability & Environment
- ⊗ Trade
- ⊗ Transport

**Key Clients**

AWS, Brazilian Confederation of Agriculture and Livestock, BSA, Cosmetics Europe, European Producers of Laminate Flooring, European Paper Packaging Alliance, Expedia, HP Inc, IAPP, Multilayer Modular Flooring Association.

## About SEC Newgate EU

**Firm Description**

We are a one-stop advocacy and communications consultancy operating at the heart of Europe. Policy communications is our sweet spot. We bring a data-driven, digitally-savvy approach to public affairs and public relations to anticipate and manage our clients' policy and reputation needs.

**Ownership Structure**

100% SEC Newgate SPA.

**International Structure**

We belong to the award-winning global SEC Newgate group, which uses strategic communications, advocacy and research to drive positive change. SEC Newgate has a team of over 1400 people, operating across five continents in 29 countries, with more than 60 offices, including Athens, Amsterdam, Beijing, Berlin, Brussels, Canberra, Dubai, Hong Kong, London, Madrid, Milan, New York, Paris, Rabat, Rome, Singapore, Sydney, Warsaw and Washington DC.

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

MMFA is a relatively young organization with just 12 years since its foundation. Since it is run by Feriel and her team (association management) it has become the largest and - more importantly - the most dynamic flooring association in Europe. Feriel not only managed to transform the MMFA into a European-minded organization, she and her team also initiated the transition from a manufacturing association to one with a clear focus on sustainability. Their deep insights and first-hand information from the EU institutions in Brussels are instrumental to understand what is going to happen and help to anticipate the next moves of the MMFA." Carl Ruland, Board member MMFA 2018 – 2024, Vice-President Novalis

"SEC Newgate EU has become part of our extended Government Relations family, with a deep knowledge on topics that are critical to our business. Their research and advice is spot on and highly appreciated

by our colleagues in the business. The team adapts the messaging, slides, texts to the right audience and level, and are extremely responsive with tight deadlines." Sara Rodriguez Martinez, Head of Government Relations for Europe | HP

"SEC Newgate EU is the best partner an organisation can have in Brussels when it comes to media relations. Not only do they have great connections with reporters, they understand what piques the interest of the outlets and the individual journalists and they will guide you to make sure your voice gets noticed (and picked up) amidst the many ones seeking to be in the spotlight. Hiring SEC Newgate EU for media support was the best decision we took many years ago and Victoria leads a team where quality, consistency and dedication have always been at the top." Thomas Boué, Director General Policy, EMEA, Business Software Alliance

"I have had the pleasure of working with the SEC Newgate EU for close to 10 years. The team has been successful in helping to raise the IAPP's brand awareness and thought leadership within the Brussels media landscape. The professionalism is unmatched and regardless of the budget - you are treated with the utmost respect and provided high-quality work, results and guidance." Lindsay Hinkle, Communications Director | International Association of Privacy Professionals

SEC Newgate EU has been an outstanding strategic communications partner during my time as Senior Communications Manager at the Business Software Alliance and IBM. Their smart, nimble team gives highly personalized attention and is always thinking of new ways to get our messages across to the right audiences. They excel at making connections and are incredibly effective at getting things done. In short, SEC Newgate EU are true professionals and an absolute pleasure to work with. Christine Lynch, Senior External Affairs Officer | World Bank

The background is a dark blue gradient with several large, overlapping, semi-transparent geometric shapes in shades of orange, red, and purple. These shapes are arranged in a way that suggests depth and movement. There are also some thin white lines and shapes, including a diamond shape in the upper right and a partial circle on the left.

Shaping change,  
*with you.*