

GRAYLING

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Brussels Office Since

📅 1989

Number of Public Affairs Consultants

8 Grayling Brussels employs 17 consultants who collectively come from 15 different European countries, speak 10 languages, a key asset in the Brussels multicultural environment but also a key asset to reach EU's Members States.

Key Specialisms

- ⊗ Chemicals
- ⊗ Digital Services & Technology Hardware
- ⊗ Food and Drink
- ⊗ Healthcare
- ⊗ Sustainability & Environment
- ⊗ Technology

Key Clients

Daiichi Sankyo, Global Business Trade Association (GBTA), SC Johnson, Suntory Beverages and Food Europe, Natural Mineral Waters Europe, European Committee of Manufacturers of Domestic Heating and Cooking Appliances (CEFACD), European Spirits Companies Liaison Group, doTerra, OLX Group, Tate & Lyle, Nissan, Getlink (Eurotunnel), Hilton, Plasma Protein Therapeutics Association.

About Grayling

Firm Description

At Grayling Brussels, we stand at the forefront of public affairs. We offer a comprehensive spectrum of corporate affairs services, tailored specifically to Brussels-based EU stakeholders and decision-makers. Specialising in key policy areas such as energy, environment, transport, chemicals, agri-food, health and technology, we empower our clients. We enable them to influence policy, secure their operational footing, and unlock new business opportunities by making their voices heard in crucial policy discussions.

Our approach at Grayling is data-driven and strategic. We combine our expertise and insights into EU policies with the latest that AI-enhanced analytics has to offer and deliver bespoke solutions that go beyond simple campaigns. With the largest network of owned public affairs agencies across Europe, we offer unmatched reach and expertise. Our strategies are not just effective but also expansive, giving our clients a significant advantage in navigating the complex landscape of EU affairs.

Ownership Structure

Grayling SA is established in Belgium and is part of Accordience, an international communications group.

International Structure

Grayling Brussels is the hub for the largest PA-owned network across Europe, with our 28 Europe-based offices. We also regularly link up with our global PA network located in Washington D.C, Asia, and Middle East & Africa.

Key Strengths

Our Team: we are proud of our multidisciplinary and cosmopolitan team of consultants, that are specialised in target sectors. They bring a range of experiences from corporate in-house to having worked in the EU.

Strategy: our advocacy campaigns at Grayling are crafted with precision, grounded in our team's deep understanding of your industry and

the intricacies of EU. We guide you on whom to engage, with what messages, and at the optimal moments in the policy process through the most effective channels. Utilising our proprietary Advantage Data Analytics, we assess and map the positions, influence, and potential of key EU stakeholders, enhancing strategies and visibility among EU policymakers.

A 360° approach to advocacy: In today's EU policy environment, organisations must capitalise on every opportunity to be heard. At Grayling, our specialised team guides you in identifying and occupying the strategic gaps where your voice can have the greatest impact. We leverage a diverse array of channels, from direct engagements with decision-makers to dynamic social media campaigns, and from coalition building to targeted media relations. This comprehensive approach ensures that your messages not only reach but resonate deeply with your intended audiences.

Multi-market hub: we serve as the hub for multimarket accounts with our teams combining international thinking with local market understanding.

Testimonials and why clients like to work with us

We would not be where we are without the Grayling Brussels' Team. They've become an extension of our own team and operations at GBTA – advising on strategies and positions, independently managing projects, advancing our goals and delivering – consistently – high quality content and results. They're well networked, experts in their fields, always motivated to go the extra mile and a pleasure to work with.

Delphine Millot, Senior Vice President, Sustainability and Managing Director of the GBTA Foundation



GRAYLING

creating advantage

In today's rapidly evolving political landscape, businesses face both challenge and an opportunity to strategically reposition themselves and impact the policy environment. Grayling's multidisciplinary, multilingual teams stands ready to guide you through this dynamic landscape, and help make your voice heard.



A strategy informed by data analytics and years of experience

At Grayling, we don't just design campaigns, we design strategies. Strategies that are informed by our team's decades of experience in Brussels, but also by AI-driven data analytics tools, empowering us to craft a public affairs approach with unparalleled precision and insight.



A 360° approach to public affairs

Our approach is truly integrated, combining public affairs and communications into seamless powerful campaigns based on comprehensive 360° strategy. This ensures every angle is considered and every opportunity seized, both in the corridors of power and in the online sphere.



The European Hub

Our global network is unmatched, making us the largest group of public affairs agencies in Europe. The Grayling Brussels office acts as the European public affairs hub, connecting colleagues from Edinburgh down to Sofia.



Elections Hub



Grayling



www.grayling.eu



TheEULobby