

Rud Pedersen Public Affairs

:RUD PEDERSEN GROUP

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Client Contact

James Stevens, Managing Partner

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Brussels Office Since

2017

Number of Public Affairs Consultants

75

Key Specialisms

- ⊗ Agriculture & Agribusiness
- ⊗ Chemicals
- ⊗ Digital Services & Technology Hardware
- ⊗ Energy
- ⊗ Food and Drink
- ⊗ Healthcare
- ⊗ Metals & Mining
- ⊗ Sustainability & Environment

Key Clients

AkzoNobel, Bayer, Corteva, General Motors, Diageo, Microsoft, Novonesis, Schwarz Group.

About Rud Pedersen

Firm Description

Rud Pedersen is a European public affairs consultancy with Nordic roots. Long established as the largest public affairs consultancy in the Nordics, we have grown fast across Europe, opening new offices specialising in public affairs in Amsterdam, Brussels, Berlin, Madrid, London, Paris, Prague, Riga, Rome, Sofia, Tallinn, Vilnius, Warsaw, Kyiv and Zagreb since 2017. Our Brussels office alone has seen x5 growth since 2020.

Our consultants combine policy knowledge, political experience, and advocacy expertise across the full spectrum of activities required to engage successfully with political, regulatory, civil society and media actors in Brussels and EU member states.

Ownership Structure

Partnership.

International Structure

Rud Pedersen Public Affairs Brussels is part of the Rud Pedersen Group, one of the fastest growing public affairs and strategic communications companies, and probably the largest public affairs specialist consultancy in Europe. It has over 600 consultants operating in Amsterdam, Brussels, Berlin, Madrid, London, Paris, Prague, Riga, Rome, Sofia, Tallinn, Vilnius, Warsaw, Kyiv and Zagreb. We are active in other European capitals, working with dedicated public affairs partners.

Key Strengths

Public affairs first: all our offices across the EU specialise in public affairs first and foremost. Public affairs is not an add-on to other professional services, meaning we can gather intel and deploy programmes in Brussels and member states seamlessly.

The biggest bench of Senior Advisors in Brussels: we have +15 Senior Advisors with decades of experience at very senior levels at the institutions, in national government, and industry. All our Senior Advisors are fully embedded in our team, working

with clients and mentoring our younger staff members every day.

Independent and partner-owned: 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 most consultancies, which means our consultants are less stretched, and we believe, able to perform to a higher level.

European team with Nordic roots:

Our team in Brussels is truly European. 18 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: policy making in Brussels remains highly technical, but a more political Commission, engaged Parliament and greater involvement of member states has created a more complicated and volatile political environment. Our consultants range from technical experts with years of experience in regulatory agencies, industry veterans with deep sector knowledge, through to former journalists and ad agency executives able to develop campaigns that build political capital and shape public sentiment.

Recognised leadership in public affairs: in 2023 we were named public affairs consultancy of the year (PROVOKE Media) and two of our senior leaders are recipients of the European Public Affairs Consultant of the Year award. Rud Pedersen Group was named Continental Europe Agency of the Year 2025 at the PROVOKE Media SABRE awards.

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.

**Rud Pedersen
Public Affairs**
• RUD PEDERSEN GROUP

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