

# LLYC

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llyc.global

## Brussels Office Since

📅 February 2024

## Number of Public Affairs Consultants

👥 6 consultants based in Brussels, 40 consultants across Europe focussed on EU Affairs, team of 70 in total

## Key Specialisms

- 🔍 Aerospace & Defence
- 🔍 Banking, Insurance and Financial
- 🔍 Digital Services & Technology
- 🔍 Energy
- 🔍 Healthcare
- 🔍 Industrial Goods & Engineering

## Key Clients

LLYC partners with leading global and regional companies across technology, energy, healthcare, finance, mobility, and consumer goods.

Our Brussels clients are listed in our transparency register entry under REG number 039441147902-02

## About LLYC

### Firm Description

European affairs are a strategic priority for LLYC. As a global consultancy in Marketing + Corporate Affairs, we help organisations anticipate change, manage reputation, and shape the debates that influence their business interests in Europe. Our work integrates public affairs, strategic communication, data intelligence and creative thinking to support clients in moments of opportunity, complexity and transformation, grounded in a deep understanding of how policy is decided in Brussels.

Our Brussels team operates at the heart of the EU, helping clients understand and influence a policy agenda shaped by industrial transition, climate ambition and geopolitical uncertainty. Through senior EU expertise, regulatory intelligence, political foresight and narrative strategy, we translate complex legislative cycles into clear, actionable plans that align policy objectives with business priorities.

Our approach is grounded in a forward-looking perspective. We help clients see around corners, identify early risks, and frame their positions with clarity and impact. As partners for what's next, we design

cross-market strategies that resonate in Brussels and across key EU capitals, ensuring alignment between policy priorities, reputation objectives and business imperatives.

With a footprint across Europe, the United States and Latin America, LLYC is uniquely positioned to connect the EU agenda with global corporate strategy. For organisations operating across borders, we offer a single strategic partner capable of integrating public affairs, communication and reputation at scale, with the ambition, expertise and seniority expected from the leading firms in the Brussels ecosystem.

### Ownership Structure

Publicly listed company (BME Growth). Professional partnership model.

### International Structure

LLYC operates in 28 talent hubs across 13 countries:

- Argentina (Buenos Aires)
- Brazil (São Paulo and Rio de Janeiro)
- Belgium (Brussels)
- Colombia (Bogotá)
- Chile (Santiago de Chile)
- Ecuador (Quito)
- Spain (Madrid, Barcelona and Valencia)
- United States (Phoenix, Detroit, Miami, Grand Rapids, St. Louis, New York, San Diego and Washington, D.C.)
- Mexico (Mexico City)
- Panama (Panama City)
- Peru (Lima)
- Portugal (Lisbon)
- Dominican Republic (Santo Domingo)

### Key Strengths

- Integrated Corporate Affairs + Marketing model connecting policy, reputation, strategic communications, and creative activation.
- Deep EU capability with policy analysis, regulatory monitoring, stakeholder engagement, and strategic counsel across multiple sectors.
- Advanced AI and data intelligence, including narrative analysis, sentiment modelling, risk anticipation, and decision-visualisation tools.
- Strong senior leadership bench across public affairs, creativity, AI, finance, reputation, and crisis management.
- Cross-market coordination for clients operating across the EU, the U.S., and Latin America.
- Sector expertise in energy, technology and AI, healthcare, financial services, mobility, industry, and consumer markets



Your next  
challenge  
is ours, too.

MARKETING + CORPORATE AFFAIRS

■ PARTNERS FOR WHAT'S NEXT