

LYKKE ADVICE

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Client Contact

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lykkeadvice.eu

Brussels Office Since

📅 2016

Number of Public Affairs Consultants

👥 4 full time public affairs advisors + one intern

Key Specialisms

- 📍 Energy
- 📍 Healthcare
- 📍 Agriculture & Agribusiness
- 📍 Sustainability & Environment
- 📍 Transport

Testimonials and why clients like to work with us

"Working with Lykke Advice has been invaluable for Aggeres. Their deep understanding of the European institutions and policy processes has guided us with clarity and confidence through what can often feel like a complex European 'jungle.' Thanks to their expertise, we were able to successfully draft a comprehensive and compelling policy paper advocating for the adoption of autonomous flood barriers within the European climate resilience strategy. Their professionalism, responsiveness, and strategic insight have made them an indispensable partner for us. We wholeheartedly recommend Lykke Advice to any organisation seeking to navigate EU policymaking with precision and impact." Oliver Femont, Founder of Aggeres

About Lykke Advice

Firm Description

Lykke Advice is an independent Brussels-based lobbying agency specialising in supporting SMEs. Our aim is to provide hands-on, tailor-made advice to companies and associations seeking a highly personalised service from an agency that prioritises quality outcomes. We work only with clients we truly believe in, helping them strengthen and expand their influence in Brussels.

Operating in public affairs requires a deep understanding of complex legislative processes, institutional dynamics and a strong network within the EU bubble. Our team brings these essential elements together, helping clients build effective partnerships and alliances. We also combine public affairs with market access across EU countries, enabling clients to benefit from our network both in Brussels and at Member State level to unlock new opportunities.

We are a young and creative team with proven experience. We believe that representing clients in Brussels demands strong commitment and a high level of engagement to deliver a service that is truly fit for purpose.

Our goal is to provide valuable strategic advice alongside high-quality execution. We involve clients from the earliest stages of strategy development and maintain flexibility throughout the process—an approach we see as key to achieving successful outcomes.

In addition to direct representation, we train companies, boards and associations in public affairs, covering strategy development, storytelling, framing and negotiation.

Ownership Structure

Independent

International Structure

We work in Brussels but also help our clients with EU related public affairs at the national level.

Key Strengths

We understand how to operate effectively in a political environment, with a strong grasp of stakeholder dynamics and the importance of high-level, evidence-based information grounded in facts and science. We cover a wide range of topics, combining strategic oversight with close attention to critical technical detail. We also recognise the importance of linking public affairs directly to a company's business development strategy, ensuring our work contributes to tangible market growth.

We tailor our approach to each client's specific context, objectives and ambitions. We do not offer one-size-fits-all solutions. Lykke Advice is highly adaptable, developing bespoke strategies that best meet individual client needs. We primarily work with small and medium-sized enterprises, supporting them to strengthen, optimise and grow.

We operate in an open and transparent manner and are always clear about whom we represent when engaging with policymakers and other stakeholders.

We place strong value on alliance-building, actively identifying and creating partnerships that enhance our clients' position, strengthen their voice and broaden their understanding of different perspectives within the political debate.

Key Clients

Plexigrid, Aggeres, Biohit and Cardisio

LYKKE
ADVICE



Navigating EU Affairs with Confidence

Tailor-Made Strategies Delivering
Impact in a Dynamic Europe

- ✓ Legislative and Policy Monitoring
- ✓ EU Public Affairs Training
- ✓ Representation and Alliance Building
- ✓ Association Management
- ✓ Lobby Planning and Strategies
- ✓ Events

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