



# Eyes On The Future

## Strategic Guidance

Kellen Europe in Brussels provides a full range of EU Affairs services from tailored monitoring and lobbying programmes through to policy analysis and issue management, in line with the strategic communication objectives of our clients. Our worldwide experience in key industry sectors allows us to better understand the needs of your organisation and to effectively translate them into concrete actions. Developments leading to a harmonised internal market in Europe, the single currency and the enlargement have brought new business challenges to national and international organizations. The continuous emergence of new and unexplored EU policy areas contributes to regulation, which impacts organisations and business decisions.

An effective guide to EU policies and regulations is increasingly important for your next strategic move and business development. We believe that your business interests must be at the heart of the EU decision-making debate. This is a major part of what our clients expect from Kellen Europe.

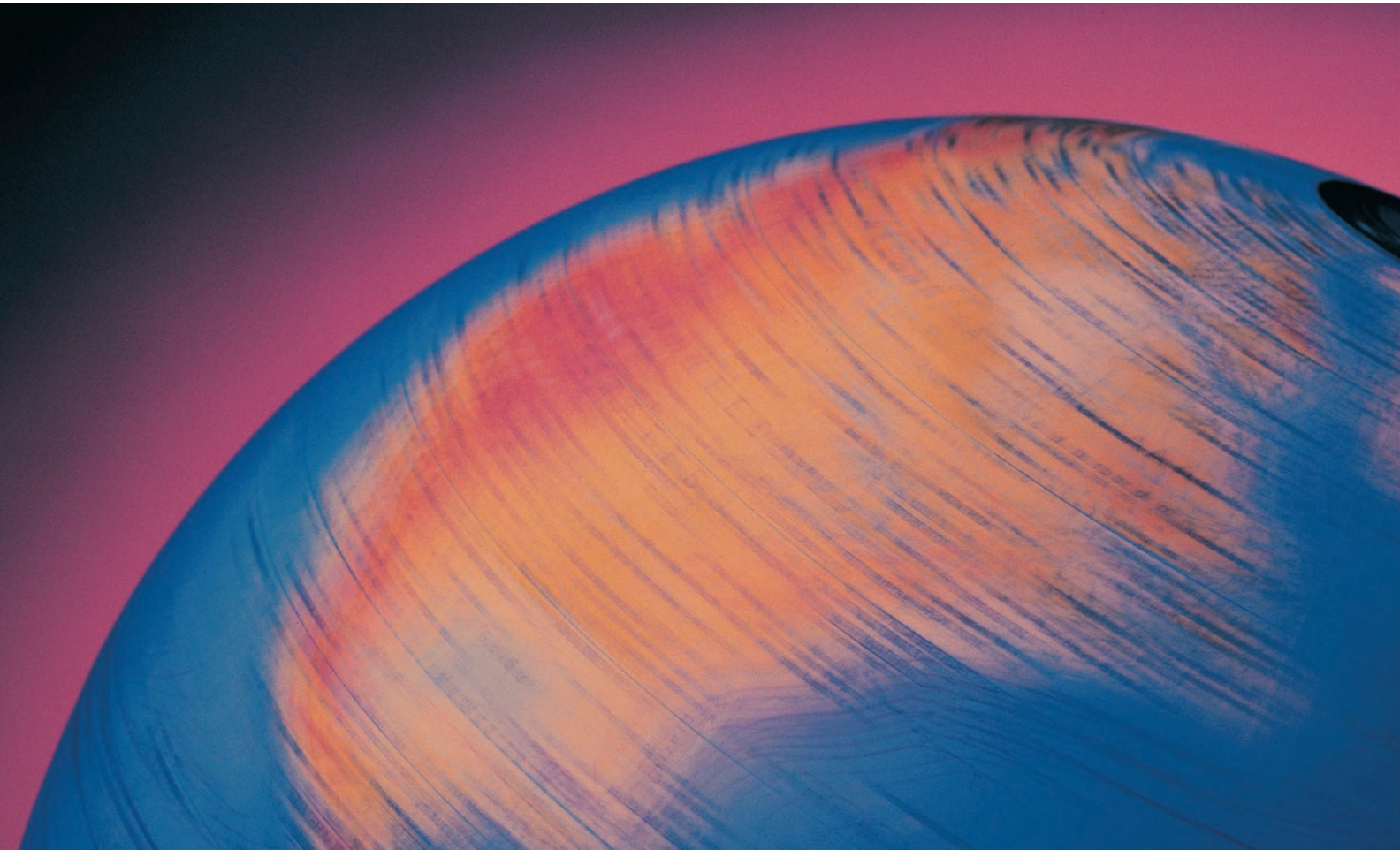
In order to advocate your interests we make sure that we understand your business first. This is the key to best guide our clients through the challenges and benefits posed by the European Union. The growing influence of EU policy in national and international business strategies is constantly monitored from our Brussels and international offices. Our full service office in Washington DC is well equipped to provide policy guidance and support in legislative regulatory matters.

## Added-Value Partnership

Our experience has been acquired through representing interests of clients and positioning them in relation to various EU institutions and other key stakeholders. Situated at the crossroads of Kellen Europe services in Europe, we benefit from knowledge derived from our global network.

The Kellen Company has extensive experience in regulatory and legislative matters, building industry coalitions and implementing regulatory compliance programmes with different U.S. and EU federal and governmental agencies. We work closely with standardisation bodies such as CEN and ANSI to promote the interests of our clients and provide a truly global approach to government affairs. The European Affairs team relies on the vast array of backgrounds of the Kellen Company staff, ranging from attorneys and legal specialists, political scientists, PhD's in toxicology and material science, registered dieticians, engineers, journalists and media professionals.

One of our particular strengths to be built upon is that of working together with our clients to develop strategies that result in a spirit of cooperation between client bases and staff leading to long-term relationships. Our adaptability and wide perspective enables us to be well versed in the specific challenges of differing industries, trades and professions.



## European Affairs Services

Kellen Europe services are tailored to meet the specific needs of the organisations we work with and aimed at adding value to the activities of our clients.

### Advocacy/Lobbying

- Strategic Analysis
- National/EU/International Campaigning
- Mandate Representation
- Interface with policy and law makers
- Communication tools and integrated content

### EU Media Relations

- EU public affairs and media
- Covering press events in Brussels and Strasbourg
- Press releases, dissemination and follow up
- Focused communication
- Executive coaching
- Crisis management

### Policy Analysis

- Industry analysis
- Socio-Economic studies
- Competitiveness analysis
- Advisory services
- National/EU/International forecasting
- Political/Institutional intelligence gathering

### Issue Management

- Monitoring progress & trends
- Tracking legislative updates
- Media coverage and policy trends
- Implementation of global watch for future developments

It is with these four main areas that we provide a customized service to properly address the needs and interests of your organisation, with the support of our global network, and expertise in working with issues relating to the European Union.

For further information on how we can help  
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