



Public Affairs Council
MANAGE YOUR WORLD

Brussels Public Affairs Forum 2023

21 June 2023

The international political landscape is rapidly changing. With emerging global powers, regional conflicts and transnational issues shaping the agenda, European capitals have to balance an unprecedented number of competing priorities and find common ground with diverse partners.

In order to adapt to an increasingly fragmented global landscape and respond to growing government and public expectations, businesses need to anticipate trends, understand the impact of global risks and manage an increasingly complex set of issues and stakeholders.

How can public affairs teams play a leading role in helping their companies manage this growing complexity and continue delivering value as a new era emerges for global businesses?

Conference Agenda

09:30 – 10:00

Registration, welcome and network coffee

10:00 – 10:50

Panel discussion 1 | The return of geopolitics and its impact on the public affairs function

Speaker:

- Boris Azais: Director Public Policy Europe & Canada at MSD
- Murielle Antille: SVP, Head of Government and Industry Affairs at Lee Hecht Harrison
- Sabine von Wiren-Lehr: Senior Consultant Edelman Global Advisory

Moderator:

- João Sousa: Managing Director European Office & Global Practice at Public Affairs Council
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10:50 – 11:00

Networking break

11:00 – 11:50

Panel session 2 | Sustainability, ESG and Corporate Citizenship – A new mindset for public affairs teams

Speaker:

- Alix Chambris: Vice President of Global Public Affairs and Sustainability at Viessmann Group
- Bertrand Deprez: Vice President EU Government Affairs at Schneider Electric
- Emmanuelle de Kerleau: Vice President, Global Public Affairs at Coca-Cola Europacific Partners

Moderator:

- Giles Keane: Partner at Acumen Public Affairs
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11:50 – 12:00

Networking break

12:00 – 12:50

Panel session 3 | Technology, Trends and Public Affairs – Where Are We Heading?

Speaker:

- Chris Ruff: Director for Communications and Political Outreach at Digital Europe
- Dinela Kaytazka: Senior Associate Director at APCO Worldwide
- Elizabeth Crossick: Head of Government Affairs - EU AI Global Policy Lead at RELX

Moderator:

- András Baneth: Senior Advisor, European Office at Public Affairs Council
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12:50 – 13:30

Lunch break & Networking

13:30 – 14:30

Workshop session 1 | Strategic planning & engaging with stakeholders

Speaker:

- András Baneth: Senior Advisor at European Office at Public Affairs Council
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14:30 – 14:45

Networking break

14:45 – 15:45

Workshop session 2 | Measuring the value & impact of your public affairs function

Speaker:

- Aaron McLoughlin: Partner at FleishmanHillard Inc.
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15:45 – 16:00

Networking break

16:00 – 16:45

Workshop session 3 | Public Affairs Skills - Developing, Recruiting and Managing Talent in a New Era

Speaker:

- [Anna Koj](#): Managing Director Brussels at Mavence

16:45

Networking cocktail & Adjourn

[PAC European office](#)

[European event calendar 2023](#)

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[US Study Tour 2023](#)

Speaker bios (in order of appearance)



Boris Azais

Director Public Policy
Europe & Canada

MSD

Trained as a lawyer, Boris had the opportunity to transition from legal to public policy, specializing in the field of pharmaceutical innovation and patient access.

His current role involves engaging with European policy makers and stakeholders to contribute to the development of policies that facilitate drug development and ensure quicker patient access to medications.

Boris is deeply passionate about sharing his extensive knowledge and insights gained throughout his career in pharmaceutical innovation. This passion is best exemplified by his creation of the Policy Passport on Pharmaceutical Innovation, a comprehensive effort to elucidate complex policy matters and foster greater dialogue regarding the policy framework that underpins all pharmaceutical advancements and remarkable human progress.



Murielle Antille

SVP, Head of
Government and
Industry Affairs

Lee Hecht Harrison

As SVP, Head of Government and Industry Affairs with LHH, Murielle Antille is responsible for the relationships with external stakeholders such as policy makers, institutions, associations or think tanks. As a member of the Global Leadership Team and global thought leadership council, Murielle acts as an advisor on topics related to workforce transformation, labor markets, regulations and further external developments. In the past, Murielle held various international business leadership functions and consulted companies in their workforce management practices.

Career sustainability, skills transformation and work transitions are Murielle's key expertise areas. She represents the Adecco Group in the Automotive Skills Alliance and is also the Chairperson of the Career Management Network at the World Employment Confederation, the global sector association of private employment firms.

Murielle holds an M.A. (lic. rer. publ. HSG) in political science, economics and law from the University of St. Gallen (HSG), Switzerland. She has worked and lived in Asia, Eastern Europe and Latin America. LinkedIn: [linkedin.com/in/murielleantille](https://www.linkedin.com/in/murielleantille)



Sabine von Wiren-Lehr

Senior Consultant

Edelman Global
Advisory

Sabine von Wirén-Lehr brings 15+ years of experience in government relations and public affairs at international corporates, associations, and civil society organizations. She has longstanding experience as an advocacy professional and certification expert in global and EU environmental policy, packaging, food systems sustainability, and biodiversity.

As EU Affairs Director at Tetra Pak, she shaped the company's advocacy strategy and represented it among EU institutions and international organizations on environment and packaging policy. She served as co-chair and member of the Board of Directors at EUROOPEN and the ACE. As a strong believer in co-creation and collaboration, she also led the company's diverse strategic partnerships with key stakeholders.

Prior to joining Tetra Pak in 2014, she headed the European Water Stewardship initiative, a cross-sector organization including business leaders, authorities, and key stakeholders promoting a standard for the sustainable use of natural resources in industry and agriculture.

Representing the European Organic Certifiers Associations, allowed Sabine to gain exhaustive experience in mandatory and voluntary certification schemes in the agrifood and forestry sector.

Ms. von Wirén-Lehr holds a PhD in agricultural sciences and has lectured in organic food chain management at the University of Stuttgart, Hohenheim.



João Sousa

Managing Director
European Office

Public Affairs Council

Joao Sousa is the Public Affairs Council's Managing Director for the European office. He also leads the Council's global public affairs practice and manages the International Network. Joao is passionate about helping member organizations and public affairs leaders worldwide in identifying best practices, developing impactful strategies, and fostering peer collaboration.

Joao has more than 15 years' experience as a spokesperson, communication and political advisor, and consultant for both the private and public sectors. Presently based in Brussels (Belgium), he has advised global companies, international organizations and national authorities in different countries and diverse sectors of activity on strategic communication, public diplomacy and reputation management.

Earlier in his career, Joao worked for eight years with the European Union, where he led communication teams operating in the DR Congo and the Western Balkans and provided consultancy for EU projects in Africa, the Middle East and Asia.

Joao holds a Master's in International Affairs from the Fletcher School of Law and Diplomacy (Tufts University). Besides his native Portuguese, Joao is fluent in English and French and has a good knowledge of Spanish, German and Romanian.





Alix Chambris

Vice President Global
Public Affairs and
Sustainability,

Viessmann Group

Alix Chambris is leading Global Public Affairs and Sustainability at Viessmann since January 2019. Focus areas include the decarbonisation of heating and cooling, digitalisation and competitiveness.

Alix has nineteen years experience in policy making and business, with a strong focus on energy and climate policy.

She has worked in the European Commission where she drafted regulations on energy-related products. She has previously led EU public affairs at Danfoss; she was president of EuroACE, the European alliance for energy efficiency in buildings; and vice-president of EU-ASE, the European alliance for energy savings.

Alix holds a master's degree in Economics from the College of Europe, a master's degree from Science-Po Strasbourg, and a master's degree in German language and civilisation. The Viessmann Group is one leading manufacturer of heating, industrial, and refrigeration systems with a turnover of 4 billion Euros.

The family enterprise was founded in 1917. Our purpose statement, "We create living spaces for generations to come", is the goal driving both innovation and production by over 14500 employees of the Viessmann family and its trading partners across 74 countries.



Bertrand Deprez

Vice President EU
Government Affairs

Schneider Electric

As Vice-President in charge of European Government Affairs at Schneider Electric, Bertrand Deprez is heading the Group's liaison office to the EU institutions.

Bertrand is working in the Europe division of Schneider Electric where he is in charge of developing government affairs activities for the group at European level. He is currently holding responsibilities in several associations and groups related to the EU.

Prior to that, Bertrand worked several years at Edelman/The Centre a well-known PR/PA agency specialised in EU affairs. Bertrand graduated at University Lyon 3 (France) and the London School of Economics and Political Science (UK). He lives in Brussels.



Emmanuelle de Kerleau

Vice President, Global
Public Affairs

Coca-Cola Europacific
Partners

A french and U.S. trained attorney, after her LLM gained at Tulane University Law School in New Orleans, U.S.A. and a Master in new technologies in Paris, Emmanuelle de Kerleau has hold throughout her career several positions in International law practices like Arthur Andersen Legal group where she lead negotiation of contracts for IT and IP-IT related issues for its Europe-Middle East and Indian operations contracts as well as in-house in international companies like Webhelp and FedEx. By 2003, Emmanuelle was appointed by Federal Express group in Europe to lead their Public Affairs. She was in charge of regulatory issues and public policy for Federal Express International for France and Southern Europe and with the European Union.

By 2012, she joined Coca-Cola Entreprise as a Vice President, Public Affairs, Sustainability and Communications for France. She lead there many public policy and sustainability strategies for the company and for the industry in numerous areas and directly, through coalitions or Industry associations. Emmanuelle took over the role of Vice President, group Public Affairs in 2022 for Coca-Cola Europacific Partners, adding Asia Pacific territories to the European original scope after the Amatil group acquisition.

Emmanuelle brings an extensive grasp of European and international policy perspective and substantial achievement and experience in different public policy arena.



Giles Keane

Partner

Acumen Public Affairs

Giles is a co-founder of Acumen, where he has utilized his distinctive approach to public affairs since the company's establishment in 2010.

With an unquenchable thirst for knowledge, finely-honed political intuition, and a meticulous attention to detail, Giles adeptly tackles policy challenges by developing solutions that embody the distinct culture and vision of Acumen's clients. Infused with the rich tradition of Irish storytelling, he artfully constructs strategies and arguments that resonate with decision-makers and influencers from all walks of life.

Giles's expertise spans a broad spectrum of policy areas, including transport, digital policy, agriculture and food, as well as environment and energy. His exceptional skills were recognized in 2019 when he was featured in "Best in Brussels," an annual ranking of the top 50 public affairs professionals in the European capital.

One of Giles's proudest accomplishments is his pivotal role in launching Acumen a decade ago and fueling its subsequent success.

Prior to Acumen, Giles held the position of Director of International Corporate Communications at Hill & Knowlton in Brussels. Initially drawn to the city through a traineeship at the European Commission, Giles became enamored with Brussels and has remained there ever since.



Chris Ruff

Director for
Communications and
Political Outreach

Digital Europe

Chris leads DIGITALEUROPE's communications team and coordinates contacts with policymakers in Brussels and across Europe.

Before joining DIGITALEUROPE, Chris was communications adviser to Commissioner for Trade Cecilia Malmström and served in her cabinet. He had previously spent two years in the DG Trade media relations team, and one and a half years as an assistant to a member of the European Parliament. His previous experience includes roles in a software start-up in Berlin and at Bristol City Council.

As well as an in-depth knowledge of various policy areas, notably trade and digital, he has extensive experience of working in the EU institutions and coordinating with Brussels-based media.

He holds a joint M.A. in European studies from Bath University, Sciences-Po Paris and the Humboldt University in Berlin, as well as a B.A. in French and Political Science from Bristol University.



Dinela Kaytazka

Senior Associate Director

APCO Worldwide

Dinela Kaytazka has extensive experience in international relations and European law.

Between 2019 and 2022 she represented the Republic of Bulgaria in the Council of the EU in relation to cybersecurity policy. She participated in the negotiations of key European legislation such as the Cybersecurity Act, Cybersecurity Competence Center and the Directive on high common level of cybersecurity across the Union (NIS2 Directive).

Her knowledge of the work of the European institutions and the legislative process, alongside the digital priorities of the Commission and the Member States, is a great asset for strategic advice and deep analysis.

As a member of the tech practice in APCO Brussels, Dinela Kaytazka has established a wide network of stakeholders within the government relations sphere with a broad outlook on digital policies.

She works with a variety of clients within the digital sector, providing advice and direction for decisions on strategy and policy issues.



Elizabeth Crossick

Head of Government
Affairs – EU
AI Global Policy Lead

RELX

Elizabeth is a UK-trained barrister with extensive experience in advocacy, lobbying, fully integrated public affairs, communications & media, and corporate social responsibility (CSR).

With a proven track record in lobbying within the EU, as well as non-EU countries like South America and Israel, she brings valuable expertise to the table. Elizabeth has also collaborated with clients to assist them in developing and attaining their CR goals.

Currently, she holds a leadership position as the head of the EU team of government affairs experts at RELX, a global provider of information-based analytics and decision tools for professional and business customers.

Within RELX, Elizabeth's team oversees brands such as MLex, Lexis Nexis, and Elsevier.



András Baneth,

Senior Advisor

Public Affairs Council

András had extensive public- and private-sector experience before joining the Public Affairs Council.

He served as co-founder and director of the European Training Academy and senior partner at Arboreus, where he conducted public affairs training and consulting for a wide array of corporate and multinational clients.

András also has experience in several EU institutions. He's served in the European Commission as counsel to a Commissioner, delivered policy briefings for President José Manuel Barroso and held staff positions in both the European and Hungarian Parliaments.

András is a frequent guest lecturer and author, and holds a master's degree in European political and administrative studies, as well as degrees in law and political science.

He's fluent in English, French, Spanish and his native Hungarian.



Aaron McLoughlin

Partner

FleishmanHillard Inc.

Aaron McLoughlin is a highly experienced professional in managing pan-European political campaigns and advocating for public policy.

With expertise in EU legislative processes, comitology, and environmental regulations, he specializes in areas such as chemical and plastics regulations, waste management, air pollution, fisheries, and NGO relations.

As a dual British/Irish citizen, Aaron's focus lies in legislative affairs and product defense. Previously, he served as the head of Public Affairs & Sustainability for Cefic and headed the European Marine Programme at the World Wildlife Fund.

With law degrees and extensive experience working in the European Commission and with British Members of the European Parliament, he has a deep understanding of air quality and waste legislation.

Aaron also shares his knowledge by teaching lobbying at Maastricht University and has made contributions to the publication "How to Work with the EU Institutions," edited by Alan Hardacare.



Anna Koj

Managing Director
Brussels

Mavence

Anna Koj is the Managing Director at Mavence EU, playing a vital role in growing the company's business and developing the international team.

As a leadership and recruitment consultant, Anna focuses on talent and skills for the future, helping clients to identify and retain the best talent.

Anna also guides people back into employment, into their first job or through a career change in public affairs.

A passionate advocate for women in business and public affairs. In addition to her roles on boards and associations, she teaches workshops on authentic leadership and public speaking.

List of participants

(Note the list below doesn't include late registrations and cancellations. The list is for information purposes only and may not be used for marketing.)

Antonio Hernández Castro	Merck Sharp & Dohme
Agata Jaskot	Koninklijke Bunge BV
Aimee Klutke	Solvay
Alessandra Menga	BCW Brussels
Alexandru Marchis	ISK Biosciences Europe N.V.
Alix Bullman	Instinctif Partners
Allison Gebbie	Apeel Sciences
Amanda Crafford	Public Affairs Council
Ana Julia Castro Fernandes	Pearson Education, Inc.
Ana Rivas	BCW Brussels
Ana Roios	Interel Management Group S.A.
Andreas Brieger	SMEUnited
Anna Popova	Ministry of Foreign Affairs and Trade
Arienne P. Brint	LyondellBasell
Arnaud Sonnet	Quorum
Attila Kovacs	Eulytix Ltd.
Bas Batelaan	Public Matters
Beate Niederdorfer	European Parliament
Brandon Mitchener	Boehringer Ingelheim Corporate Center GmbH
Brian Chase	Bell
Brigid Evans	Pearson Education, Inc.
Caitlin Asjes	BD
Camilla Liput	BAYER SA / NV
Catherine Van Reeth	Toy Industries of Europe
Cecilia Thorn	Penta Group
Claire Berringer	BAYER SA / NV
Clara Pacitti	BCW Brussels
Claudia Grau	Penta Group
Claudia Santiago	Penta Group
Cristina Hernández	NITID Corporate Affairs
Daniel Urena	NITID Corporate Affairs
Dimitrios Soutzoukis	FEICA a.i.s.b.l.
Dóra Fiedler	MOL PLC
Elna Larsson	Cruise Lines International Association (Europe)

Emese Toth	APCO Worldwide Brussels
Federica Paina	LyondellBasell
Femke Neijts	Dow Inc.
Filip Lugovic	The Right Street Digital
Fiona McCollum	Speyside Group LLC
Geraldine Kutas	Ceva Animal Health
Guillermo Vergara	Acento Public Affairs
Ilinca Emilia Bogaciov	APCO Worldwide Brussels
Inez Treffers	LyondellBasell
Jake Bookwalter	Stateside Associates
Jennifer Brunelle	Association for Clinical Oncology
Jenny Du	Apeel Sciences
Jenny Papadonikolaki	Hellenic Association of Pharmaceutical Companies
Jochem de Boer	Lee Hecht Harrison (LHH)
John Mortell	PlasticsEurope
Jorge Vecino	Penta Group
Jose Arroyo	Instinctif Partners
Julia Wagner	365 Sherpas GmbH
Kamel Maziz	BEKAERT
Katerina Valkova	Bristol-Myers Squibb
Kathryn Lowell	BioMarin Pharmaceutical Inc.
Katie Carson	Tetra Pak International
Katrijn Otten	Cargill, Incorporated
Klym Ahrykov	The Right Street Digital
Krijn van den Nieuwenhof	Dentons Global Advisors Europe
Lara Visser	PVH
Laura Cigolot	Instinctif Partners
Lennart Paetz	365 Sherpas GmbH
Leonie Assheuer	Viessmann Climate Solutions SE
Lev Turner	GIGAEurope AISBL
Luis Cervilla	Weber Shandwick
Lydia Shotton	APCO Worldwide Brussels
Marcel Halma	Solvay
Maria Linkova-Nijs	Cefic AISBL - European Chemical Industry Council
Marie Christine Wilmink	Boehringer Ingelheim Corporate Center GmbH
Mark Dober	Dober Partners
Martina Cilia	CropLife Europe
Mathieu Brucker	Herbalife Europe Limited

Mattia Fancelli	Quorum
Maureen Gallagher	European Federation of Geologists
Mercedes Romano Rodríguez	ALK-Abelló Allergie-Service GmbH
Metka Cavka Luciani	Weber Shandwick
Michael Fiedler-Panajotopoulos	Renewable Energy Group
Michel Neil	PATRI Public Policy & Public Affairs Inc.
Nicole Alves dos Reis	UCB, Inc.
Nina Cullen	Ernst & Young LLP
Nino Jikia	Hague Belgium BVBA
Noa Llusia	Mondelez International
Nunzio Scalera	BCW Brussels
Paterniti Martina	European Network of Social Integration Enterprises
Peter de Graaf	Leidar SA
Philip Hagedorn	PricewaterhouseCoopers
Raluca Ciobanu	Quorum
Regina Zawisza	DIGITALEUROPE
Reimund Simon	365 Sherpas GmbH
Sabine Pauquay	VELUX Belgium
Sabrina Luh	Bernstein Public Policy SPRL
Sarah Macchiarola	Boston Scientific Corporation
Silviu Popa	Bristol-Myers Squibb
Simona Aronica	IHECS Academy
Stephanie Delva	Kellogg Company
Susanne Connolly	Mission of Canada to the European Union
Tamara Mitchell	FiscalNote Europe
Teeuwes Middelbrink	Public Matters
Thibault Jaffre	Nemec+Chvatal
Tomislav Vidovic	Vlahovic Group LLC
Valerie Mendes de Leon	Public Matters
Véronique De Waele	BASF Belgium Coordination Center Comm. V.
Virginia Amateis	Quorum
Wiebke Matysik	Toyota Motor Europe
Wouter Lox	AIJN, European Fruit Juice Association
Yiannis Korkovelos	Philip Morris Benelux BV
Zsafia Szakony	Bayer AG, Pharmaceuticals

About the Public Affairs Council



With offices in Washington D.C. and Brussels, the Public Affairs Council is the leading global association for public affairs professionals with more than 750 companies, trade associations, NGOs and other organizations as members, including more than 12,000 individuals. It provides research, roundtables, training and other resources to its members on public affairs, government affairs, stakeholder management, digital advocacy, issue management and related topics. It is non-political and non-profit, based on an annual membership model.

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About the Public Affairs Council



Book your tickets for the annual Study Tour! Meet, learn from and mingle with leaders in the U.S. capital. This curated tour will help you and your organization navigate the inner workings of policymaking, new trends in business and policy on the horizon. Gain insight from DC-based public affairs experts on how to enhance your engagement efforts.

Washington D.C. Study Tour

Are you interested in finding out additional details about the Washington D.C. Study Tour? Don't hesitate to ask me.



Alex Donovan

Associate, Public Affairs Practice
Public Affairs Council