



Public Affairs Council
MANAGE YOUR WORLD

Brussels Public Affairs Forum 2024

19 June 2024

With elections being held in at least 64 countries around the world – representing a population of some 4 billion people – 2024 is potentially a year of momentous political change that will impact European and global politics for the years to come. In order to adapt to an evolving global landscape and diverging political priorities, businesses need to be better than ever before at anticipating risks, understanding international politics and managing a complex set of issues and stakeholders.

How can public affairs teams help their organizations navigate this complexity and deliver value?

Conference Agenda

08:30 – 09:00

Registration, welcome and network coffee

09:00 – 09:50

Keynote: “The Geopolitics of the EU in the Aftermath of the EU Elections”

Speaker:

- Lucinda Creighton Founder and CEO at Vulcan Consulting

Moderator:

- João Sousa Managing Director European Office & Global Practice at Public Affairs Council
-

09:50 – 10:00

Networking break

10:00 – 10:50

Session 1: “Leadership in Public Affairs – Navigating an Evolving Political Landscape in Europe and Beyond”

Speaker:

- Paul Skehan Vice President, EU & International Government Affairs at PepsiCo
- Emily Rees President and CEO at CropLife International
- Michal Koczalski Chief Executive Officer at CEC Group, Poland

Moderator:

- Jill Craig Senior Partner at Penta Group
-

10:50 – 11:00

Networking break

11:00 – 11:50

Session 2: “From Planning to Implementation – Insights and Lessons Learned on Delivering Successful Strategies in Brussels”

Speaker:

- Camilla Martelli Executive Director Public Affairs at Cefic
- Andrea Chiarello Director, Head of EU Government Affairs at Pfizer
- Thomas Boué Director General for Policy – EMEA at BSA | The Software Alliance

Moderator:

- Mónica Vicente Cristina Managing Director Brussels at Weber Shandwick

11:50 – 12:00

Networking break

12:00 – 12:50

Session 3: “Communicating and Building Alliances in an Increasingly Polarised International Landscape”

Speaker:

- Kasper Peters Head of Communications at CCIA Europe
- William Surman Deputy Director General at FoodDrinkEurope
- Charlotte van Velthoven Director Public Affairs at Redcare Pharmacy

Moderator:

- João Sousa Managing Director European Office & Global Practice at Public Affairs Council

12:50 – 13:30

Lunch break & Adjournal

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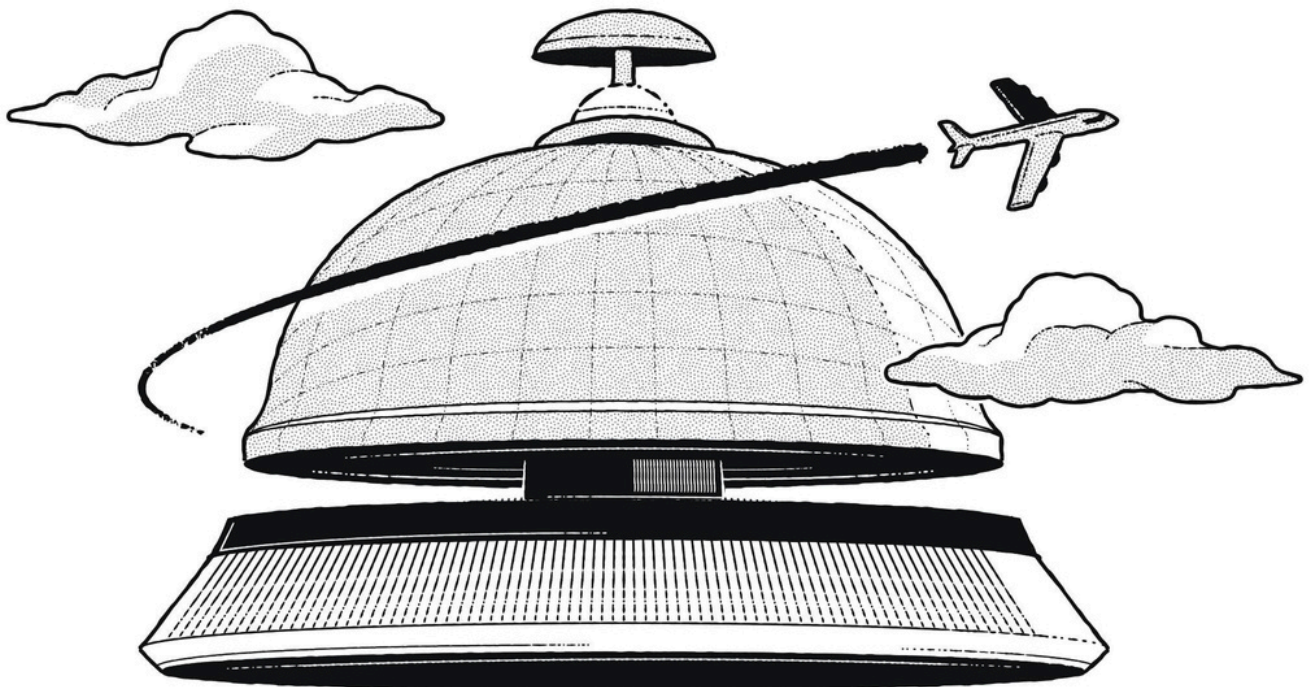


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Speaker bios (in alphabetical order)



Andrea Chiarello

Director, Head of EU
Government Affairs

Pfizer

Andrea Chiarello joined Pfizer in 2015 and since 2020 he has been Director, Head of EU Government Affairs.

In his current role, he leads Pfizer's legislative and policy outreach to EU institutions. Key topics Andrea is involved in include the revision of the EU pharmaceutical legislation, industrial policy, intellectual property and environmental sustainability. Andrea is Chair of the EFPIA working group on Antimicrobial Resistance (AMR).

He is also Chair of the Policy Group and Member of the Board of AmCham EU.

Andrea holds a M.A. in EU International Relations and Diplomacy Studies from the College of Europe in Bruges as well as a M.A. in European Studies from Padua University. An Italian native, he speaks fluent English, French, Spanish and basic Montenegrin.



Camilla Martelli

Executive Director Public
Affairs

Cefic

Camilla is Cefic's Head of Public Affairs providing strategic guidance on Cefic's engagement with the EU institutions, industry sectors, civil society and other stakeholders. In this role, she oversees Cefic's advocacy and communication activities, ensuring a fully-integrated public affairs approach which reinforces the principles of data-driven, solution-oriented and empathy-led engagement.

During her time at Cefic, she has overseen Cefic's engagement strategy with the European Parliament and subsequently guided Cefic's involvement with the European Green Deal, specifically the Chemicals Strategy for Sustainability. In 2024, Camilla was part of the leading team for the engagement of the Antwerp Declaration for a European Industrial Deal.

Camilla is a passionate public affairs professional with 14 years' experience working in the Brussels bubble with EU institutions and industry. For 7 years, she advised two Members of the European Parliament on a range of policy issues. Camilla has an educational background in international affairs and European studies from the University of Siena.



Charlotte van Velthoven

Director Public Affairs

Redcare Pharmacy

Charlotte van Velthoven (1987) is Director Public Affairs at Redcare Pharmacy, Europe's biggest online pharmacy, serving more than 11 million customers in 7 countries across Europe.

Redcare Pharmacy is headquartered in Sevenum, the Netherlands. In her function, she is responsible for all public affairs activities with a clear focus on digital health and pharmacy policy. Before she joined Redcare Pharmacy in September 2020, Charlotte worked from 2010 until 2018 in Brussels for both Dutch and Swiss science, research, innovation and education stakeholders with a focus on EU research, innovation and education policy and programmes.

From 2018 until 2020, she worked at Dutch shipbuilding company Royal IHC. Moreover, since 2016 Charlotte acts as 'Charly Speaks' as professional moderator for mainly EU research, innovation and education events.



Emily Rees

President and CEO

CropLife International

Emily Rees is the President and CEO of CropLife International, a role she has held since March 2023. As global advocate of the plant science industry, CropLife International champions innovative technologies that enable farmers to sustainably increase productivity while managing the critical challenges facing our climate and the environment.

Spearheading the association's three pillars of ambition to bring workable solutions to increase food security, tackle climate change and protect biodiversity, Emily leads the organization in its regulatory and policy-driven dialogues. Through advancing science-based approaches to regulation, and fair and equitable global trading rules, Emily helps bring together diverse partners with cutting-edge research and development to effect positive change. Emily joined CropLife International with an extensive pedigree in EU affairs and economic diplomacy.

Prior to joining CropLife International, she held posts as a Senior Fellow at the European Centre for International Political Economy, and Managing Director of Trade Strategies, a consultancy specialized in international trade policy. A specialist in EU-Latin American relations, she is fluent in English, French, Spanish and Portuguese.



Jill Craig

Senior Partner

Penta Group

Jill heads up Penta's Brussels office and was previously managing director in Hume Brophy's Brussels office.

She has 30 years' experience in public affairs and corporate communications with internationally focused organisations, and specialises in advising clients on solutions to stakeholder challenges, especially in highly regulated sectors.

Before joining Hume Brophy in 2015, she was deputy GM at Edelman and a director in the Brussels agency, The Centre. Prior to becoming a consultant, she held senior in-house public affairs roles in organisations working in financial services and real estate.

She started her career in a global NGO.



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 18 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.



Kasper Peters

Head of
Communications

CCIA Europe

Kasper Peters is Head of Communications at the Computer & Communications Industry Association's Brussels office. He is responsible for CCIA's communication and media relations in Europe.

Prior to joining CCIA in 2022, Peters worked as Senior Communications Manager at the European Automobile Manufacturers' Association (ACEA). In this role he covered a wide range of policy issues, including the regulatory debate on third-party access to vehicle data. From 2012 to 2015, Kasper led the communications team of an online media outlet covering EU affairs, in addition to advising clients in Brussels and beyond as an independent consultant.

Kasper Peters holds a master's degree in European International Politics from Maastricht University, with a focus on transatlantic defence cooperation. He is fluent in English and Dutch, and has a basic understanding of German and French.



Lucinda Creighton

CEO

Vulcan Consulting

Lucinda Creighton CEO of Vulcan Consulting Ltd, is a barrister, qualified New York attorney, former Irish Minister for European Affairs and Member of the Irish Parliament. As Minister for European Affairs she represented Ireland in key negotiations on Ireland's EU/IMF bailout, leading to a reduction in interest rates and the extension of Ireland's repayment schedules.

She has extensive knowledge of the EU bureaucratic infrastructure and regulatory system. As CEO of Vulcan Consulting, she works closely with CEOs and senior management teams to assist them in understanding and navigating the political, policy and decision-making environment in Europe and Ireland. A regular keynote speaker at industry sponsored events and roundtables, Creighton also advises firms on political engagement. Since June 2016 she has worked with several corporate clients on Brexit contingency planning, particularly in the fields of banking and asset management.

Lucinda also served for three years as Vice President of the European People's Party (EPP) alongside a number of EU Commissioners and other Ministers. Lucinda maintains a deep interest and expertise in Foreign Policy issues. She is an Advisory Board member of the Washington DC based International Republican Institute (IRI) as well as being an active Council member of the European Council on Foreign Relations (ECFR). The ECFR comprises many former and serving Prime Ministers, Ministers, EU Commissioners and leading academics.

She is a Senior Fellow with the Washington DC based think tank the Center for European Policy Analysis (CEPA)



Michał Koczalski

Chief Executive Officer

CEC Group, Poland

Michał Koczalski, CEO of CEC Group in Poland, oversees company growth and strategy, focusing on business development and global representation. 15+ years of experience working as a public affairs expert for FORTUNE500 companies, supporting their operations and efforts in Poland and beyond.

Formerly co-chair of Amcham's Energy & Environment Committee and founder of the Foundation for the Promotion of Electric Vehicles. A linguistics graduate from the University of Warsaw, Michał holds certifications from the London School of Public Relations and the Aspen Institute.

His diverse background includes work at the Agricultural Property Agency and active involvement in cultural and regional initiatives. Fluent in Polish, English, and German, he is also a jazz and tennis enthusiast.



Mónica Vicente Cristina

Managing Director
Brussels

Weber Shandwick

Mónica Vicente Cristina has 20 years' experience in advocacy and campaigns and is a crisis communications specialist with core strength in advising on reputational issues.

She has worked across various sectors including energy, food and agriculture, health, luxury goods and technology, for clients including Bayer CropScience, Cargill, Louis Vuitton-Moët Hennessy, Microsoft, Roche, Sanofi Genzyme, the Trans-Adriatic Pipeline and the Zero Emissions Platform.

Vicente Cristina previously worked for FTI Consulting and Hill & Knowlton Belgium. She is fluent in Portuguese, English, French and Spanish.



Paul Skehan

Vice President, EU &
International
Government Affairs

PepsiCo

Paul joined PepsiCo on in September 2017. Prior to that he acted as Director General of spiritsEUROPE for 5 years, Director of the European Retail Round Table (ERRT) for 4 years, and as Deputy Secretary General of EUROCHAMBRES for 10 years.

Before joining EUROCHAMBRES, Paul worked as CEO of the Chambers of Commerce of Ireland, having spent several years before that in the Irish Industrial Development Authority – responsible for attracting and developing industry in Ireland.

He has a Bachelor of Commerce degree from University College Dublin, and an MBA from UBI/Mercer University.

As a student, he also worked as a chimney sweep, proof reader, house painter, grape picker, seller of In Dublin magazine and merchandiser.



Thomas Boué

Director General for
Policy – EMEA

BSA | The Software
Alliance

Thomas Boué leads BSA | The Software Alliance's public policy efforts across the EMEA region. He advises BSA members on public policy and legal developments and advocates the views of the ICT sector with both European and national policymakers. He leads on security and privacy issues as well as broader efforts to improve levels of intellectual property protection and to promote open markets, fair competition, and technology innovation in new areas such as artificial intelligence and cloud computing.

Before joining BSA in 2009, Boué advised clients on technology policy at Weber Shandwick, representing them before EU institutions and industry groups. In this role, he also served as a regulatory adviser for telecom operators. Boué started his professional journey at the EU office of the Paris Chamber of Commerce and Industry, where he lobbied on trade, education, and labor issues.

Boué holds an MBA from Europa-Institut (Saarbrücken, Germany), a trilateral Master's degree in European Law, and a Bachelor of Arts in Law from the University of Lille II, France.



William Surman

Deputy Director General

FoodDrinkEurope

Will is Deputy Director General and Director of Strategic Communications, Public Affairs and ESG at FoodDrinkEurope.

Will began his professional career in the European Parliament before working as a journalist around the world.

He has since worked as a communications and public affairs expert at the UK National Farmers Union and CropLife International where issues such as food security, climate change, biodiversity loss and diet have been a common thread.

Will has worked professionally in London, Buenos Aires and Uganda and has been based in Brussels since 2011.

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.)

Ángel Moreno Rubio	Rud Pedersen Public Affairs
Alberto Loken Nario	Dentons Global Advisors Europe
Alessandro Dal Cin	VELUX A/S
Alessia Mannella	LyondellBasell
Alexander Petrosyan	FiscalNote Europe
Alexandra Tamas	European Federation of Pharmaceutical Industries and Associations
Alexandru Marchis	ISK Biosciences Europe N.V.
Alice Palumbo	SEC Newgate EU
Ana Spinelli	PATRI Public Policy & Public Affairs Inc.
Anais Bismuth	Dentons Global Advisors Europe
Andreea Martinovici Kaye	LP Brussels SPRL
Andrei Savu	Interel Management Group S.A.
Anna Koj	Mavence Belgium
Anna Ruuth	LP Brussels SPRL
Anne-Sophie Royant	AIJN, European Fruit Juice Association
Arnaud Sonnet	Quorum
Aybuke Beren Kiraz	Mavence Belgium
Beth Hughes	American Apparel & Footwear Association
Bilyana Ignatova	TOMRA
Brian Chestler	EDANA
Camilla Liput	BAYER SA / NV
Charlotte Van Velthoven-Geerdi	Redcare Pharmacy
Claire Berringer	BAYER SA / NV
Claudia Ungarelli	Leidar SA
Dagmara Franczak	Trilligent
Darelle O'Keeffe	Mary Kay Inc.
David Robert Mills	Mondelez International
Eftychia Michailidou	Mavence Belgium
Elena FabiÃ¡j Polo	HP Inc.
Eline Van Elk	Benelux Office for Intellectual Property
Elisabeth Katharina Hoffmann	VELUX A/S
Elise Demaeght	PepsiCo Europe
Elizabeth Krahulecz	Vulcan Consulting Ltd.
Elizabeth Wise	Sazerac Co.
Emma Brown	CropLife Europe

Evgeny Roshkov	Kesarev EMEA GmbH
Fatma Sahin	Eastman
Felix Fernandez Hinojal	HP Inc.
Fiona McCollum	Speyside Group
Francisco Bessa	FiscalNote Europe
Francisco Herrera	Edelman Global Advisory
Funda Copur	Medtronic Inc.
Geraldine Kutas	Ceva Animal Health
Giuseppe Campa	SEC Newgate EU
Gregor Gustaf NÅgeli	Dentons Global Advisors Europe
Grossi Gabriele	PlasticsEurope
Guilherme Bez Marques	CropLife Europe
Hannes Kirchbaumer	Syntagma Strategies
Hibiki Kimura	Japan Business Council in Europe
Houda Belmekki	Quorum
Ioana Iliescu	LP Brussels SPRL
Ivan Bargheer	Acumen Public Affairs SRL
Jan Walter	Akin Gump Strauss Hauer & Feld, LLP
Jana Graso	Cefic AISBL - European Chemical Industry Council
Jo Twigg	Coca-Cola Europacific Partners Group Services Limited
Josh Shultz	NJI Media, LLC
Jovana Gojkovic	Tetra Pak International
Juliette Olivier	SEC Newgate EU
Justine Pradels	AIJN, European Fruit Juice Association
Katie Carson	Tetra Pak International
Kristin Tsenkova	SEC Newgate EU
Kunegonde Carpentier	Johnson & Johnson
Lars Vogt	Toy Industries of Europe
Laura Girol	Dentons Global Advisors Europe
Ludovica Moccaldi	Alcon Laboratories, Inc.
Lusine Petrosyan	Trilligent
Manuela Ramirez	Freeport-McMoran Inc.
Marcel Halma	Solvay SA
Marco Moreno	SEC Newgate EU
Maria Negut	Coca-Cola Europacific Partners Group Services Limited
Marian Brestovansky	Kellen NV
Mark Dober	Dober Partners
Martina Cilia	CropLife International A.I.S.B.L.
Martina Maggioni	Italgas SpA

Martino Canonico	EAEP
Merav Ben-Touval	HP Inc.
Mercedes Mira Costa	HP Inc.
Michele Bellora	Dentons Global Advisors Europe
Misti M. Rice	Magna
Nathan Imperiale	NJI Media, LLC
Nathan Politi	NJI Media, LLC
Nicolas Gyss	Dentons Global Advisors Europe
Oliver Kaye	LP Brussels SPRL
Paola Basta	Beko Europe
Pauline Osterrieth	PlasticsEurope
Peter de Graaf	Leidar SA
Petia Nenova	Edelman Global Advisory
Raphy Goodstein	W.L. Gore & Associates
Reimund Simon	365 Sherpas GmbH
Renata Fragoso	PATRI Public Policy & Public Affairs Inc.
Rita Lousa	Tetra Pak International
Robert R. Clark	St. Jude Children's Research Hospital
Ronald Chan	Penta Group
Ryan Hunter	Johnson & Johnson
Sharon Candela	Lubrizol Corporation
Tamara Mitchell	FiscalNote Europe
Thomas Richter	Solvay SA
Vaclav Kopecky	CEC Group, s.r.o.
Virginia Lee	CropLife Europe
Vlad Hosu	POLITICO Europe
Vladimir Hurych	CEC Group, s.r.o.
Wiebke Matysik	Toyota Motor Europe
William Dello Stritto	Dentons Global Advisors Europe

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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