

Day 1 - June 25

Location: Av. d'Auderghem 22, 1040 Bruxelles, Belgium

Speaker: ● [Ricardo Borges de Castro](#), Senior Adviser at European Policy Centre

Moderator: ● [Joao Sousa](#), Managing Director, European office and Global practice at PAC

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**10:00 – 10:50 PANEL 1 | NAVIGATING THE NEW EIU PRIORITIES: HOW TO STAY AHEAD**

Speaker: ● Ana Maria Bravo, Director of Public Affairs at International Flavors & Fragrances (IFF)

**Moderator:** ● Hana Bartakova, Head of Brussels Office at Vulcan Consulting Ltd.

**11:00 - 11:50 PANEL 2 | THE STRATEGIC ROLE OF PUBLIC AFFAIRS - LEADERSHIP IN A**


Speaker: ● Daniel Friedlaender, Senior Vice President & Head of Office at CCIA Europe

**Moderator:** ● Carmen Bell, Managing Director, Brussels at APCO

**11:00 - 11:50 | PANEL 3 | FROM GREEN TO CLEAN: SUSTAINABILITY AND EU**

Speaker: ● Carlota Gómez de la Hoz, Global Chief Corporate Affairs and Sustainability Officer at HIPRA

**Moderator:** ● Lukasz Bochenek, Deputy CEO at Leidar



## Day 1 - June 25

### 17:30 - 19:00 **WELCOME TO THE BRUSSELS STUDY TOUR 2025 – COCKTAIL AND NETWORKING**

Location: *Public Affairs Council – Square Ambiorix 7 – 1000 Brussels*

### 19:00 **Adjourn**

## Day 2 - June 26

### 9:30 – 9:50 **WELCOME TO THE STUDY TOUR**

Location: *Public Affairs Council – Square Ambiorix 7 – 1000 Brussels*

### 9:50 – 11:15 **INTRODUCTION TO THE EUROPEAN INSTITUTIONAL, POLICY AND POLITICAL FRAMEWORK**

Location: *Public Affairs Council – Square Ambiorix 7 – 1000 Brussels*

Speaker: ● [Inês Reis](#), Public Affairs Manager, Public Affairs Council

### 11:15 - 11:30 **Coffee break**

### 11:30 - 12:30 **TRANSPARENCY REGULATIONS AND ETHICAL LOBBYING IN THE EU**

Location: *Public Affairs Council – Square Ambiorix 7 – 1000 Brussels*

Speaker: ● [Raphaël Kergueno](#), Senior Policy Officer | Data-driven advocacy at Transparency International EU

Moderator: ● [Joao Sousa](#), Managing Director, European office and Global practice at PAC

### 12:45 - 14:00 **LUNCHTIME ROUNDTABLE – BUILDING COALITIONS AND PARTNERSHIPS IN BRUSSELS: THE PERSPECTIVE OF EU TRADE ASSOCIATIONS**

Location: *Public Affairs Council – Square Ambiorix 7 – 1000 Brussels*

Speaker: ● [Maria Teresa Scardigli](#), Managing Director at Kellen Europe  
● [Camilla Martelli](#), Executive Director Public Affairs at Cefic

Moderator: ● [Joao Sousa](#), Managing Director, European office and Global practice PAC

### 14:00 - 14:30 **Transfer to the European Commission**

### 14:30 - 16:45 **VISIT TO THE EUROPEAN COMMISSION**

Location: *[European Commission, Charlemagne Building](#)*

### 17:00 - 17:30 **Transfer to the Ambiorix Centre**

### 17:30 – 18:30 **WORKING WITH EUROPEAN CAPITALS**

Location: *Public Affairs Council – Square Ambiorix 7 – 1000 Brussels*

Speaker: ● [Vasco Pereira da Silva](#), Former Counsellor @ Portuguese Permanent Representation to the European Union, Head of Policy at Allied For Startups

Moderator: ● [Inês Reis](#), Public Affairs Manager, Public Affairs Council

### 18.00 – 19.30 **Refreshment break**

### 19:30 **Meet at the Restaurant Maison du Luxembourg**

### 19:30 - 21.30 **NETWORKING DINNER & DISCUSSION: UNDERSTANDING THE BRUSSELS MEDIA LANDSCAPE & WORKING WITH EU CORRESPONDENTS**

Location: *Restaurant Maison du Luxembourg*

Speaker: ● [James Kanter](#), Founder and Editor at EU Scream

## Day 3 - June 27

### 09:00 – 10:15 **WORKING BREAKFAST WITH BRUSSELS-BASED PUBLIC AFFAIRS LEADERS - INSIGHTS, BEST PRACTICES AND LESSONS LEARNED**

*Location: Public Affairs Council – Square Ambiorix 7 – 1000 Brussels*

- Speaker:
- [Anna Koj](#), Managing Director at Mavence EU
  - [Jill Craig](#), Senior Partner at Penta Group
  - [Maria Negut](#), Associate Director Public Affairs - Corporate team at Coca-Cola Europacific Partners
- Moderator:
- [Joao Sousa](#), Managing Director, European office and Global practice at PAC

### 10.15 – 10:45 **Transfer to the European Parliament**

### 10:45 – 12:30 **VISIT TO THE EUROPEAN PARLIAMENT**

*Location: Public Affairs Council – Square Ambiorix 7 – 1000 Brussels*

- Speaker:
- [Jüri Laas](#), Spokesperson for the President of the at European Parliament
- Moderator:
- [Joao Sousa](#), Managing Director, European office and Global practice at PAC

### 12:30 - 13:00 **Transfer to the Public Affairs Council office**

### 13:00 - 14:00 **NETWORKING LUNCH – MAPPING POLICY DEVELOPMENTS IN THE EU - STRATEGIES, TOOLS AND RESOURCES**

*Location: Public Affairs Council – Square Ambiorix 7 – 1000 Brussels*

- Speaker:
- [Doru Frantescu](#), CEO & founder at EUMatrix.eu
- Moderator:
- [Inês Reis](#), Public Affairs Manager, Public Affairs Council

### 14:00 - 14:15 **Coffee break**

### 14:15 - 15:15 **TRANSATLANTIC BUSINESSES IN THE EU – CHALLENGES AND OPPORTUNITIES IN UNCERTAIN TIMES**

*Location: Public Affairs Council – Square Ambiorix 7 – 1000 Brussels*

- Speaker:
- [Thibaut L'Ortye](#), Senior Director of Public Affairs at AmCham EU
- Moderator:
- [Inês Reis](#), Public Affairs Manager, Public Affairs Council

### 15:15 - 15:30 **Coffee break**

### 15:30 - 16:30 **THE STATE OF CORPORATE PUBLIC AFFAIRS – REFLECTIONS & INSIGHTS**

*Location: Public Affairs Council – Square Ambiorix 7 – 1000 Brussels*

- Speaker:
- [Olivier de Matos](#), Director General at CropLife Europe
  - [Nneka Chiazor](#), President at Public Affairs Council
- Moderator:
- [Joao Sousa](#), Managing Director, European office and Global practice at PAC

### 16:30 - 17:00 **BRINGING IT ALL TOGETHER**

*Location: Public Affairs Council – Square Ambiorix 7 – 1000 Brussels*

### 17:00 **CLOSING COCKTAIL**

*Location: Public Affairs Council – Square Ambiorix 7 – 1000 Brussels*

### 17:30 **Adjourn**