



Brussels Public Affairs Forum **2025**

The European political landscape is shifting, with new priorities, political figures, and an evolving global dynamics reshaping the environment in which businesses and public affairs teams operate.

With the EU setting its agenda for the next five years, organizations must stay ahead of policy developments, anticipate risks, and adapt their strategies to an increasingly complex and polarized world.

As global trends exert a growing influence in European politics, policy and business, how can public affairs teams help their organizations navigate a rapidly changing external environment and deliver value?

Conference Agenda

08:30 – 09:00

Registration, welcome and network coffee

09:00 – 09:50

Welcome & Keynote | The European Union in the Global Chessboard - What Now and What Next?

Speaker:

- Ricardo Borges de Castro Senior Adviser at European Policy Centre

Moderator:

- João Sousa Managing Director European Office & Global Practice at Public Affairs Council
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09:50 – 10:00

Networking break

10:00 – 10:50

Panel 1 | Navigating the New EU Priorities: How to Stay Ahead in a Changing Brussels

Speaker:

- Ana Maria Bravo Director of Public Affairs at International Flavors & Fragrances (IFF)
- Roland Moore Public Affairs Director, Europe at Mars
- Vanessa Carpano – Chauvin Sr Director Public Affairs & Market Access EMEA at Align Technology

Moderator:

- Hana Bartakova Head of Brussels Office at Vulcan Consulting Ltd.
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10:50 – 11:00

Networking break



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11:00 – 11:50

Panel 2 | The Strategic Role of Public Affairs - Leadership in a Polarized and Uncertain World

Speaker:

- Daniel Friedlaender Senior Vice President & Head of Office at CCIA Europe
- Nneka Chiazor President at Public Affairs Council
- Thomas Reynaert Vice President, Government & Regulatory Affairs, EMEA at IBM

Moderator:

- Carmen Bell Managing Director, Brussels at APCO

11:50 – 12:00

Networking break

12:00 – 12:50

Panel 3 | From Green to Clean - Sustainability and EU Corporate Strategies for 2025 and Beyond

Speaker:

- Carlota Gómez de la Hoz Global Chief Corporate Affairs and Sustainability Officer at HIPRA
- David Carroll Director for External Affairs at Plastics Europe
- Maria Negut Associate Director Public Affairs - Corporate team at Coca-Cola Europacific Partners

Moderator:

- Lukasz Bochenek Deputy CEO at Leidar

12:50

Lunch break & Adjourn

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Brussels Study Tour 2025

June 26–27, 2025
in Person Study Tour

Gain a firsthand understanding of how public affairs, advocacy, and lobbying operate within the European Union. Designed for senior international public affairs executives, the Brussels Study Tour 2025 offers an immersive experience inside the EU's decision-making ecosystem....

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Training Seminar


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Advanced Data Analytics for Public Affairs

9 July 2025
2:30 pm to 5:30 pm CET
Training Seminar

Data is playing an increasingly critical role in shaping effective public affairs strategies, but turning large volumes of information into meaningful insight requires the right combination of tools, methodology and ...

[Read more...](#)


Webinar


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EU Policy Insights – What Should PA Professionals Expect for the Remainder of 2025

3 September 2025
3:00 pm to 3:45 pm CET
Webinar

As we move into the second half of 2025, the European Union continues to navigate a dynamic political landscape shaped by both internal and global developments. What are the key priorities and policy shifts...

[Read more...](#)


Online Workshop


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Policy Communication for Public Affairs From Strategy to Implementation

11 September 2025
Time TBC
Online Workshop

Effective communication is a critical part of any successful public affairs strategy. However, turning messaging into measurable impact can be challenging in today's complex policy environment. How can...

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Webinar


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Membership Orientation

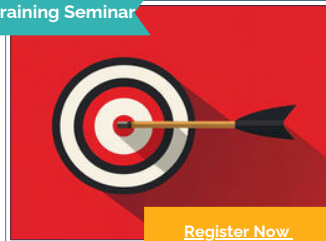
16 September 2025
15:00 pm to 16:00 pm CET
Webinar

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This free orientation webinar offers a comprehensive overview of the Council's services, activities, and...

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Training Seminar


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Public Affairs Planning – Strategy, Priorities & Objectives

18 September 2025
9:30 am to 12:30 pm CET
Brussels

Strong public affairs outcomes begin with clear, well-informed planning. But what does an effective planning process look like in a fast-evolving policy environment? How can teams align strategic goals with realistic priorities and build the agility to respond to new challenges? This action-oriented training seminar will...

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Online Workshop


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Understanding the Essentials of EU Decision-making

7 October 2024
3:00 pm to 5:15 pm CET
Online Workshop

The "Brussels Bubble" is often referred to as a complex and heavy machine, especially to those who first arrive or need to start looking into the European Union's policy-making universe. Political and policy decisions taken in Brussels will oftentimes have a critical impact on businesses and organizations across...

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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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