



# The **Brussels Study** Tour 2025

how-to's • best practices • networking • open discussion

# 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

### Speakers:



#### **Raphaël Kergueno**

Senior Policy Officer | Data-  
driven advocacy  
Transparency International EU

12:30 - 12:45

*Coffee break*

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

### Speakers:



**Camilla Martelli**  
Executive Director  
Public Affairs  
Cefic



**Maria Teresa  
Scardigli**  
Managing Director  
Kellen Europe

**14:00 - 14:30**

*Transfer to the European Commission*

**14:30 - 17:00**

**Visit to the European Commission**

**Location:** European Commission, Charlemagne Building

**Speakers:**



**Tim Springett**

Trade policy communications  
European Commission



**Angelica Mastro**

Information and  
Communication Officer -  
Coordinator

**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 Brussel

**Speaker:**



**Vasco Pereira da Silva**

Former Counsellor @ Portuguese  
Permanent Representation to the  
European Union  
Head of Policy Allied For Startups

**18.30 – 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, Rue du Luxembourg 37, 1050 Ixelles, Belgium*

**Speaker:**



**James Kanter**

Founder and Editor  
EU Scream

**21:30**

*End of Day 1*

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# 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 Brussel

## Speakers:



**Anna Koj**

Managing Director  
Mavence EU



**Jill Craig**

Senior Partner  
Penta Group



**Maria Negut**

Associate Director Public  
Affairs - Corporate team  
Coca-Cola Europacific  
Partners

10.15 - 10:45

*Transfer to the European Parliament*

10:45 - 12:30

**Visit to the European Parliament**

**Location:** European Parliament - Entrance Paul-Henri Spaak, Room PHS 4B49

## Speakers:



**Jüri Laas**

Spokesperson for the  
President of the  
European Parliament



**Lauri Maran**

European Parliament  
Visits administrator  
European Parliament

12:30 - 13:00

*Transfer to Ambiorix Centre*

**13:00 - 14:00**

**Networking lunch – Mapping Policy Developments in the EU - Strategies, Tools and Resources**

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

**Speaker:**



**Doru Frantescu**

CEO & founder  
EUmatrix.eu

**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  
American Chamber of Commerce to  
the European Union (AmCham EU)

**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

**Speakers:**



**Olivier de Matos**

Director General  
CropLife Europe



**Nneka Chiazor**

President  
Public Affairs Council

16:30 - 17:00

**Bringing it all together**

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

17:00

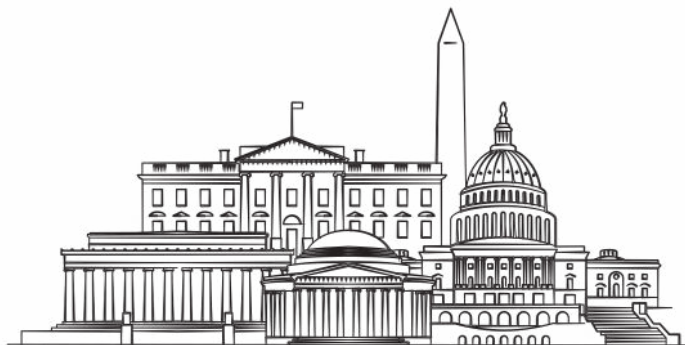
**Closing Cocktail**

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

17:30

*Adjourn*

**WASHINGTON, D.C. STUDY TOUR  
OCTOBER 8 - 10**



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# TOUR ATTENDEES

(in alphabetical order)

<b>Registration Name</b>	<b>Company Name</b>
Andreea Martzloff	Toyota Motor Europe
Anne Croxon	Nouryon Specialty Chemicals B.V.
Belem Lamas	UCLA Latino Policy & Politics Institute
Emily Weems	Capital One Financial Corporation
Fred Wondergem	IFF
Jan Pristach	CEC Group, s.r.o.
Johanna Willenbockel	Bayer Corp.
Joshua Mahan	Xylem, Inc.
Maria Masdemont Fageda	EUROPEN
Mikio Hashimoto	HyVC ApS
Nadiaaki Shimazu	Novartis Pharma N.V.
Nicholas Zupancic	Capital One Financial Corporation
Roberto Rosas	The Institute of Internal Auditors, Inc.
Sathyaprya Mandjiny	Penta Group
Taimi Itembu	ExxonMobil Mozambique
Tenesha D. Hare	NAACP
Thomas C. Novelli	One Call

## SPEAKER BIOS

(in alphabetical order)



**Anna Koj**

Managing Director  
Mavence EU

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.



**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. Since 2024, Camilla is 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 15 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



## Doru Frantescu

CEO & founder

EUmatrix.eu

Nominated in Politico Europe's Power 40 top influencers in the EU Capital, Brussels, for providing "a data-driven crystal ball to navigate systemic changes in European politics".

Co-author of "How to Work with the European institutions" (John Harper Publishing). Doru has built an innovative organisation that combines insights of top experts with Artificial Intelligence to paint an objective and precise picture of the EU decision-making.

He has experience advising a wide range of sectors, including the EU institutions, MEPs, businesses, diplomatic organisations, NGOs, academia. He has lead strategic communication projects that have reached over 10 million people (in 24 languages).

His work has been quoted by the media and reputed institutions in over 35 countries on 4 continents, includin



## Inês Reis

Public Affairs  
Manager

Public Affairs  
Council

Inês Reis joined the Public Affairs Council in March 2024, bringing over a decade of experience from the European Commission and national governmental offices.

She holds a Master's Degree in International Law, specializing in governmental and regulatory affairs. Inês has a distinguished career in policy development, international relations, and regulatory compliance.

Her roles include Advisor for European Affairs to the Portuguese Minister of Science, Technology, and Higher Education, and Legal Officer at the European Commission's DG Research & Innovation. Inês has coordinated major initiatives such as the Horizon Europe regulatory negotiations and the ECSEL Joint Undertaking for digital innovation.



## James Kanter

Founder and  
Editor

EU Scream

James Kanter, a dual American-British national, is a distinguished journalist and commentator specializing in European Union affairs, currently based in Brussels.

He played a pivotal role in establishing Cambodia's first independent newspaper, The Cambodia Daily, post-Khmer Rouge era, where he served as Editor-in-Chief from 1995 to 1997. For 12 years,

Kanter served as the correspondent for the International Herald Tribune and The New York Times in Brussels, departing in 2017. In 2018, he ventured into podcasting, launching EU Scream, a platform dedicated to European affairs. Renowned for his insights,

Kanter is recognized as one of the most influential figures in the Brussels sphere by news outlet EURACTIV and consulting firm ZN Consulting.

He holds a bachelor's degree from Columbia University, complemented by master's degrees from Yale Law School and City, University of London.



## 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 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.



## Jüri Laas

Spokesperson of  
the President of  
the European  
Parliament

Jüri Laas is the Spokesperson for the President of the European Parliament. In this role, his efforts are crucial in shaping the public understanding of the European Parliament's actions and priorities. He has more than 20 years of experience in communications of the European Union.

Before joining Parliament, he worked as the press officer responsible for European Councils (EU meetings at Heads of State or government level) and international Summits, such G7 and G20 meetings, in the Council of the European Union. He also spent two years as desk officer in the foreign policy department, covering the Middle East and North Africa.

In 2017, he was the Spokesperson of the Estonian Presidency of the Council of the European Union in Brussels, Belgium.

Prior to this, he worked in various communication and spokesperson roles in European Union crisis management missions and operations in the Balkans, Georgia and in the Aceh province of Indonesia.

Mr Laas is Swedish-Estonian. He holds a master's degree in political science and a bachelor degree in media and communications from Lund University in Sweden. He also studied at Institut d'études politiques de Bordeaux, France. He speaks English, French, Swedish and Estonian. He is married with two children.



**Maria Teresa  
Scardigli**

Managing Director

Kellen Europe

Since 2022, Maria Teresa Scardigli has been the Managing Director for the European Operations of the Kellen office in Brussels.

Maria Teresa leads the strategic direction of Kellen on a European level and supervises more than 45 professionals servicing around 35 trade associations and professional societies on both European and international levels.

Maria Teresa has strong knowledge and expertise in the food sector with more than 20 years of experience in European public affairs, interest representation and strategic management of trade associations. Maria Teresa provides strategic advice to European and international trade associations on topics such as governance, strategic planning, association reorganisation, membership fees restructuring and mergers of associations. She also helps associations to be incorporated under Belgian Law and under US Law. She acts – amongst others – as the Executive Director of the International Stevia Council, the trade association representing the interests of the stevia industry on a global level.

Maria Teresa Scardigli graduated from the University of Rome with a Law Degree and received a Post-Master's degree in European and Community Law from the European University Center of the University of Nancy in France.



**Maria Negut**

Associate Director  
Public Affairs -  
Corporate team

Coca-Cola  
Europacific  
Partners

Maria Negut is the Head of European Public Affairs at Coca-Cola Europacific Partners, based in Brussels since 2010 and a graduate in Political Sciences and European Studies.

Maria started her career in the EU Institutions, after which she moved to work for several European industry associations where she represented the interests of its members vis-à-vis the European Institutions and national stakeholders. Since September 2023,

Maria works at Coca-Cola Europacific Partners, part of the Central Public Affairs team in which she covers the EU.





## **Nneka Chiazor**

President

Public Affairs  
Council

Nneka Chiazor is president of the Public Affairs Council, the leading international association for public affairs professionals. She leads the non-partisan and non-political association in advancing the field of public affairs and providing its 750 member companies, nonprofits and universities with executive education, expertise, and research. She has extensive corporate experience and a broad public affairs background with leadership experience to help demonstrate the value of public affairs to the business world.

Prior to joining the Council, Nneka was market vice president at Cox Communications where she led a multimillion-dollar operation with over 1,200 employees that included cross-functional teams from departments such as market expansion, field services, construction, finance, government and public affairs, marketing, and sales. Before that, she served as vice president of government and public affairs at Cox, providing executive leadership envisioning and securing funds for broadband initiatives and executing digital engagement strategies. Prior to that, Nneka spent 14 years at Verizon. As vice president of policy & government relations, she provided thought leadership and oversight for Verizon's cross functional teams, focusing on public safety and cybersecurity.

Nneka's education background is focused on leadership, public affairs, business and technology. She received her Bachelor of Science in Computer Science from Concordia University, a Master of Science in Telecommunications Management from the University of Maryland Global Campus, and she attended Harvard Business School for programs in Leadership Development and Cable Executive Management.



## **Raphaël Kergueno**

Senior Policy  
Officer | Data-  
driven advocacy

Transparency  
International EU

Raphaël is part the EU integrity team, working on projects related to lobbying, conflict of interests and legislative transparency.

He is also tasked with managing EU Integrity Watch and developing national versions of the online platform in partnership with our national chapters.

Prior to joining Transparency International EU, Raphaël worked at the Europe Direct Contact Centre of the European Commission and as a partnership manager at Groupon.

Raphaël holds a BA in politics and international relations from the University of Kent and an MA in European Studies from Maastricht University.



**Olivier de Matos**

Director General  
CropLife Europe

Olivier de Matos is Director General of CropLife Europe, since October 2021.

Before joining CropLife Europe, Olivier was the Secretary General of ECETOC for four years where he led the association and promoted its scientific programme and initiatives.

Previously, Olivier was Managing Director at Burson-Marsteller, a leading communications and public affairs agencies globally (now Burson). He was Leader of the Environment and Energy Practice and member of the Brussels Leadership Team.

As a Portuguese and French national, he speaks fluent English, Portuguese, French, Spanish and Italian.



**Vasco Pereira da Silva**

Former Counsellor  
@ Portuguese  
Permanent  
Representation to  
the European  
Union  
Head of Policy  
  
Allied For Startups

Vasco Pereira da Silva is the Head of Policy at Allied For Startups. He holds a PhD in Public Policy (University Institute of Lisbon) and a Master in European and International Law (KU Leuven).

His career bridges public policy, law and European affairs, with experience in both national and EU policy making.

Vasco served as Advisor for European Affairs in the Cabinet of Prime Minister António Costa during Portugal's EU Presidency and later as Counsellor at the Permanent Representation of Portugal to the EU, where he held key positions including Coordinator and Counsellor for Health Affairs, Deputy Mertens, Mertens.

With a deep belief in the power of innovation, Vasco is driven by the mission to connect start-ups and policymakers to ensure that the voice of entrepreneurs helps shape a forward-looking European economy.





## Thibaut L'Ortye

Senior Director of  
Public Affairs

American  
Chamber of  
Commerce to the  
EU (AmCham EU)

At the intersection of policy and communications, Thibaut L'Ortye leads advocacy campaigns and provides strategic advice on a range of policy issues impacting industries across sectors.

He coordinates AmCham EU's external communications, research and publications. He crafts the external messaging of the Chamber and oversees its outreach to European and international media.

He joined AmCham EU in 2014. Outside of his responsibilities at AmCham EU, Thibaut sits on the Executive Committee of one of Belgium's largest non-profit organisations committed to youth empowerment (voluntary position).

Thibaut holds a Master's degree in European Politics from the Institut d'études européennes (IEE-ULB) and a Bachelor's degree in Political Science from the Université libre de Bruxelles (ULB).

He also studied at McGill University and the Vrije Universiteit Brussel (VUB).

# MAP OF PUBLIC AFFAIRS COUNCIL OFFICES



## DRESS CODE:

Business casual

## WEATHER:

18 - 30 degrees celsius  
(64 – 86 F)



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- UK Embassy: +32 2 287 62 11
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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.

**Discover more about the benefits of joining the Council:**

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