

# Stay ahead of the EU

## Understanding how EU policy affects us all, and how to influence EU policy

The Nordic Brussels Seminar, 25 – 27 September 2023

The 2019-2024 European Commission has put forward some of the most ambitious policies everseen, spearheading the twin digital and green transitions. With war at its borders, while navigating a cost-of-living crisis, still reeling from the aftershocks of a global pandemic, the European elections in 2024 are likely to shake things up. Geopolitics and the strategic autonomy of a distinctly European economy are sure to set the tone amid fragmented national politics.

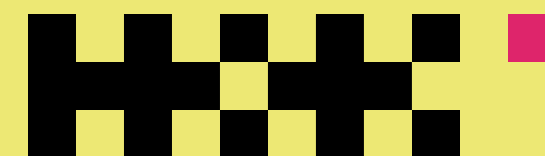
Combined, the Nordic region makes up the world's 11th-largest economy. Within this whirlwind, Nordic companies are in a unique position to influence the future direction – and will need to stay close to EU policymaking to do so. Hill+Knowlton Strategies is pleased to invite stakeholders from across the Nordic countries to the first Nordic Brussels seminar. Through 2+ packed days in Brussels, Nordic companies will mingle with policymakers and each other, and get closer to the do's and don'ts in the EU decision-making process in these changing times. The seminar will take place from 25 to 27 September 2023.

The seminar will be a unique opportunity to network with both EU and Nordic stakeholders.

Participants will learn from some of the foremost experts on European Union politics, lobbying, media, and communications. The program will include journalists, parliamentarians, EU professionals, trade unions, and branch associations.

### Who is this seminar for?

The seminar suits senior executives in Nordic companies without or with a limited Brussels presence, who are interested in European politics, know the impact of EU legislation, and want to take their knowledge one step further. The Nordic Brussels Seminar will gather top Brussels stakeholders, experts who can deliver insights from years of working inside or closely with European institutions and provide techniques for proactive EU affairs.



## What is on the agenda?

Through interactive sessions and activities, you will learn about the EU's legislative process, the potential direction of the EU following the upcoming EU elections, how to navigate the EU landscape and the EU's role in a period of rapid changes – all while gaining practical knowledge on how YOU and your company can be heard in the EU.

We will provide insights to the opportunities and challenges Nordic enterprises face when operating on an EU level – examining both present-day and future perspectives. The seminar will also cover the milestone achievements of the current Commission, and predictions for the future. In addition, we will discuss ways in which Europe can strengthen its security and strategic autonomy.

Beyond the informative sessions, our seminar is a unique opportunity to network with Nordic stakeholders in Brussels, including diplomats, trade associations, journalists, regional offices, and Nordic companies with a presence in Brussels. You will also get a chance to meet high-level policymakers working in the European Parliament, Commission and Council.

As a participant, you will be challenged and encouraged to challenge back. The participants all have a keen interest and desire to stay updated on trends in the European political landscape. The group of invited companies consists of companies from different sectors who can learn from each other's experiences and views of the world and build on the relationships across the region.

**The cost for participants is €4,900.  
The price includes accommodation for two nights  
and meals.**

**Sign up here!**

### For further information please contact:

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### About Hill+Knowlton

H+K is one of the world's leading global communications companies, partnering with clients across more than 80 offices globally in more than 40 markets. Drawing on our significant heritage – and a spirit of unbridled creativity and innovation – we are constantly renewing the capabilities that empower us to drive growth for our clients, help them manage risk, and defend and improve their reputations in today's extraordinary environment.

