

SCIENCE & COMPLIANCE

Highest standards in the service
of our clients since 1990

30 YEARS OF
EUTOP[®]

From Start-up to EU-wide
Process Service Provider

DEAR READER,

The editorial in the EUTOP magazine 2020 opened with the sentence: “2020 is a very special year for EUTOP.” Of course this referred to our company’s 30th anniversary on 20 November and not to coronavirus, which has made this a particularly special and truly unforgettable year for the entire world.

We are naturally unable to hold a spectacular 30th anniversary party in the current pandemic climate, although the company success that we have jointly achieved would have more than justified such a celebration. After all, the start-up that I established in 1990 during my studies at Ludwig-Maximilians-Universität in Munich has developed magnificently. Today, over 150 employees and structural advisors who formerly held senior positions in the worlds of politics and business help our clients achieve success.


But something that has always been far more important to me than anniversaries has been maintaining close relations with our clients – relations marked by the trust that has developed through the experience of having together overcome even the most difficult challenges. It gives my employees and me a great sense of pride to know that we have helped our clients achieve commercial success over so many years. The basis for this was and remains our unique, scientifically-founded methodology, comprising process structure, perspective change and process support competence.

Ever since EUTOP’s establishment, the OnePager®-Methodology, i.e. the preparation of complex topics in a concise and clearly structured format, and the positioning of argumentation less in line with one’s own perspective and more in line with that of political decision-makers (perspective change competence) has been and still is my company group’s core concepts.

The OnePager®-Methodology and perspective change competence are therefore key principles behind OnePager GmbH, which was established in 2015 and developed the OnePager®-Architect for EUTOP. I regard this methodology as the decisive tool – the game changer – for further strengthening EUTOP’s success over the coming years and decades to the benefit of our clients. After all, if they are not successful, nor can we be.

It was some 100 years ago that the famous economist Joseph Schumpeter wrote about the “creative destruction” of the old by the new as the basis of economic development. This is not quite the way that things happen during a pandemic like coronavirus. Yet it is without a doubt that certain business models have been and are being shaken up, if not destroyed, and that change and even new beginnings elsewhere have been and are being brought about. And the other great disruptive force, climate change, is continuing to take effect as never before.

Something that will not change is that EUTOP will continue to support those who dare to act in the public interest – companies that want to make a difference. In the complex multi-level decision-making system used by the EU and its member states, we will continue to work with our clients to investigate and find process-oriented routes to success.

Yours sincerely


Dr Klemens Joos
Founder and CEO of EUTOP



EUTOP AND THE EUROPEAN UNION

A joint success story

***In the nerve centre
of the EU***

*The European Parliament
in Brussels, only a stone's
throw away from
EUTOP's office*

1990

After more than four decades of division, Germany celebrates its **reunification** on **3 October 1990**. Between 1988 and 1990, **Klemens Joos** works as a personal assistant to a Member of the European Parliament. He realises that the future of Europe depends on close political and economic cooperation and thus **founds** the **"EUTOP Gesellschaft für europäisches Marketing, Beratung und Führungsschulung mbH"** on **20 November 1990**.



*Klemens Joos's student apartment,
EUTOP's first office*

1991

The heart of Europe's unification process lies in Brussels. **As early as two years before the entry into force of the Maastricht Treaty, EUTOP opens its representative office in the immediate vicinity of the European institutions.**

1992



*Minister of Foreign Affairs
Dr Hans-Dietrich Genscher
and Minister of Finance Dr Theo
Waigel sign the Maastricht
Treaty on 7 February 1992.*

1993

In the summer of 1993, **Klemens Joos decides against a career as a politician** - despite his many years of involvement in the Junge Union in Bavaria (youth organisation of the conservative parties CDU and CSU) and the chance to join the German Bundestag in 1994 - **but in favour of EUTOP. The Maastricht Treaty enters into force on 1 November 1993**, and establishes the framework for the European Union. Due to the codecision procedure, **the European Parliament plays a role in shaping European policy for the first time** - in limited areas.

1998

With his dissertation, "Representing the Interests of German Companies vis-à-vis the Institutions of the European Union", at Ludwig-Maximilians-Universität in Munich, **Klemens Joos receives his Dr oec. publ. degree** on 27 February 1998. With this work, he lays the **foundation for** the since constantly refined **EUTOP-Methodology**.



Doctorate (Dr oec. publ.)

1999

On **1 January 1999**, the **European monetary union** becomes a reality in eleven EU states. Three years later, **Euro notes and coins are introduced**. **As of May 1st, 1999, the Amsterdam Treaty strengthens the rights of the European Parliament and the principle of qualified majority in the Council of the European Union.**

2001

Opening of the **EUTOP representative office in Berlin**.

2003

The Treaty of Nice - an attempt at maintaining the EU's ability to function and act in the light of upcoming enlargements. **As of 1 February 2003, decisions based on qualified majority instead of unanimity become the general rule** at the European level in numerous areas. **EUTOP's New York sales representation opens** the same year.

2004

Ten further states - including eight formerly communist countries - **join the EU on May 1st, 2004**.

2005

Opening of the **EUTOP sales representation in Tokyo**.

2007

Opening of **EUTOP offices in Paris, Vienna** and of the **Beijing contact office**.

2009

The Treaty of Lisbon strengthens the European Union inwardly and outwardly. **As the co-decision procedure becomes the ordinary legislative procedure**, as of 1 December 2009, **the European Parliament is practically placed on an equal footing with the Council**. Additionally, in **more policy areas** than before, decisions **in the Council are based on majority voting**. The double majority principle applies: 55 percent of the member states, representing at least 65 percent of the EU population, must now approve every decision.

2010

Dr Klemens Joos publishes his reference book about the changed rules of the game inside the EU, **after the Treaty of Lisbon**. At the same time **EUTOP opens its office in London**.



Lobbying in the new Europe
– Successful representation of interests after the Treaty of Lisbon (2010)

2013

Dr Klemens Joos becomes visiting lecturer at the Faculty for Business Administration **at LMU Munich**. In the same year, EUTOP celebrates the opening of a new **representative office in Prague**.

2014

Milestone for the growth of the group of companies: acquisition of the entire LUXARLON complex (Place du Luxembourg 14, Rue d'Arlon 15 and 17).



LUXARLON with EUTOP's office in Brussels
– a stone's throw away from the EU Parliament.

2015

The new reference book on the EU by Dr Klemens Joos, published in November 2015.



Convincing Political Stakeholders
(2015 – German edition)

Opening of **representative offices in Rome, Budapest and Frankfurt**.

2015-2018

Development of the OnePager®-Architect for EUTOP by OnePager GmbH.

A **digital tool that incorporates all knowledge relating to OnePager®s and enables a systematic application of the OnePager®-Methodology**.

2018

Opening of the **EUTOP office in Madrid** and the **sales representative office in Shanghai**.

2019

Introduction of a new director level of management at EUTOP in order to spread responsibility and to futureproof the company's structures.

At the same time, opening of the **EUTOP office in Dusseldorf**, in order to ensure EUTOP's proximity to its clients and to intensify the exchange with them.

2020

Today **EUTOP has over 150 employees and structural advisors** and is now also **represented in Copenhagen**. The office serves as an anchor for contacts from Scandinavia, Finland and the Baltic States.



Dr Theo Waigel

*Federal Minister of Finance (1989–1998)
and Chairman of the CSU (1988–1999)*



“EUROPE AND EUTOP: A UNIQUE SUCCESS STORY”

by Dr Theo Waigel

There are not many company founders who recognised the year 1990 as ground-breaking for German and European politics. Dr Klemens Joos is one of them. He is the role model for a generation of creators who saw 1990 as a pivotal year for the future of Germany and Europe. During his time as part of the Junge Union (youth organisation of the conservative parties CDU and CSU), Klemens Joos became acquainted with and acquired a passion for politics. It was there that he realised he wanted to live for politics and not live off politics.

He made the conscious decision to leave day-to-day business and party politics behind and dedicated his whole innovative strength to the idea of Europe, its development and its effect on national politics.

His cooperation with politicians from all democratic parties demonstrates how Klemens Joos is appreciated in every camp. Unlike anyone else, he has analysed and applied the development of European law and treaties. All progress made on integration in the last 30 years has required national policy adjustments, although many politicians and institutions were not fully cognisant of that fact. From the start, Klemens Joos recognised the role of the European Parliament and its Members. His offices in Brussels, Berlin and Munich are staffed by outstanding professionals and high-quality external advisors. His business – EUTOP – is a transformation for European politics and its effects on national politics and enterprises. His unassuming appearance is inversely proportional to his influence in Brussels, Berlin and Munich. Even in the United States, people know that the path to Brussels often leads through EUTOP.

Thirty years of German unity and 30 years of EUTOP – those are 30 good years for Germany, Europe and EUTOP. The European Union is the solution, not the problem. It is a uniquely successful undertaking unlike any other in the history of Europe. Klemens Joos, his team and partners have made a significant contribution to that project. For that, I congratulate him with all my heart.

Untying the knot of complexity for our clients



WE ARE THE EU EXPERTS

Successful lobbying in a system where decisions are made without decision-makers. In this interview, EUTOP's founder and CEO Dr Klemens Joos talks about the origins of EUTOP and explains how the representation of interests in the European Union truly works.

Interview with Dr Klemens Joos

Dr Joos, in 1990, you were only 21 years old, Germany had recently been reunited, and the EU was still called the European Community (EC). How has Europe changed in the 30 years since then?

It has changed fundamentally. When the EC became the European Union in 1993, due to the Maastricht Treaty, it only had 12 members. Today, there are 27 member states, 19 of which are currently connected through a common currency. Twenty-two of the EU member states have fully joined the Schengen Agreement and thus an area without internal borders. In 2009, the Treaty of Lisbon cleared the path for the EU to evolve from a confederation of states into a federal state. One could say: the former soapbox has become a Formula-1 racing car.

How did you get the idea to found a company called “EUTOP” in the first place – at a time when there was no EU?

You think I have visionary powers? Unfortunately not... (laughs). The original name on 20 November 1990, when I began my main course in Business Administration at Ludwig-Maximilians-Universität (LMU), was “EUROTOP Gesellschaft für europäisches Marketing, Beratung und Führungsschulung mbH”.

Parts of that name were rejected by the Chamber of Commerce and Industry – which upset me back then, but turned out to be a good thing – and that was the reason why I chose the then fantasy name “EUTOP” shortly thereafter, reluctantly and out of necessity. At that point, there was really no talk of the European Union yet.

I got the idea to found EUTOP partly during lectures in Economic Geography. In any case, its beginnings were modest: The “company headquarters” was my student apartment at Bonner Platz 1 in Munich. One year after that, we established a representative office in Brussels – two years before the Maastricht Treaty entered into force on 1 November 1993.

Sounds like a clear start-finish victory in a Formula 1 race...

It was anything but that. For many years, I carried the financial risks of EUTOP by myself, through directly enforceable guarantees.

Between autumn 1998 and 2000, there was a great danger that the bank would terminate the credit agreement. Fortunately, I was able to reassure the key decision-makers in the financial institution with my dissertation “Representing the Interests of German Companies vis-à-vis the Institutions of the European Union”, which was published in 1998. A nice side effect: the dissertation provided a certain protection for my entrepreneurial ideas and methods. By the way, my last guarantee ended in 2005.

Were you never tempted to choose a path other than EUTOP?

Politics was very tempting for me. After I had begun a career as part of the Junge Union in Bavaria (youth organisation of the conservative parties CDU and CSU), I had a decision to make in the late summer of 1993 – I had to choose whether to go for a Bundestag mandate and ➤



Dr Klemens Joos:

"We only take on cases that allow for a change in perspective – from the client's interest to the common interest."



Dr Klemens Joos
*says about the next
 30 years: "The future brings
 us the United States of
 Europe."*

thereby become a politician or to keep going along the entrepreneurial path with EUTOP. Eventually, I made the conscious decision to stay on the entrepreneurial path as opposed to pursuing a life in politics. I did not like the prospect of appearing in newspapers all the time. Economically speaking, joining the Bundestag back then would have been a clear improvement for me.

What is so special about EUTOP?

I realised early on that a structure like the EU requires completely new methods for safeguarding interests, compared to a nation state. Some people continue to think that knowing a few ministers, state secretaries and members of parliament in Berlin is enough to achieve something in Europe. If that is what you count on, you may as well play roulette.

It is not that easy in the EU with its 27 member states, empowered European Parliament, increasingly political Commission and power-conscious Council of heads of state and government. Only those who put forward their requests in the right way, at the right time, at all levels and with all decision-makers, can be successful. Due to the growing number of decision-makers in legislative and executive decision-making processes, what appears is the phenomenon of "decisions without decision-makers". The single decision-maker does not exist anymore, in other words. That describes the core of EUTOP's process competence: through it, one regains the scope for action that was lost because of the complexity of the many different processes that run at the same time and as a result of the

large number of participants and decision-makers. It is even more important, because more and more decisions at the European level are made according to the majority rather than to the unanimity principle. For that, we have built a team of more than 150 employees and structural advisors. EUTOP started early on and that is why it is ahead in the running. Spoken figuratively: while we have already run 32 kilometres of the marathon, others have not even started.

How great is the competition in the market?

At first glance, it is huge. In the EU, of course, there are countless lobbyists, consulting firms, public affairs agencies and specialist law firms. In addition, lots of companies have their own representative offices in Brussels. However, with our EUTOP-Methodology, we follow our own approach.

It is structural and purely process-oriented, so that it is mostly complementary to other services on the market.

“Every company
 would like to be
 the number
 one in its field.”

The change in perspective is a tool that is part of the process competence. Even the Prussian architect Karl Friedrich Schinkel realised: “Changing the perspective allows you to see things in a totally different light.”

For our work, this means that when a client comes to us with a request, we review it from all perspectives, to see whether, ultimately – when considered and presented correctly – it is also in the common interest. We do not wish to manipulate decision-makers, we would like to convince them.

We tell our clients honestly that we only take on cases that allow for this change in perspective – from the client’s interests to the common interest. The result is a success rate that is clearly above average.

What is the greatest goal you would like to achieve with EUTOP?

Sustainable success in the comprehensive sense. Every company would like to be the number one in its field. We contribute to transparency and a better understanding of EU decision-making processes.

In addition, my teaching at Ludwig-Maximilians-Universität and the publication of my books are further contributions. Being successful is one thing, remaining successful is a real challenge: Although we have already run 32 kilometres of the marathon and have a great head-start – we still have a bit more than 10 kilometres remaining. I have been told that the last 10 kilometres are the most difficult and painful, even for experienced and well-trained athletes. This last part is our next challenge and we start our run along this track energetically, filled with strength and motivation.

Can you tell us who uses the services of EUTOP?

Our clients include numerous EURO STOXX, DAX and MDAX corporations, subsidiaries of companies listed in the Dow Jones Index, as well as associations and organisations. We have been working successfully with some of them for more than two decades. In order to avoid conflicts of interest, we only take on one exclusive client from each field. For us, it goes without saying that we provide the maximum level of legal and financial compliance.

“Being successful is one thing, remaining successful is a real challenge.”

Which way will Europe evolve in the next 30 years?

This is very clear: eventually, we will have the “United States of Europe”.

Let me explain this using an example. In 2005, like so many times in the past, in the face of the referenda on the European Constitutional Treaty, we practically heard the beginning of a swan song for the European integration process – but the Treaty of Lisbon and the profound integration of member states that has been initiated by it prove the very opposite.

Even in the current discussions about European debt and the European refugee crises, the existing differences will be overcome and will lead to even more profound integration at a European level. Early calls for an economic union – as a result of the European debt crisis – show, after all, that a new kind of consolidation has already begun. The discussions surrounding Brexit will not change this.

And which way will EUTOP evolve in the next 30 years?

Considering the continuously growing complexity, we will further develop our key competences. We would like to become even better. We grow for and with our clients, which is why we will expand and develop our structures in even more EU member states.

PROFILE

Dr Klemens Joos

Born in 1969 in Nonnenhorn on Lake Constance (in the district of Lindau), married, father of three children. Studied Business Administration at Ludwig-Maximilians-Universität in Munich, **obtained his doctorate** on

“Representing the Interests of German Companies vis-à-vis the Institutions of the European Union”

in 1998. Founded EUTOP

International GmbH in 1990 during his studies, after he had worked as a personal assistant to a Member of the European Parliament.

Since 2013, he has been **visiting lecturer** for the field of “Convincing Political Stakeholders” at **Ludwig-Maximilians-Universität in Munich**.

Author of the reference book “Convincing Political Stakeholders” and since **2019 holder of the Bavarian Order of Merit**.



At the heart of the EU
*The EU flag of EUTOP's office
at the Place du Luxembourg,
the political centre of EU-Europe*

ON THE CLIENT'S INTEREST AND THE COMMON INTEREST

*The building blocks and creators
of our clients' success*



Walter H. Tombrock

Senior Director EUTOP International GmbH

Studied Law in Bonn and worked during his studies and following his second state examination as Head of Office and Research Assistant in the German Parliament (Bundestag) and the European Parliament.



EUTOP's unique selling proposition comprises many factors: our scientifically founded process structure, perspective change and process support competence; our long-term structural collaboration with clients; sustainable corporate management based on compliance and integrity; and, of course, our team of employees and structural advisors, now well over 150 strong, with extensive networks and highly specialised expertise. After all, we want to provide our clients with the best service available.

Task force and insurance for the client

PROCESS STRUCTURE COMPETENCE

Before the Treaty of Lisbon, successful lobbying consisted principally of content competence. In the complex decision-making system of the EU since the Treaty, it is the result of a combination of the client's content competence and EUTOP's process structure competence.

EUTOP's Process Structure Competence (PSC)

Task force and insurance for the client

PSC is the EU-wide maintaining of space, as well as human resources and organisational capacities (management competence), and production competence based on cross-institutional, cross-fractional and cross-member state networks of our own employees, structural advisors, structural cooperation partners and external networks. This results in a service that is a task force for the client – a task force for a crisis, service unit and insurance against unexpected changes in the legal and political framework. The customised, structural intermeshing of the client's content competence and PSC is a significant success factor. EUTOP's supporting pillars are compliance and exclusivity ("only one interest"), to ensure that EUTOP is permanently accepted as an independent intermediary both by clients, and by the legislative and executive.

Complementary procedure

Customised and project-specific

EUTOP always works by augmenting the client and its "classic instruments" of interest representation. The goal is the intermeshing of the client's content competence and PSC. Because the complexity of the key decision-making process continues to grow, a customised, project-specific intermeshing of all competences must take place in each individual legislative or executive project ("combination and scope").

The decisive factor here is PSGR® interface management (Process-oriented Structural Governmental Relations via EUTOP as an independent intermediary) between the client and its competence on the one hand, and the legislative and executive on the other.



Matthias Schenk

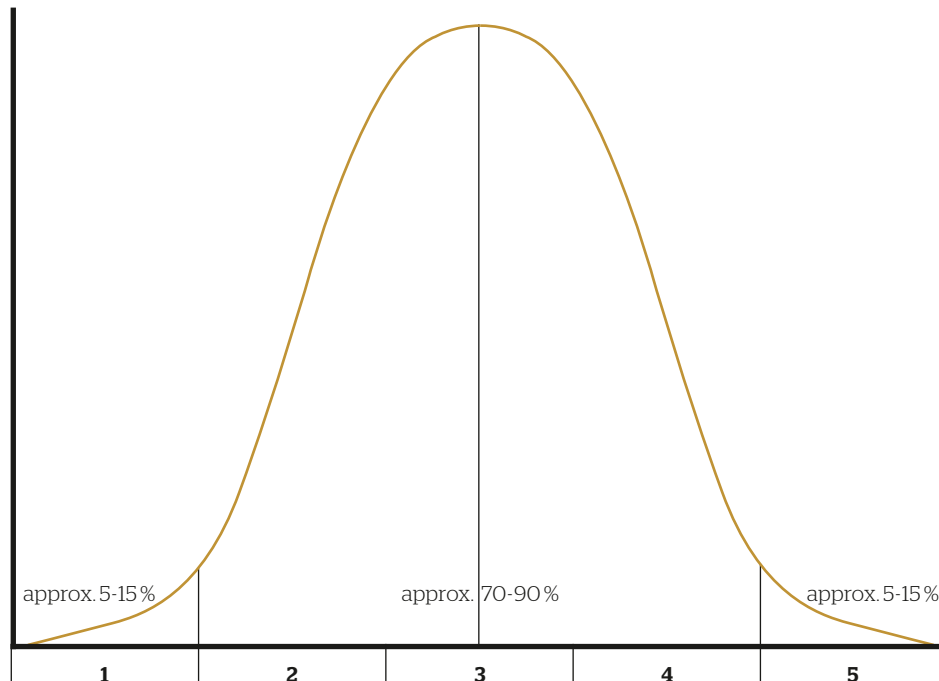
Director EUTOP Berlin GmbH

Studied History and Political Science, inter alia, at the University of London and worked as Head of Office and Research Assistant in the German Parliament (Bundestag).



In recent times, many companies have had their eyes opened by the coronavirus pandemic, during which state players around the world have had to convincingly demonstrate their ability to act. In such times, many of our clients have appreciated more than ever the ability to obtain comprehensive insights into the actions and motives of political decision-makers through EUTOP.

GAUSSIAN DISTRIBUTION IN COMBINATION WITH THE LAW OF LARGE NUMBERS



1. Do not agree, because I have reservations in principle / in general.
2. Do not agree, because I have (serious) reservations.
3. Do not agree, because I have slight reservations. / Agree, although I have slight reservations.
4. Agree, because my social environment (e.g. friends, family) is in favour of it.
5. Agree, because I have a generally positive attitude towards it or I am so convinced that I would even “sacrifice” other topics for it.



Tim A. Bremmer

Director EUTOP Berlin GmbH

Studied Law at the Ruhr University Bochum and following his second state law examination worked as Head of Office and Research Assistant in the German Parliament (Bundestag).



Since 1990, the work we do here at EUTOP has been founded on integrity. It is for this reason that private companies and associations trust in the quality of our services.

Even the executive and legislative spheres value us as an independent intermediary as our OnePager®s undergo a multi-stage internal feasibility check. Thanks to our OnePager®-Methodology, we are able to present highly complex interests to decision-makers in a targeted, concise and results-oriented manner.

The successful solution to almost any problem

PERSPECTIVE CHANGE COMPETENCE

On a content level, EUTOP staff systematically examine whether a change in perspective is possible. Only if a change in perspective from the point of view of those concerned to that of the interlocutor, and thus to the common interest, is possible, do we advise our clients to take action.

The laws of political
decision-making

**70-90 % of all decision-makers are amenable
to arguments when making decisions**

Political decision-making processes have their own character, which is very different from that of other societal fields of activity, like the economy. They are subject to a special kind of logic, which, at first glance and from the outside, does not always comply with rational expectations. Using the model of the bell curve, one can imagine it roughly and schematically. In approximately 5-15 % of cases submitted for decision, the decision-maker considers the topic to be important based on political conviction and has a firm political will to prevail.

This decision-maker, also known as a “forerunner”, is often willing to put other topics he advocates on the line and make compromises, in order to be able to realise his primary topic or his “matter of personal importance”. It works similarly for approximately 5-15 % of the cases, which a decision-maker rejects on principle and due to his deep political conviction. It is true for most decision-makers in politics and in the economy (similar to most people making personal decisions) that their decisions are not determined a priori. Therefore, in this case, it is about the centre of the bell curve of the Gaussian distribution, which, according to experience, comprises about 70-90 % of all decisions of a decision-maker. Within that spectrum, the decision-maker is amenable to arguments.

OnePager®-Methodology
(Perspective Change Competence)

**The successful solution to almost any
problem**

An interdisciplinary consideration of the problem, from different angles, has the goal of working out a successful solution (change in perspective from the individual perspective to a common interest perspective). This results in a procedure which has been scientifically-empirically developed over 30 years, and in which decision-theoretical, cultural, linguistic, inter-institutional, cross-member state and party-political points of view are taken into account.

In about 5-15 % of all cases, the desired change in perspective is not possible, which de facto rules out successful lobbying. In such cases, EUTOP advises the client not to act. The advantage for the client consists in being able to choose alternative actions already at an early stage and, in addition, avoid an unnecessary deployment of resources. However, if the change in perspective succeeds – which is the case in 85-95 % of all cases – then process support competence is the decisive factor in whether the goal is achieved.



Lorenz Heimerl

Director EUTOP Berlin GmbH

Studied European History and Political Science, inter alia, at the London School of Economics and Political Science (LSE), then worked first for the European Parliament and subsequently for a public affairs agency in Brussels and Berlin.



Thanks to the OnePager®-Methodology, EUTOP is able to transparently prepare and convey its clients' interests in such a way that decision-makers regard them as valuable contributions to solutions to recognised problems rather than one-sided arguments from a single party. The acceptance generated through this right from the outset is a basic prerequisite for the success ensured from the EUTOP process support stage through to the successful completion of the decision-making process.

Quality as the measure of all things

PROCESS SUPPORT COMPETENCE & QUALITY ASSURANCE

The more complex the situation, the more important process competence becomes. For successful problem-solving, we analyse the levers during the process with intelligent analytical tools. The newly developed content logic, which has emerged due to the change in perspective, now becomes subordinate itself to the logic of process. In addition, EUTOP ensures the highest standards through extensive quality management and is constantly developing these standards further for its clients.

PSGR® = Process-oriented Structural
Governmental Relations

Quality assurance

Continual examination and coordination

Employees and advisors at EUTOP must structurally and sustainably support all interfaces daily so that the result of the OnePager®-Methodology can lead to the success of the specific lobbying project. Experience shows that large projects usually fail on minor details. Organisational faults or misunderstandings can no longer be tolerated in a complex decision-making system. The on-going support of the client by EUTOP's process support competence is another essential success factor, because, during a decision-making procedure in a complex system – besides the problem of technical faults – loyalties and alliances can change at any time. The continual examination and coordination of all interfaces and the situational update of the OnePager® are therefore essential.

Quantum leaps in the area of quality assurance

Between 2015 and 2018, we made quantum leaps in the area of quality assurance. In an initial, wide-ranging research and design phase, OnePager GmbH identified key concepts, strategies, types, and formal and semantic patterns, as well as quality criteria for an ideal OnePager®. It also developed potential in terms of standardisation and digitalisation. These research results were used as the basis for implementing two central quality assurance measures for applying the OnePager®-Methodology.

Firstly, the OnePager®-Architect (OPA) was developed by OnePager GmbH for EUTOP. The OPA is a digital tool that incorporates all knowledge relating to OnePager® and enables a systematic application of the OnePager®-Methodology. Secondly, training for EUTOP consultants is complemented by training modules provided as part of a new OnePager®-Degree (OPD). The OPD aims to equip participants with the basic practical knowledge required to design, plan and implement a OnePager®-supported communication process in the context of political lobbying. Following a successful test run in 2018, the modules became compulsory for all new EUTOP employees as of the first quarter of 2019.



Robert Olma

Director EUTOP Brussels SPRL

Studied History and Political Science, inter alia, at the University of Wales, then worked in the European Parliament and subsequently as Head of Office for a public affairs agency in Brussels.



Within the EU's complex decision-making system, the underlying process is the decisive factor in our clients' success. Here at EUTOP, we know, understand and support EU processes - and have done for three decades. EUTOP masters the when, where and how of the EU's multi-level system and uses this as a basis to support its clients' success.

Only the highest standards for our clients

SCIENCE & COMPLIANCE

From the very beginning, science and compliance have been the essential founding pillars of our approach to sustainable company management. That is why many corporations, associations and organisations from EU member states and many other political and business centres worldwide trust in the quality of the services we provide. They particularly value the enduring, long-term and structural nature of their cooperation with EUTOP. Long-standing clients of ours include numerous EURO STOXX, DAX and MDAX corporations as well as European subsidiaries of companies listed in the Dow Jones Index.

Scientifically well-founded

Basis for the business model

Dr Klemens Joos is the author and publisher of various publications on topics relevant to the EU. The starting point is his dissertation “Representing the Interests of German Companies vis-à-vis the Institutions of the European Union”, which was published right back in February 1998 and which forms the scientific basis of EUTOP. This document is today more relevant than ever before.

Moreover, since 2013, Dr Klemens Joos has been visiting lecturer at the Faculty of Business Administration at the Ludwig-Maximilians-Universität in Munich for the field of “Convincing Political Stakeholders”.

Compliance

Security and reliability

Compliance is of high importance to the business of major companies. EUTOP has always taken this subject very seriously and collaborates with leading external advisors. EUTOP clients are therefore guaranteed the utmost security and reliability. The components of EUTOP’s compliance standards are:

- Legal compliance
- Financial compliance
- Tax compliance
- External data protection officer
- Certification of all administrative tasks in accordance with ISO 9001

EUTOP is listed in the EU transparency register, which was created as a result of the “Agreement between the European Parliament and the European Commission on the transparency register for organisations and self-employed individuals engaged in EU policy-making and policy implementation” (Official Journal of the European Union L277/11).

EUTOP Europe GmbH is registered under the number 171298025234-65.



Christian Schaufler

Managing Director, CAO EUTOP International GmbH

Following his Law studies he initially worked as a lawyer. Afterwards, he was Head of Office for the chairman of the largest government faction in the State Parliament and later Head of Office for the Minister-President of Baden-Württemberg.



**Compliance is receiving a high
and ever growing level of attention
in relation to business activities.
EUTOP has always taken this matter
very seriously and co-operates with leading
external consultants in this area.**

THE EUTOP ENGINE ROOM AND ITS MANAGERS

- working for the success of our clients



Anja Boelitz,
Senior Consultant



Yannik Huber,
Senior Consultant



Sara-Ida Kaiser,
Senior Consultant



Daniel Kewitz,
Senior Consultant



Julia Klohs,
Senior Consultant



István Kornis,
Senior Consultant



Christina Krewerth,
Senior Consultant



Lukas Rietig,
Senior Consultant



Tatjana Saranca,
Senior Consultant



Karen Sticht,
Senior Consultant



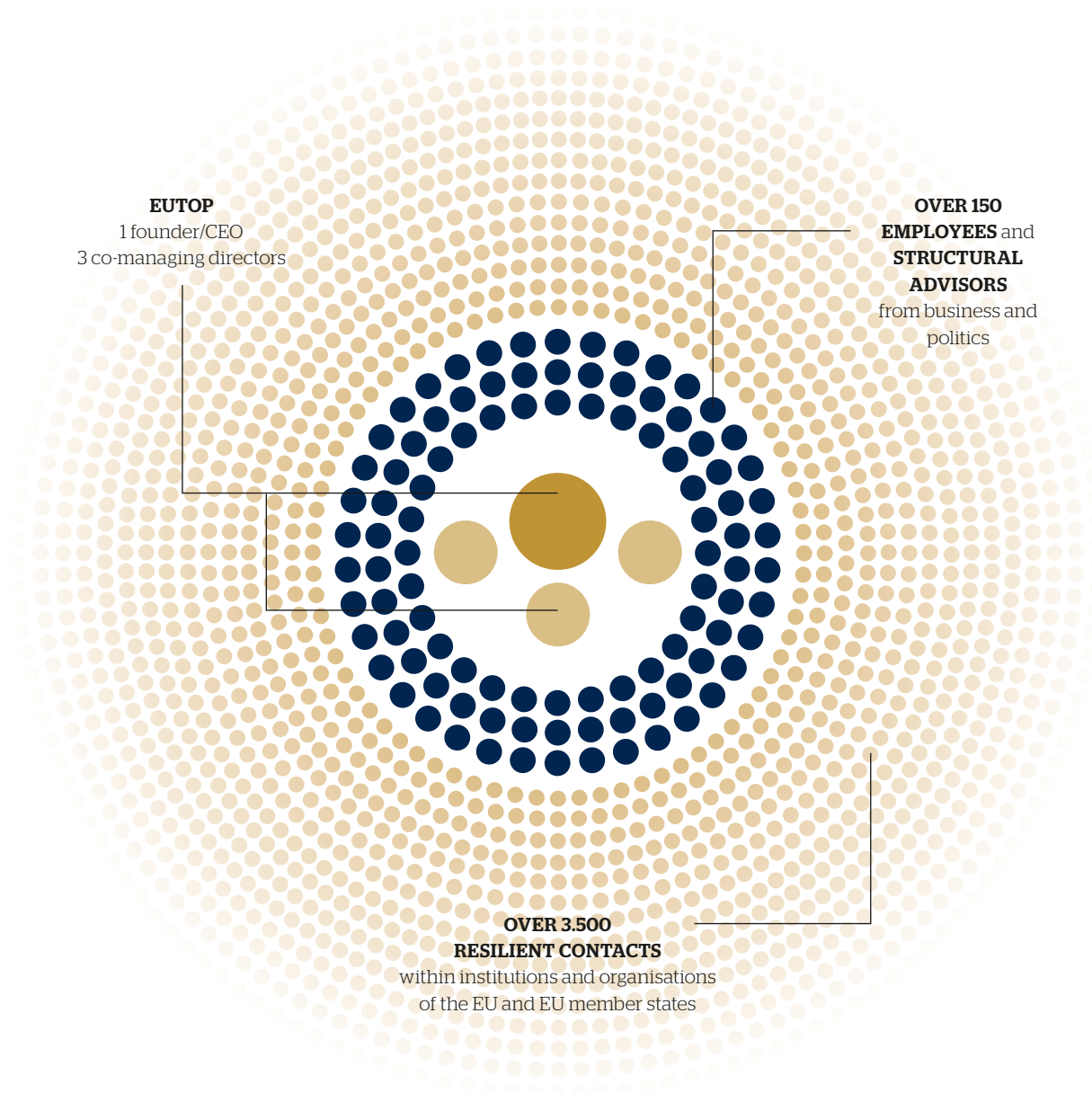
Jens Wendel,
Senior Consultant

Over 150 employees
and structural advisors

Structural co-operation partners
in selected EU member states

EU-wide network across institutions and political groups
(European Union, member states, regions)

EUTOP'S COVERAGE



EUTOP employees have gained the necessary professional experience in political environments, for example, in the form of full-time and voluntary work for parliaments, governments and political parties in Germany, in other EU member states and at EU level as well as for globally active companies. They have outstanding levels of university education, often internationally, in the disciplines of law, economics and politics. The EUTOP team is nonpartisan and belongs to a spectrum covering all democratic parties.

Moreover, former legislative and executive heads, as well as well-known public figures from many EU member states, act on behalf of EUTOP. As structural advisors, they place their experience and expertise at EUTOP's disposal. In addition, EUTOP co-operates structurally with selected governmental relations agencies within the EU. Linking networks based on EUTOP quality standards creates innovation and success for our clients. Overall, EUTOP bundles and manages unique competences throughout the EU.



CORPORATE MISSION

*EUTOP is a governmental relations agency
founded by Dr Klemens Joos in 1990.*

EUTOP was founded in 1990 by Dr Klemens Joos as a governmental relations agency with the business model to support the interest representation of companies and associations vis-à-vis the institutions of the European Union (EU) and selected EU member states. As a structural and independent service provider and intermediary, EUTOP provides process competence, which is now, in addition to the client's content competence, indispensable to ensure the successful representation of interests.

EUTOP's process competence consists of three process-focussed products or services:

process structure competence
perspective change competence
process support competence

Process structure competence

is the EU-wide maintenance of premises, human resources and organisational capacities as well as a cross-institutional, cross-factional and cross-member-state network.

Perspective change competence (OnePager®-Methodology)

is one of our main tools for successful interest representation, which is achieved by developing and implementing a change in perspective from the individual to a common interest perspective.

Process support competence (PSGR®)

Process-oriented Structural Governmental Relations is the structural and sustainable support of all decisive interfaces at all times throughout the political process that is relevant for the client.

The key to success in the EU's complex decision-making system is EUTOP's long-term, i. e. structural process competence that is closely intermeshed with the client's content competence.

By 2025

We will be present in all EU member states in order to provide EU-wide process competence to our clients at all times and universally as a specialised service provider.

By 2030

We will also conclusively build up acquisition and management structures in the relevant markets around the world to support companies in other world regions procedurally from within the EU.



Our stronghold in Brussels

EUTOP's representation in Brussels is located in the immediate vicinity of the European Parliament and the European Commission.

EUTOP Brussels SPRL has been based at Place du Luxembourg since 1998.



EUTOP - PRESENT IN THE EU'S MOST IMPORTANT POLITICAL AND ECONOMIC CENTRES

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IMPRINT:

EUTOP International GmbH | Denninger Strasse 15 | D-81679 Munich | Copyright 2020

Editorial Department: Matthias Pfeil, Samantha von Delft

Photos: Adobe Stock, Laurence Chaperon, Getty Images/iStock, Andreas Jakwerth, Ferry Mohr,

Picturedesk.com/Visa/Andreas Müller, Philipp Veldemann, Marek Vogel | Info graphics: Stefanie Werth

Production: Red Bull Media House Publishing GmbH | Heinrich-Collin-Strasse 1 | A-1140 Vienna | www.eutop.eu

