

# Leading EU Advocacy Consultancy 2025

## EU Focus Group: Shaping the Future of Chemical Regulation and Policy in Europe

Since the late 1990s, EU Focus Group (EUG) has established itself as a leading political and regulatory affairs firm, consistently building consensus and fostering breakthroughs in European Union (EU) decision-making. Founded by seasoned experts in chemical legislation, EUG has spent decades guiding blue-chip companies through the complexities of EU regulatory frameworks, particularly in the agrochemical, biocides, and industrial chemicals sectors.

EUG is widely recognised as the market leader in substance defence. Its strategies are informed by unparalleled long-term experience, dating back to when chemical safety first became a societal concern. Effective advocacy, EUG asserts, requires a comprehensive understanding of historical regulatory assessments and political decisions; only then can outreach to key decision-makers succeed. This expertise is reflected in the trust placed in EUG by a cluster of more than 40 companies operating in a single segment of the economy.

### Unmatched Expertise and Network

EUG's more than 30 Partners are carefully selected for their distinguished

backgrounds—whether in senior political roles in Brussels or European Union Member States, or in executive positions within leading industrial companies. Each Partner contributes unique technical expertise and high-level access, ranging from case managers to ministers. This diversity ensures no redundancy within the team—each Partner plays a distinct and critical role.

As EUG emphasises, effective lobbying requires regulators to have access to robust science and credible socio-economic data. Without informed advocacy, decisions risk resulting in unnecessary bans or disproportionate costs to industry. EUG's reputation for excellence makes it a trusted voice that decision-makers are willing to hear and consider.

### Recognised Excellence and Historic Achievements

Recently named among the prestigious Best in Brussels list of consultancies, and awarded Best Political Consultancy & Advocacy 2024 by EU Business Media, EUG has played a decisive role in numerous landmark regulatory outcomes. Notable achievements include:

- Securing the first positive European Chemicals Agency (ECHA) review in 2019 of the classification of a key herbicide essential to grapevine production.
- Ensuring the 2024 renewal of a major multisite fungicide critical to pome fruit cultivation, through the integration of risk mitigation measures into a new European Commission compendium.
- Achieving, in 2025, the first renewal of a classified fungicidal active substance under the “negligible exposure” criterion.

EUG has also played a pivotal role in the societal debate on PFAS, particularly in clarifying the essential value of certain substances such as Fluoropolymers. Their advocacy helped avert a blanket ban that would have jeopardised critical sectors including green energy technologies, electric vehicles, microchips, green hydrogen, and medical devices. By moving the debate beyond dogma, EUG helped regulators understand the nuanced balance between risk and societal benefit.

### Innovating Regulatory Concepts and Strategic Advocacy



Managing Director Pascal Michaux notes:

“EUG has contributed to the development of new regulatory concepts such as sustainable use, stewardship, negligible risk and negligible exposure assessments, and essentiality under REACH. We have undoubtedly improved the dialogue between society, policymakers, and industry.”

EUG Partner Pavel Glukhov adds:

“Delivering high-value service requires in-depth knowledge. Like a doctor, there is no room for improvisation. Most dossiers demand urgency or even crisis management. EUG is uniquely able to mobilise decades of institutional knowledge and networks on

very short notice. Incorrect advice can cost clients millions—or even threaten the survival of entire business units.”

### The Helix Team: A Multidisciplinary Strategic Model

Responding to growing market demand, EUG created its sub-brand, the Helix Team—a multidisciplinary group designed to build advocacy strategies on solid legal foundations and supported by scientific evidence. As Claudio Mereu, Partner at Bird & Bird and head of its regulatory team, has recognised, modern advocacy must integrate legal, scientific, and socio-economic perspectives to anticipate the full consequences of regulatory decisions. The

Helix Team embodies this approach and has set a new benchmark that other consultancies are now attempting to replicate.

### Looking Ahead: Navigating a New Era

According to Michaux:

“The chemical and agrochemical industries are entering a new era defined by consolidation, regulation, and accountability. Only a handful of global players will remain, and they will demand partners with senior, specialised expertise to navigate unprecedented complexity. Society will tighten restrictions, regulators will raise the bar, and transparency will become non-negotiable. In this environment, small or generalist consultancies will fall apart. The

future belongs to firms with the depth and credibility to deliver real impact.”

EUG's internal culture—agile, innovative, and collegial—has enabled its senior team to work seamlessly across borders for many years. In the post-COVID-19 era, EUG has grown tenfold over just five years, a testament to its clear strategy: to be the premier senior-level regulatory affairs firm in Brussels and across all Member States. While its Helix model is increasingly imitated, EUG remains the original—anchored by the vision and principles that have guided it from the outset. As Pascal Michaux concludes,

“As with any product, it's always better to go to the original.”