

1ST EUROPEAN SORGHUM CONGRESS

WORKSHOP

CONGRESS CONCLUSIONS

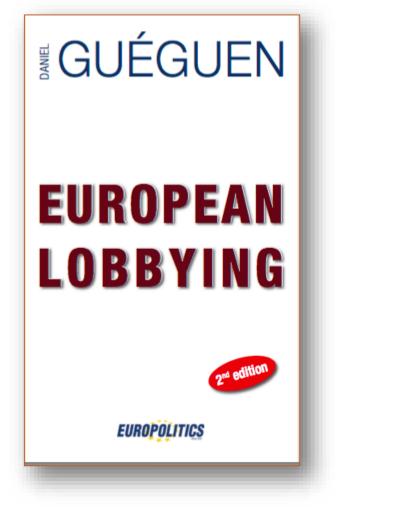
A NECESSARY TOOL : A EUROPEAN-LEVEL STRUCTURE



Daniel GUEGUEN, Director, PACT European Affairs, BELGIUM



DANIEL GUEGUEN, A RECOGNISED SPECIALIST IN EU LOBBYING AND PUBLIC AFFAIRS



GUÉGUEN

RESHAPING EUROPEAN LOBBYING

The pulse of change enriched by 75 leading minds on European affairs

PACT

EUROPOLITICS

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THE EU LOBBY SCENE: AN EXTREMELY FRAGMENTED PANORAMA

EU TRADE ASSOCIATIONS

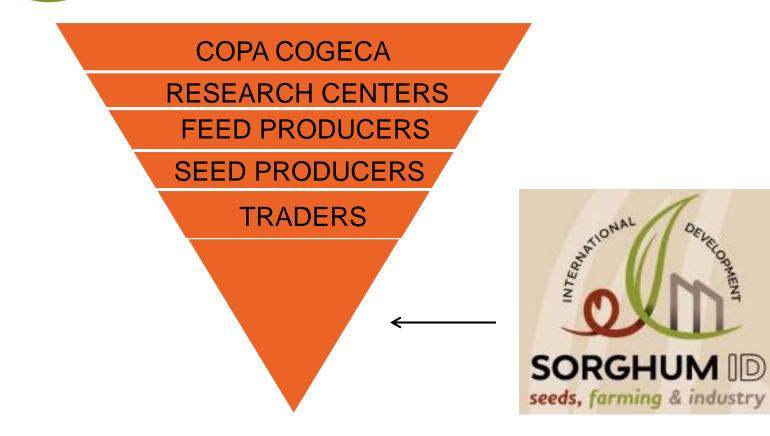
NGOs CIVIL SOCIETY

1,000 lobby groups !

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BUCHAREST 3-4 NOVEMBER 2016

DMEN

SORGHUM ID seeds, farming & industry

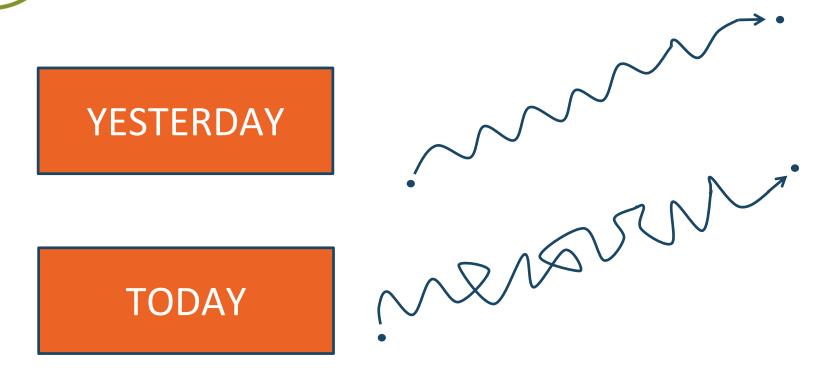




- Members along the value chain
- A light structure
- With precise goals
- A concrete roadmap
- A credible Director / Secretary General
- A professional sense of communication



HOW TO MANOEUVRE IN THE EU LABYRINTH FOR A LOBBYING CASE



LOBBYING IS A JOB - NEVER FORGET IT!

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