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& P A R T N E R S

**MUST & Partners, the consultancy that helps Spanish companies to better understand the functioning of the mechanisms of the European bubble**

## Interview with **Matteo Mussini**, Founding Partner

In 2014, together with Luciano Stella, Matteo Mussini founded MUST & Partners a public affairs boutique based in Brussels. Ever since, MUST & Partners has bridged the international business community with the EU Institutions, Brussels based opinion leaders, trade associations, political entities and social partners. Headquartered at the heart of the European district, MUST works with a number of partners and external advisers and offers its services to several companies and European associations in the fields of transport, food health policy, digital markets and energy. We interview Matteo Mussini, Founding Partner of MUST & Partners.

**Must & Partners' headquarters are located in Brussels. What is the structure of the office and what services do you offer from the European capital?**

You can find us at the heart of the European quarter, in rue Montoyer 1. We are an international team of highly specialized professionals with extensive background in many policy areas: transport, energy, procurement, digitalization, EU borders management, consumers and much more. It is since 2014 that we offer our services to different kinds of clients, from global corporate leaders to national associations which wants to have a presence in Brussels.

**What added value does your company offer in Brussels compared to its competitors?**

Our competitive advantage is very clear: at MUST, Senior Partners - unlike for many other public affairs consultancies - engage directly with the day-to-day work on all accounts. We tailor our services to our clients' needs and ambitions, providing integrated public affairs strategy – from legislative lobbying to communication and media management – that suits with precision the clients' profile.

Sometimes clients have only a partial vision of the opportunities Brussels can offer. But with the application of our own model of Integrated Value Chain Regulatory Assessment, we are able to offer them a complete description of what portions of the EU acquis have an impact not only on the clients' core business, but on its whole value chain. As a result, we are capable of offering to our clients the possibility of defending in a more effective way its business model and catch better opportunities on the EU scenario.

**You have just incorporated a new Senior Partner into your team with the objective of reaching the Spanish market. What opportunities do you think this market offers for public affairs companies?**

The Spanish business community is ever more aware of the importance of a presence in Brussels: probably 90% of the Spanish legislation in all areas of the economy are defined in Brussels, and

Spanish companies – also thanks to the important activities of the Cámara de Comercio – are progressively getting closer to the EU institutions.

Of course, it is difficult for non-experts to approach the EU policymaking, and this is why we propose ourselves to help all Spanish companies to understand better the functioning of the formal and informal routines of the Brussels' bubble.

Our new Spanish Senior Partner, Angel Rebollo, has an extensive experience in EU affairs and we are convinced that this addition to the team will make us stronger, widening our network as well as our policy expertise.

### **What are the future challenges for Must & Partners?**

In the short term, MUST & Partners – probably as much as any other player in Brussels – is looking forward to the entry into office of the new College of Commissioners. As soon as this step is taken, we will have to proceed to reconstruct those communication channels that help our clients in having a prompt control over so many different policy streams.

At the same time, the main challenge remains to project together with the clients we serve proactive outreaching strategies: if sometimes EU lawmaking is perceived as a threat, we better like to consider it as a source of opportunities.

### **Must & Partners has recently become a sponsor member of the Chamber. What are the benefits you can expect to obtain from this membership?**

We are honored to be sponsor members of the Chamber. The Chamber is one of the most active Chambers of Commerce here in Brussels, and we would like to contribute with new ideas to the intense calendar of activities that each year the Chamber implements. We believe this a privileged way to enter the Spanish corporate eco-system and contribute to the achievement of its objectives.

***“We tailor our services to our clients’ needs and ambitions, providing integrated public affairs strategy that suits with precision the clients’ profile”.***

Matteo Mussini earned a BA in Philosophy and a MA in Philosophy of Economics at Milan's Catholic University and a Diploma in Business at ISPI-SDA Bocconi School of Management. He also earned an MSc in European Politics and Governance at the London School of Economics.

Mr. Mussini has been working at the European Parliament between 2007 and 2009 as Political Advisor on transport and social affairs policies, in the Cabinet of one of the Vice Presidents of the chamber.

In 2009 Matteo Mussini joined a European association of rail companies, CER (the Community of European Railway and Infrastructure companies) and worked as its Head of Public Affairs and Operations.



In 2013 Matteo was among the founding members of Italian Business Network, a Brussels-based network of Italian professionals, mainly active in the domain of public affairs.



### **Contact Details Brussels Office**

MUST & Partners  
Rue Montoyer, 1 – 1000 Brussels  
T. +32 2 50 24 960

[www.mustandpartners.com/#](http://www.mustandpartners.com/#)

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