



ATREVIA, number one communication consulting company in Spain, consolidates its position in Brussels

Interview with **Ángel Rebollo**, Manager of the Atrevia office in Brussels.

The Official Spanish Chamber of Commerce in Belgium and Luxembourg launches a new section in its newsletter highlighting the development of the ATREVIA office in Brussels since its opening at the end of 2014. We interviewed Ángel Rebollo, Manager of the ATREVIA office in Brussels and European Affairs Consultant of the company, to talk about their current position in Belgium and their future challenges.

ATREVIA (before known as Inforpress) is the leader global communication consulting company in Spain. It is a brand with more than 26 years of experience, with presence in eleven countries, and was created to help other companies to build relationships with the media and to provide their leaders with good communication skills. ATREVIA has more than 300 employees and partners on the five continents.

The company is committed to research and knowledge development in communication as a transforming element for society and businesses. This is the reason why ATREVIA has become a leader in innovation.

ATREVIA has been recognized by several awards such as Sabre Award, International Mercury Award, European Excellence Award, European Digital Award or Best Place to Work.

Atrevia is the number one global communication consulting company in Spain with its own network of offices in Portugal, Washington, Mexico, Puerto Rico, Brazil, Peru, Colombia, Ecuador, Chile and recently Costa Rica. In 2015 Atrevia landed in Brussels. What were the reasons to open an office in the European capital?

A.R.: Brussels is one of the most important decision-making places at international level. The activity of the companies we work for is directly affected by the Community policies, so an exhaustive follow-up of the European regulation is essential for us. Being represented in Brussels is a key factor that allows us to defend the interests of our clients in the European institutions as well as to have access to the tenders and European programs within the field of communication.

Ángel Rebollo studied Economic and Business Sciences in ETEA- Universidad Loyola Andalucía. He worked as a parliamentary advisor in the Partido Popular Spanish Delegation at the European Parliament during the last legislature 2009-2014. During this period, he followed up and participated actively at the Internal Market and Consumer Protection Parliamentary Committee as well as in the working groups concerning the European Digital Single Market and the Digital Agenda.

Previously, he worked as a Commerce Technician at the Federation of Spanish Chambers of Commerce in Europe (FEDECOM) in Brussels.

Before he arrived in Brussels he worked as an agent and manager in the private banking and commercial sector, where he worked in financial institutions such as Santander Banca Privada and Kutxabank.

What kind of services does ATREVIA offer its clients?

A.R.: We are an expert and multidisciplinary team with our own working methods in 14 areas of communication, market positions and public affairs. As a global communication consulting company, we cover the strategic part of our client's relations with the stakeholders as well as the creative area. We understand the strategy from three different perspectives: Corporate, focusing on managing influences, building bridges and promoting valuable partnerships; Brands, which creates enthusiasm and generates emotions; and People, which aims to help companies to turn their employees into allies, encouraging their commitment and involving them in the corporate objectives.

“ATREVIA aims to become a leader in the sector in Brussels”

Belgium attracts many companies of your sector. Taking into account the institutional position of ATREVIA in Brussels, which factors have allowed you to overcome the difficulties and the competition of Brussels?

A.R.: We still have a long way to go. Nevertheless, we are the only Spanish consulting company specialized in global communication established in Brussels. This allows us to differentiate ourselves from our competitors and to be a leader for the Spanish and Latin-American companies that need communication services. Regarding the development, my previous professional experience in the European institutions and the fact that I have been living in Brussels for more than 6 years, facilitated the first steps and initial contacts.

What are the future challenges for ATREVIA in Brussels?

A.R.: ATREVIA aspires to become a leader of the sector in Brussels, and particularly of the European Institutions. We want to become leaders in communication, give solutions in line with the needs of our clients and strengthen their relations, creating common development spaces.

ATREVIA is a sponsor member of the Chamber. What are the benefits you obtained by becoming a member?

A.R.: *We relied on them since the beginning. The Chamber gave us advice during the whole establishment process in Brussels. Thanks to its contact network and participation in their activities, our presence in Brussels has been visible since the first day. It is essential for us to take advantage of all of the opportunities that the Chamber provides us regarding visibility and the business creation.*



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