



35 YEARS EUTOP

From start-up to the largest owner-managed
governmental relations agency
in the European Union

STRUCTURAL PROCESS PARTNER FOR YOUR SUCCESS SINCE 1990

Dear Readers,

Donald Trump back in the White House, Friedrich Merz the new Federal Chancellor in Berlin and Ursula von der Leyen with a second term as President of the EU Commission – there has rarely been more of a fresh start than at the beginning of this very year!

This means that important global players have been appointed for the coming years who will have a decisive influence on politics and the economy.

And there is also a new start in our own house: I am back as CEO of EUTOP. The background to this is an ambitious growth strategy for the governmental relations agency that I founded in 1990 to support the work of interest groups in the institutions of the European Union.

By 2035, we want to be represented in the capitals of all EU member states in the interests of our clients. I can promise you that this growth will not be at the expense of the quality of our work for our clients - quite the opposite. I personally vouch for this too!


In Berlin and Brussels, there is once again a lot of talk about reducing bureaucracy as one of the most important means of improving the competitiveness of the economy.

However, the EU's multi-level decisionmaking system will remain a labyrinth in which EUTOP's scientifically sound process competence can provide our clients with valuable services.

EUTOP today celebrates 35 years of successful interest representation. This success has only been possible due to the extraordinary trust that both our clients and the institutions of the European Union and many member states have placed in us to this day. We will do everything in our power to continue this success story from our start-up origin to the largest ownermanaged governmental relations agency in the European Union.



Prof Dr Klemens Joos
Founder, owner and
CEO of EUTOP

Yours sincerely


EUTOP and the European Union

A joint success story!

**In the centre
of power**

*The European Parliament,
just a stone's throw
from the office of
EUTOP Brussels SRL.*

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

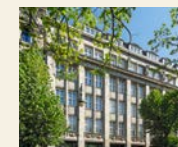
With his dissertation, “Representing the Interests of German Companies vis-à-vis the Institutions of the European Union”, at Ludwig Maximilians-Universität in Munich, **Klemens Joos receives his Dr oec. publ. degree** on 27 February 1998. With this work, he lays the **foundation** for the since then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



Doctorate
(Dr oec. publ.)

2001

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



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 1 May 1999**, the **Amsterdam Treaty** strengthens the **rights of the European Parliament** and the **principle of qualified majority** in the **Council of the European Union**.

2004

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

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.

2007

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

2009

The Treaty of Lisbon strengthens the European Union inwardly and outwardly. **As the co-decision procedure becomes the ordinary legislative procedure**, on 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.

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.

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



Convincing Political Stakeholders (2015)

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.

2020

Since 2020, EUTOP has over 150 employees and structural advisors.

Furthermore, the **representative office** in **Copenhagen** is opened. The office serves as an anchor for contacts from Scandinavia, Finland and the Baltic States.

2019

Dr Klemens Joos is awarded the **Bavarian Order of Merit**, the highest Bavarian honour, for his **outstanding services to the Free State of Bavaria and the Bavarian people**.

2021

The **EUTOP Academy** is a training and further education programme that is unique on the market. Through the **targeted promotion of skills and talent** as well as the **customised positioning of employees and managers**, we are **constantly improving the quality of our work in the interests of our clients**.

This is one of the reasons for the **high success rate of our interest representation**.

The **three pillars of the EUTOP Academy** are the basic training programme, the **OnePager® Degree** and the **PSGR® Degree**.

2024

Opening of a new office in **Warsaw** as an anchor for contacts in Central and Eastern Europe.

2025

Introduction of the **Excellence Programme** for a selected number of **Junior Consultants, Consultants and Senior Consultants**, who are **specifically prepared for key roles within the EUTOP Group** through a combination of **practical training, intensive mentoring and direct involvement** in the most important A-client mandates.

2021

Dr Klemens Joos becomes a **lecturer** at the Department of Economics (TUM School of Management) at the **Technical University of Munich (TUM)**.

2022

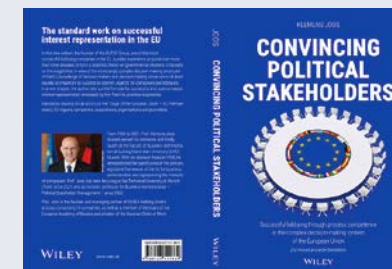
Prof Dr Klemens Joos becomes **Honorary Professor of Business Administration – Political Stakeholder Management** – at the **Technical University of Munich (TUM)**.

2023

Prof Dr Klemens Joos becomes **Honorary Citizen of the Municipality of Nonnenhorn**. The **municipality council** has **unanimously decided** to confer honorary citizenship on Prof Dr Klemens Joos for his **services to the social, ecological and economic development of Nonnenhorn**.

2023

The **2nd, revised and expanded edition of the EU standard work** by Prof Dr Klemens Joos is published in September 2023.



Convincing Political Stakeholders (2023)

2025

EUTOP celebrates **35 years of successful** interest representation. The **company's 35th anniversary** marks the **continuation of its success story from startup to the largest ownermanaged governmental relations agency in the EU**.

Furthermore, EUTOP reopens its **Brussels office on Place du Luxembourg** following a **general refurbishment**.





Prof Dr Klemens Joos
*"We only take on mandates
in which the change of perspective
from the client's interests
to the common good is possible."*

Quotes from Prof Dr Klemens Joos

*"A satisfied client cancels the day after tomorrow.
That's why they need to be constantly inspired."*

*"The more complex a decision-making system,
the more relevant process competence
is in relation to content competence for the outcome
of a decision-making process."*

*"Entrepreneurial success
through innovation on a scientific basis
drives me and my employees."*

Success formula:

$$SL = (CC + PSC) \text{ (OnePager® Methodology · PSGR®)}$$

SL = Successful lobbying in the complex decision-making system of the European Union
CC = Client's content competence
PSC = EUTOP's process structure competence
OnePager® Methodology = Perspective change competence
PSGR® = Process support competence

“Europe and EUTOP – a unique success story”

by Dr Theo Waigel



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

There are not many company founders who recognised the year 1990 as groundbreaking 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 35 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.

35 years of Germany unity and 35 years of EUTOP – those are 35 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.

EUTOP – present for you

in the most important political and economic centres of the EU



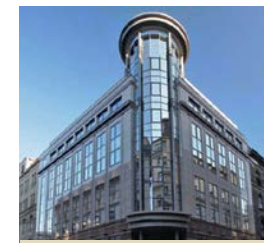
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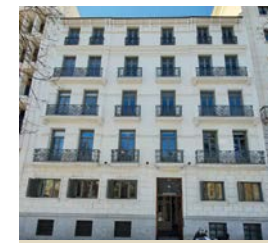
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