



COMPANY BROCHURE

JUNE 2022



ABOUT US

MacroScope Strategies (M2S) is an independent, partner-driven, strategy consultancy that helps companies, governments, diplomatic missions, and international organizations navigate the changing world of government affairs, public policy, geopolitics, and diplomacy.

Our focus is on servicing the rapidly intensifying vector of relations between **Europe**, the **Arabian Gulf**, and the wider **Global South**, by helping our clients access and navigate complex policy and regulatory environments and issues.

Founded in 2018, our partners and associates have **decades of experience** servicing corporates and governments in the Arabian Gulf and the Europe Union, and a track-record of delivering high-profile and sensitive projects for our clients.

We deliver services through our permanent offices in **Abu Dhabi**, **Berlin**, **Brussels**, and **The Hague** and maintain a network of associates and expert advisors across other parts of Europe, the Middle East, Africa, and Asia.

DIPLOMACY MEETS GOVERNMENT AFFAIRS

In a world that is both highly integrated and deeply divided, where international standards foreign investments, and regulations are increasingly politicized, and where geopolitical power is shifting, new approaches to diplomacy and government affairs are needed.

But the processes, methods, and mindset required for government affairs, public policy, and diplomacy vary significantly across jurisdictions.

At MacroScope Strategies, we have substantial experience working with governments and legislators from both the Global South and the European Union. We understand what drives policy and regulatory processes across diverse jurisdictions and we know how to navigate and activate these in the best interest of our clients.

We offer the tools, strategies, and connections to help our clients upgrade operations and enhance the effectiveness of their representation. We contribute local knowledge, insights, and expertise to help them cut through the media noise and enable more informed decision-making.

Our services are discrete, flexible, and cost-effective, and bring together expertise from the fields of diplomacy, government, and consultancy in bespoke service offerings for our clients.





Government Affairs

We help businesses, governments, and NGOs to navigate complex policy environments in the Arabian Gulf, Europe, and elsewhere, by providing strategic counsel, cutting-edge stakeholder mappings, regulatory monitoring, and tailored policy advise.



Diplomatic Services

We work with diplomatic mission to provide local insights, help upgrade their operations, and implement a data-driven approach to diplomacy; we provide diplomatic trainings, and assist companies with activating diplomatic support channels.



Geopolitical & Political Risk

We help businesses to assess the impact of domestic and geopolitical events on their operations in the Arabian Gulf and Europe, by tracking emerging trends, assessing risks and opportunities, and developing strategies and actions plans.



Market Entry & Facilitation

We enable companies to access new markets in the Arabian Gulf and the European Union, by providing market entry and competitor analysis, conducting surveys and assessments, and developing a clear road to market for their products and services.



Interest Representation

For clients that do not wish to build a presence of their own in the Arabian Gulf or the EU, we provide interest representation, by attending critical events, reporting on key developments, and exploring commercial opportunities and partnerships for them.

OUR SECTORS

We work with clients across a broad spectrum of sectors based on in-house expertise, existing stakeholder relations, as well as a network of external experts and partnerships to add value to our clients' work.



AI



Diplomacy



Energy



ICT



Industrials



Security



Space



Transport



Water

1 / WE LEVEL WITH YOU

We work as one team with our clients and adjust our approach based on a deep appreciation of their values and needs.

2 / WE ADAPT TO YOUR NEEDS

We understand that our clients and projects evolve, We evolve with them and are flexible in adjusting the terms and scope of our engagement as projects develop.

3 / WE MAKE YOU OUR PRIORITY

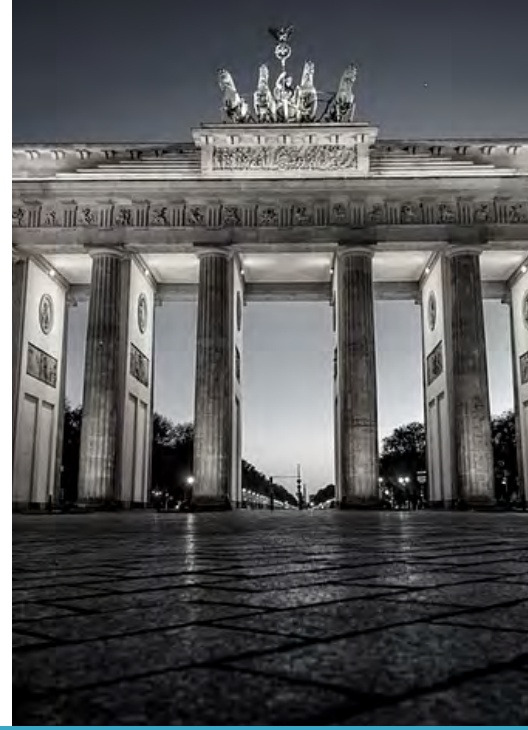
Our managing partners are involved in the full life-cycle of the engagements we accept and will be an active part of the team for the entire duration of the project.

4 / WE TAKE A STEP BACK

We do not work from the front row, or seek to speak on behalf of our clients. Instead, we support our clients to help them better represent themselves.

5 / WE DO NOT WRITE HOURS

Our services are focused on providing the best possible deliverables, not ticking off hours. We keep going until our clients needs are met.



Our partners and experts have a track-record of delivering diplomatic and government affairs services to Multinationals, SMEs, and Governments across the the Arabian Gulf and Europe, covering a wide-spectrum of tasks and sectors.

CASE STUDIES

- We have assisted a European multinational with assessing the potential for its products and services in the Gulf and supported its entry in a key Gulf market.
- We have helped a multinational to engage effectively at the diplomatic and government level in Iraq, to resolve a long-standing government affairs issue.
- We assisted the EXPO 2020 Dubai "Women's Pavilion" to develop and implement key parts of its programming and knowledge initiatives.
- We have helped a Gulf-based investment fund assess political, economic, and legal risks for its operations in a major Middle Eastern country.
- We have assisted diplomatic missions in Brussels and Berlin to monitor political and regulatory processes, upgrade internal operations, and facilitate FDI projects.
- We have supported a Ministry of Defense with drafting a long-term national defense vision and developed thought pieces and brainstorming papers.
- We have worked with a Ministry of Foreign Affairs to set up a specialized department, optimize operations, set up a training academy.

HOW WE WORK

We believe that every client is unique and that every task requires a different approach. This is why we do not offer standard packages or off-the-shelf products, but closely tailor each of our engagements to our client's specific needs and objectives.

Typical engagement options include:

- **Assisted Market entry, including an assessment of the relevant markets in the target country, identification of key regulations and competitors, and development of a road to market.**
- **Regulatory monitoring and advise, focused around a specific regulatory process or policy issue that a client seeks to tackle, whether pertaining to specific EU regulations and regulatory frameworks, or the regulatory environment in the Arabian Gulf.**
- **Media monitoring of key issues in European/Arabic media, including qualitative assessments of ongoing developments.**
- **Political/Geopolitical risk monitoring/map, regular updates on critical developments in the Arabian Gulf/Europe, outlooks on future developments, and suggestions on mitigating risks.**
- **Helping a client raise funding or conclude partnerships, through facilitating business introductions, providing sectoral monitoring, and delivering business roundtables and events.**
- **Diplomatic facilitation, focused on helping companies activate government engagements and support for investments and crisis-management issues in the Arabian Gulf.**

OUR LEADERSHIP TEAM



DR. TIMO F. BEHR

Co-Founder & Co-Managing Partner | Abu Dhabi/Berlin

Before setting up M2S, Timo has worked across the government and research sector in the Middle East, Europe, Africa, and the US, most recently serving as a senior advisor at the Policy Planning Department of the UAE Ministry of Foreign Affairs and International Cooperation in Abu Dhabi.

Timo holds a PhD in European and Middle East Studies from the Johns Hopkins University, School of Advanced International Studies (SAIS), as well as an MA in International Relations and International Economics from Johns Hopkins University (SAIS).

He is a non-resident fellow with the Finnish Institute of International Affairs (FIIA) and a Subject Matter Expert at the Hague Center for Strategic Studies (HCSS).



R. TIM EESTERMANS

Co-Founder & Co-Managing Partner | Brussels/The Hague

Prior to setting up M2S in 2018, Tim served as Senior Counsel at the Global Government Affairs team of leading international law firm DLA Piper. In 2010, Tim moved to Abu Dhabi to join the UAE Ministry of Foreign Affairs and International Cooperation (MOFAIC) assisting in the setting up of the Policy Planning Department and serving as one of its team leaders.

Tim started his career in the foreign service of the Netherlands, with postings in The Hague, Jakarta, and Madrid. He also served in the Policy Unit of EU High Representatives Javier Solana and Catherine Ashton, primarily dealing with Afghanistan and Pakistan from an EU foreign policy perspective.

Tim obtained an MA in Political Science from Leiden University in the Netherlands and a Diploma in International Relations from Johns Hopkins University's School of Advanced International Studies (SAIS) in Bologna and Washington DC. He also studied in Buenos Aires and Urbino.



DR. SASKIA VAN GENUGTEN

Associate Director | Abu Dhabi/The Hague

Before joining M2S, Saskia served as Strategy and Policy Advisor at the Netherlands Ministry of Defense. She was also a Senior Research Fellow at the Anwar Gargash Diplomatic Academy in Abu Dhabi, a Political Affairs Officer for the UN Mission to Libya (UNSMIL), a Manager in the Government and Public Sector Advisory arm of PwC, and a staff member of the Standing Committee on Foreign Affairs, Defense and Development Cooperation of the Senate of the Netherlands.

Saskia holds a PhD in European and Middle East Studies from the Johns Hopkins University, School of Advanced International Studies (SAIS), and an MA in International Relations and International Economics from Johns Hopkins University (SAIS).

She is a non-resident Research Fellow at the Royal Dutch Defense Academy and a non-resident Senior Fellow at the Middle East Institute (MEI) in Washington DC. She has an extensive publications track-record in international affairs related issues, both in Europe and the Middle East.



For enquiries, please contact:

MacroScope Strategies (M2S)

Abu Dhabi | Berlin | Brussels | The Hague

info@macro-strats.com

www.macro-strats.com

Dr. Timo F. Behr

Abu Dhabi | Berlin

timo.behr@macro-strats.com

R Tim Eestermans

Brussels | The Hague

tim.eestermans@macro-strats.com

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