



1ST EUROPEAN SORGHUM CONGRESS

WORKSHOP

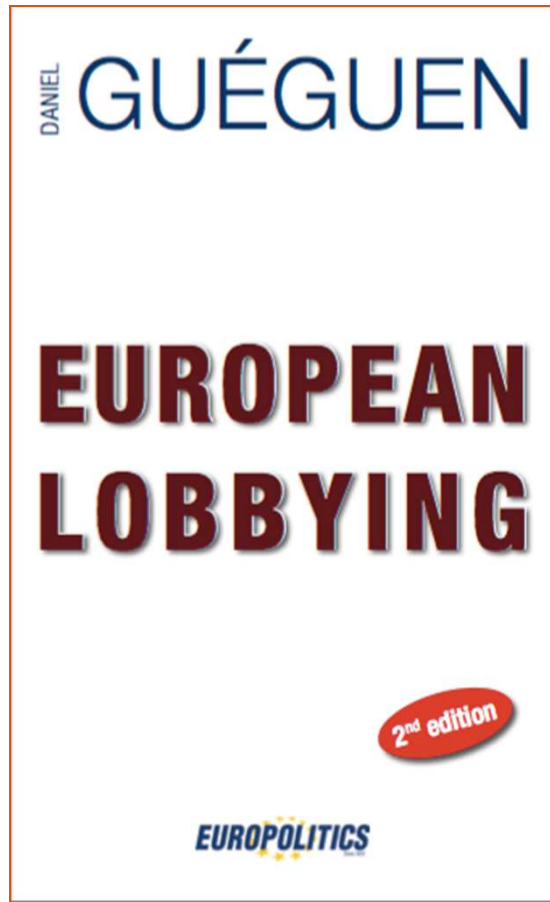
CONGRESS CONCLUSIONS

A NECESSARY TOOL : A EUROPEAN-LEVEL STRUCTURE





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





THE EU LOBBY SCENE: AN EXTREMELY FRAGMENTED PANORAMA

EU TRADE
ASSOCIATIONS

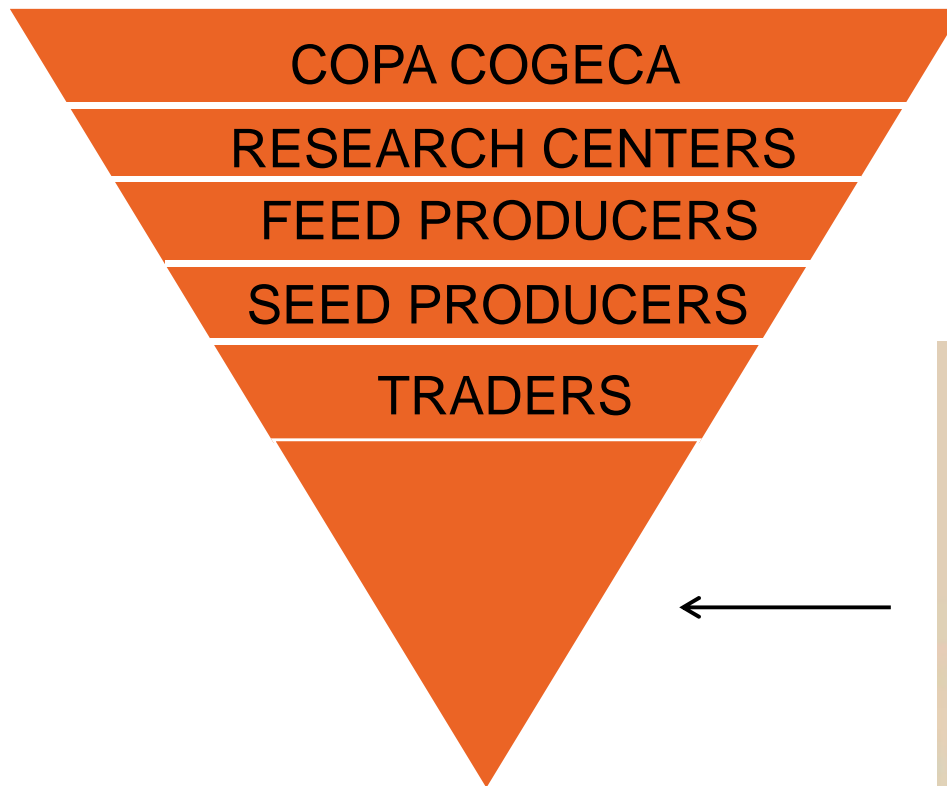
1,000 lobby groups !

NGOs
CIVIL SOCIETY

1,000 lobby groups !



WHY A STRUCTURE FOR SORGHUM ID?





WHAT ARE THE KEY SOLUTIONS FOR SUCCESS?

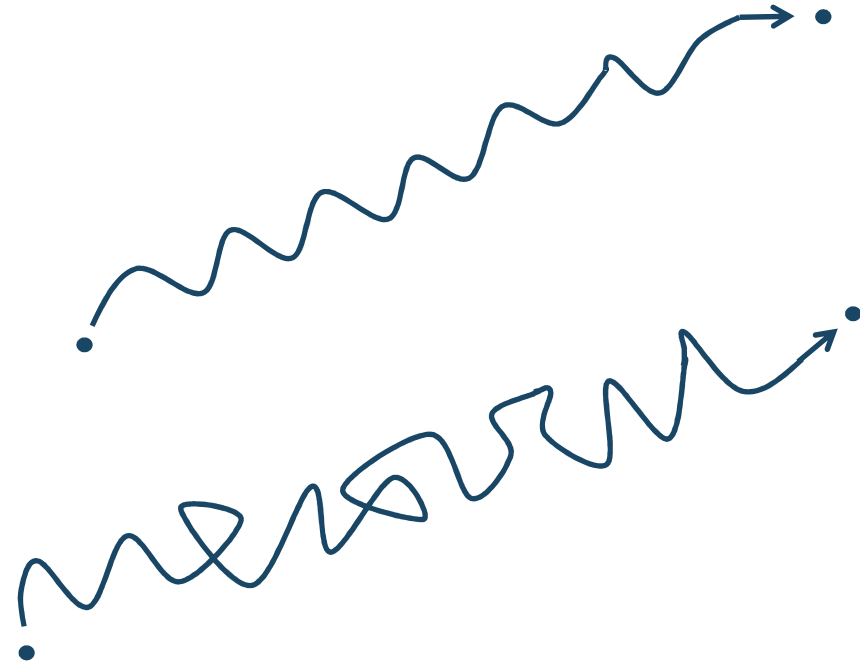
- **Members along the value chain**
- **A light structure**
- **With precise goals**
- **A concrete roadmap**
- **A credible Director / Secretary General**
- **A professional sense of communication**



HOW TO MANOEUVRE IN THE EU LABYRINTH FOR A LOBBYING CASE

YESTERDAY

TODAY



LOBBYING IS A JOB - NEVER FORGET IT!