

**PRESS RELEASE**  
**For immediate Release**  
**June 11<sup>th</sup>, 2025**

**Kreab welcomes Peter Faisst to its  
senior team in Brussels**

**Brussels:** **Peter Faisst** has joined Kreab as Senior Advisor, supporting Kreab's global public affairs practice in Brussels.

**Peter** brings a wealth of experience at the intersection of renewable energy and technology across legal, regulatory, and public affairs matters. His expertise spans EU sustainability regulation, supply chain compliance, and EU-China trade and investment frameworks.

Previously, as Head of Legal for EMEA at Trina Solar, he led high-stakes trade investigations, structured major M&A transactions, and advised on the implementation of landmark EU legislation including the CS3D and the Net Zero Industry Act. He has also served on the board of the Solar Stewardship Initiative, helping shape the industry's sustainability agenda.

Commenting on Peter's new role at Kreab, **Sebastian Remøy**, Executive Vice President Kreab Worldwide, Global Head of Public Affairs, said:

"We are delighted to welcome Peter to our team. His extensive background in sustainability, renewable energy, and global supply chains will further strengthen Kreab's ability to provide strategic counsel in an increasingly complex policy landscape. Peter's geopolitical insight and legal expertise bring invaluable depth to our advisory capabilities at a time when clients are navigating major regulatory and economic shifts".

**Peter** comments: "I'm thrilled to join Kreab's highly respected Brussels team at such a pivotal time. The EU's evolving sustainability and industrial policies present both challenge and opportunity for global businesses. I look forward to working alongside Kreab's clients to navigate these dynamics and help shape resilient, forward-looking strategies that align with Europe's green and digital ambitions."

**Background:**

**Kreab** serves approximately 500 clients through 25 offices worldwide. Our

Brussels office opened in 1992 and is today one of the leading public affairs consultancies, with specialist teams in financial services, trade, competition, macro-economic policy, digital and sustainability sectors. Our team of experienced consultants and senior advisers possesses vast experience from the EU institutions, Member States' regulators, the media, research organisations, NGOs, and the private sector. We are members of the European Public Affairs Consultancies Association and have signed the EPACA Code of Conduct. Our activities are listed in the European Union's Transparency Register.

**Contact**

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