

Liras

C O N S U L T I N G

*Public affairs, political strategy
and international market entry.*

Madrid and Valencia, Spain

consultoliras.com

Who we are

Liras Consulting is a public affairs, political strategy and international market entry consultancy with offices in Madrid and Valencia. We help companies, business organisations and institutions understand the political environment in which they operate, build constructive relationships with public decision-makers and advance their interests in a transparent and responsible way.

Our work sits where politics, regulation and business meet. We combine rigorous political analysis with practical institutional engagement to turn complexity into clear strategic decisions, in Spain, across the European Union and in the international markets where our clients operate.

What we do

Public affairs and institutional relations

Designing and executing engagement strategies with governments, parliaments, regulators and public administrations at local, regional, national and European level.

Stakeholder and influence mapping

Identifying the actors that shape a decision, from public officials to business associations and civil society, and mapping the relationships between them.

Strategic communication

Building narratives and positioning that resonate with institutions, media and public opinion, aligned with each client's objectives.

Political strategy and advisory

Advising leadership teams on how political dynamics, electoral cycles and shifts in public policy affect their plans, and on how to respond.

Start-up support

We help start-ups find investors, enter international markets and grow, with scouting of partners and business opportunities.

International business development

Supporting companies entering or expanding in foreign markets through institutional contacts, investors, business forums and a clear reading of local political and regulatory contexts.

Where we work

Beyond Spain and the European Union, we have built working experience in markets where an accurate understanding of the political and institutional framework is decisive for doing business.

Morocco

Spain's strategic neighbour and a key partner for trade and investment. We help build business bridges between Spain and Morocco.

Russia

A complex institutional and regulatory environment. We provide risk analysis that helps clients make informed decisions and grow in a demanding market.

China

We help start-ups navigate one of the most complex economic systems in the world, supporting them with regulation, investors and partners.

El Salvador

A country that has undergone significant political and economic change in recent years and a gateway to the wider Central American region. We help clients seize the opportunities emerging from this new context.

Israel

One of the world's most dynamic innovation ecosystems. In Israel we focus on innovation, technology and bilateral business collaboration.

How we work

Every engagement is built on four commitments that define how we advise start-ups and established companies, and how we relate to institutions.

Analysis before action

Every recommendation rests on a rigorous reading of the market and its regulatory and institutional context, never on assumptions.

Discretion

We treat our clients' information, ideas and strategies with strict confidentiality, from the first conversation onwards.

Integrity and transparency

We act with transparency towards clients, investors and institutions, in line with the rules on interest representation and the international restrictive measures in force.

Partner-led engagements

Each project is led directly by the firm's partners and tailored to the client's sector, stage of growth, geography and objectives.

Let's talk

Offices

Madrid and Valencia

Website

consultoliras.com