

Brussels, 10/06/2026

**Re: Revoke the appointment of the AI Envoy**

**Dear Commission President von der Leyen,  
Dear Commission Vice-President Virkkunen,**

We, the undersigned organisations, urge you to revoke the appointment of Mr Hagemann Snabe as EU envoy for industrial AI. Mr Hagemann Snabe presents a clear risk of conflict of interest that cannot be mitigated; therefore, he cannot fulfil his mandate in an objective, impartial and independent manner.

The [rules on special advisers](#) to the Commission state that “when appointing an adviser, each Member of the Commission must ensure that there is no conflict of interest between the future duties of his or her special adviser and any outside activities they may have.”

Furthermore, Article 11 of the Staff Regulations, which also applies to special advisers, states that “an official shall not, in the performance of his duties and save as hereinafter provided, deal with a matter in which, directly or indirectly, he has any personal interest such as to impair his independence, and, in particular, family and financial interests.”

Firstly, Mr Hagemann Snabe is the chairman of the Supervisory Board of Siemens AG, a company with considerable stakes in the AI market that has recently lobbied EU institutions to exclude sectoral AI from the scope of the Artificial Intelligence Act, as widely reported in the media. The company has a strong presence in Brussels, with an annual lobbying budget of at least €3.5 million and regular lobbying meetings with the EU Commission.

Secondly, although Mr Hagemann Snabe has [suspended](#) his membership of the advisory boards of Google Cloud and C3.ai, these recent appointments may still influence his position as AI envoy. This is especially the case given that SEC filings show that he still owns C3.ai stocks with a current value of over \$4 million.

Thirdly, Mr Hagemann Snabe also holds a position as a member of the [board of Bloom Energy Corporation](#). The Commission’s [communication](#) did not mention whether Mr Hagemann Snabe intends to step down from this position. Bloom Energy Corporation poses another potential conflict of interest, as it provides on-site power generation for data centres. The company could benefit from Mr Hagemann Snabe’s position as AI envoy, which has “a particular focus on AI infrastructure, including data centres”. SEC filings show that Mr Hagemann Snabe owns a significant amount of the company’s securities.

Lastly, Mr Hagemann Snabe also holds a position on the [board of the investment fund Temasek Holdings](#), which holds investments across the digital industry, including in Amazon, Nvidia, Tencent and Alibaba. The Commission’s communication did not mention whether Mr Hagemann Snabe will suspend his position at this company.

Clearly, it is impossible for Mr Hagemann Snabe to navigate the potential conflicts of interest that would arise from his appointment as envoy for industrial AI. Even with the strictest safeguards in place, he would be unable to act impartially, independently or objectively in the public interest.

Given growing public concerns about under-regulated AI and the environmental impact of data centres, Mr Hagemann Snabe's appointment risks undermining public trust in EU decision-making.

We therefore urge you to revoke his appointment with immediate effect.

Kind regards,

Corporate Europe Observatory  
Transparency International EU  
LobbyControl  
The Good Lobby