

Aluminium industry Round-Table:

“A New Deal for a European Industrial Renaissance: concrete measures towards a competitive and sustainable economy”

18 November 2014, 09.30 am – 1.30 pm

Parco della Musica - Rome, Italy
Viale Pietro De Coubertin, 30

❖ 09.00 Welcome coffee and registration

❖ 09.30 Conference

- Welcome: Christian Muckermann, President of Centroal
Roeland Baan, Chair of the European Aluminium Association

Session 1: Aluminium’s outstanding contribution to Europe’s society

- Short movie: Essential aluminium
- The excellence of aluminum products in strategic applications:
 - **Massimiliano Fuksas**, Founder - Studio Fuksas
 - **Fabio Degli Esposti**, Director General - Nespresso Italia
 - **Max Szwaj**, Responsible for ‘Body-in-White’ - Ferrari SpA
 - **Franco Bove**, General Manager - Guala Closures Group

Questions/Answers session

❖ 11.15 Coffee break

11.30 Session 2: A New Deal for a European Industrial Renaissance: concrete measures towards a competitive and sustainable economy

- The European Commission’s Cumulative Cost Assessment for the aluminium sector and the road towards an EU Industrial renaissance:
Mattia Pellegrini, Head of Unit F3 DG Enterprise, European Commission
- Towards a growing, innovative and resource-efficient Europe. Removing obstacles and unlocking the aluminium industry’s potential:
Roeland Baan – President of European Aluminium Association



12.00 Round table:

- Mattia Pellegrini, Head of Unit F3 - DG Enterprise, European Commission
- Maria Ludovica Agrò, Director General - Italian Ministry of Economic Development
- Hon. Gianluca Benamati, Member of the Italian House of Deputies - Industry Committee
- Roeland Baan, President of the European Aluminum Association
- Christian Muckermann, President of the Italian Aluminium Association

12.30 Claudio De Vincenti, Vice minister – Italian Ministry of Economic Development

Tour de table, followed by exchange of views and Q&A with the audience

1.00pm Conclusions

❖ **1.30pm Lunch**