

## 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**