

## Press Statement

### Advantage Aluminium

**Brussels, 10 October 2014:** Closing its doors with an all-time high exhibitor and visitor record, the 10<sup>th</sup> Aluminium Trade Fair in Düsseldorf showcased the very best of innovative solutions in aluminium. Gerd Götz, Director General of the European Aluminium Association (EAA), attributes the fair's success to the innovative power of the material in its key end-use markets.

*"Above all, innovation translates into rising demand", says Götz. "EAA estimates show that demand in Europe is expected to almost double by 2050, which is a product of our industry's long-standing commitment to innovation. Actors across the entire supply chain are proactively seeking new synergies that lead to new and better designed products for the consumer and in doing so, are helping us to make aluminium **the** material of choice to complement societal change and development."*

Closely linked with the fair was the ceremony of the European Aluminium Awards 2014, a hallmark of the industry's continuous efforts to improve both processes and products to the benefit of European consumers.

*"The European Aluminium Awards are a fantastic way to illustrate the innovative use of aluminium. I would like to warmly congratulate all the winners of this year's Awards, who have demonstrated through their creativity and ingenuity the potential for new and exciting applications of aluminium in key end-use markets such as transport and lifestyle" added Mr Götz.*

For more information, please see the European Aluminium Awards [website](#).

#### **About the European Aluminium Association:**

Founded in 1981, the European Aluminium Association represents the whole value chain of the aluminium industry in Europe, from alumina and primary production to semi-finished, end-use products and recycling. The industry directly employs around 255,000 people and yields an annual turnover of €36.8 billion. *For information, please visit [www.alueurope.eu](http://www.alueurope.eu)*

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