



## Press release

# European aluminium industry ready to drive industrial renaissance, time for the EU to stand up for its innovative businesses

**Rome, 19 November 2014:** The Italian aluminium association Centroal and the European Aluminium Association (EAA) yesterday hosted a landmark Roundtable in Rome under patronage of the Italian Presidency of the EU Council: 'A New Deal for European Industrial Renaissance: Concrete Measures towards a Competitive and Sustainable Economy'.

Some of the aluminium industry's most prominent customers including Ferrari and Nespresso convened with European and Italian policymakers to discuss the soaring demand for aluminium as a key driver of a visionary, innovative and resource-efficient Europe. Participants also exchanged views on policy solutions that will allow the EU to better support producers in meeting customer needs.

Testifying to the unique benefits of aluminium in buildings, **world-renowned architect Massimiliano Fuksas** recounted "*For many years now we have developed and refined techniques to translate complex shapes into optimised building geometries... It's about ethics; aluminium is not only a versatile material to use in innovative buildings, it is infinitely recyclable*".

**CEO of Nespresso Italy Fabio Degli Esposti** added "*Two key reasons drive our use of this noble material: it is a responsible choice in terms of environmental protection as aluminium is 100% recyclable, and represents a guarantee for the preservation of coffee's organoleptic properties thanks to its unique properties.*"

**Former Vice-President of the EU Commission Antonio Tajani**, now Member of the European Parliament said in a video statement: "*A true re-industrialization of Europe cannot be achieved without aluminium...I strongly support an EU-based mechanism to compensate for the indirect costs of the ETS*".

On the importance of streamlining competitiveness goals into EU policy, **Claudio De Vincenti, Italian Vice-Minister for Economic Development** commented: "*The Italian Government committed during this six-month presidency of the EU to ensuring that the European Council takes competitiveness as a benchmark against which to measure all European policies, using already available tools to assess impact on competitiveness and which are also applicable to the aluminium sector.*" He added, "*Aluminium is of fundamental importance as an input for a large number of European and Italian industries that combine the virtues of tradition and the potential of the future*".

On the unique challenges facing the industry, **Chairman of the EAA Roeland Baan** concluded "*Aluminium sees a growing demand but decreasing production, this is the European paradox. And for what reason? Essentially due to regulatory costs. It is necessary to implement policies at EU level that offset the burden of costs for the most exposed energy-intensive industries that cannot pass through the cost of climate and energy policies. Equally important is to reduce the increasing exports of aluminium scrap that have to be considered as leakage of Europe's energy bank. This is crucial for Europe to achieve energy independence.*"

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eu<sup>ropean</sup>  
aluminiu<sup>m</sup> association



Centro Italiano Alluminio

## Background

Taking place in the Auditorium Parco della Musica, Rome, the Roundtable was included in the calendar of side events of the Italian Presidency of the European semester, receiving the patronage of the Italian Ministry of Economic Development. 200 participants including students and leading political personalities from the European industry, political institutions and culture were in attendance, notably **Head of 'Body in White' Ferrari SpA Max Szwaj, General Manager at Guala Closures Group** Franco Bove, **Director General of the Ministry of Economic Development** Maria Ludovica Agro, **Head of Unit F3 at DG ENTR (European Commission)** Mattia Pellegrini, and **Member of the Commission on production activities of the Italian Chamber of Deputies** Gianluca Benamati, in addition to those mentioned above.

The conference sought to stimulate dialogue and debate amongst political and industry stakeholders on the future of Europe's industrial base, and in particular aluminium, as a way to drive forward Europe's economy recovery.

**Head of Unit for Raw Materials, Metals, Minerals and Forest Based Industries in the European Commission's DG Enterprise Mattia Pellegrini** "Aluminium has huge potential to help Europe achieving its long-term economic and sustainability objectives. However, a 2013 study from the European Commission showed that regulatory costs jeopardise the competitiveness of the aluminium in Europe. To help this innovative sector regaining competitiveness, our Roadmap for an Industrial Renaissance will streamline industrial objectives into all policy areas, from climate and energy, to trade, employment and competition."

**Franco Bove, General Manager at Guala Closures:** "Thanks to aluminium, our company has taken a leap forward: we are certainly more competitive on the world market and we can help our customers like never before, offering solutions that meet all their needs and requirements."

**Christian Muckermann, President of CENTRAL:** "To increase employment and bring Europe out of the crisis once and for all, the only way is to stop the de-industrialisation and focus on manufacturing, implementing the actions necessary to significantly increase the competitiveness and sustainability of the industrial system. The aluminium industry needs cost-competitive energy, sustainable and not unnecessarily punitive environmental policies, and measures to support recycling and processing, which are aspects in which the Italian and European industry excel."

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

The European Aluminium Association, founded in 1981, 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 European aluminium industry directly employs about 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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