

Press Release

New EAA Director General, Gerd Götz, sets the aluminium industry's sustainability on top of the agenda

Brussels, 17 January 2013: the European Aluminium Association (EAA) announces today the appointment of Gerd Götz as its new Director General. Dr Götz takes office at a time when the aluminium industry becomes ever more important to the EU's industrial and green agenda.

Introducing the new Director General, EAA's chairman Roeland Baan explained "*Gerd's appointment comes at a crucial time for the association with the on-going EU Commission's fitness check on the aluminium sector. Over the last years – and under the leadership of former Secretary General Patrick de Schrynmakers – EAA has increased its services in supporting our members and their businesses. Our objective is to build on this foundation, strengthen our presence and visibility in Brussels and successfully promote the role of aluminium products and producers in Europe. I am confident that Gerd has the experience and energy to drive this ambition*".

Former head of global public affairs at Philips, Gerd Götz *underlined*: "*I'm excited to represent a sector that not only provides over 250,000 industrial jobs in Europe – crucial in these times of economic and financial crisis – but is also key to develop innovative and sustainable solutions in key markets such as transport, building or packaging. Our association has a strong role to play vis-à-vis politicians and the broader stakeholder community in addressing the enabling policies for our sector's competitiveness, while contributing to the EU goals in terms of sustainability, innovation and employment*".

Gerd – a German national – has extensive experience in public affairs and communications leadership, most recently as Vice President and Global Head of Public Affairs with Philips, the well-known world leader in healthcare, lifestyle and lighting. In parallel, he has been promoting competitiveness, sustainability and societal well-being as an associate of the European Round Table of Industrialists (ERT) and previously worked for Berlin's Chamber of Industry and Commerce in public relations. He holds a PhD in Economics from the Free University of Berlin. Gerd is succeeding Patrick de Schrynmakers, who is leaving the association after 12 years of commitment. His tremendous work and well-known dedication to the aluminium industry enabled the EAA to successfully achieve its mission in representing its members and become a key stakeholder of the EU institutions.

About the European Aluminium Association:

The European Aluminium Association, founded in 1981, represents the European aluminium industry from alumina and primary production to semi-finished and end-use products, through to recycling. The European aluminium industry directly employs about 255,000 people. *For information, please visit www.alueurope.eu*

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