

# European Aluminium's event on Industrial Policy unveils I+ Manifesto seeking to inspire 2019 EU elections

**Brussels, 19 April 2018 – Today, European Aluminium launched its new I+ Manifesto during its public event New Industrial Policy: what role for strategic value chains? held in Brussels. I+ Manifesto' is a voluntary online initiative to foster the debate about the EU's role in industrial policies for the upcoming EU elections.**

"A new political cycle will kick off next year. All European citizens will elect new Members of the European Parliament and we will also have a new President of the Commission. Our Manifesto is an attempt to share ideas with politicians and all kind of stakeholders in Europe to rethink what is needed for a more strategic, creative, sustainable and inclusive industry. We have chosen not to remain silent but to engage and let others engage, too. A proper debate is a must," said Kjetil Ebbesberg, Chairman of European Aluminium.

European Aluminium's public event was focused on industrial value chains and policies needed to improve the competitiveness of strategic sectors. The event attracted over 200 participants and featured an interactive exhibition highlighting aluminium's key markets, panel debates and keynote speeches. Policy makers, academia, industry and national officials exchanged views on the role of the European Union, innovation and the fundamental interaction between sectoral policies such as trade, energy and climate.

"Listening to all the experts today, we can conclude that industrial policy cannot be something abstract and disconnected from important sectoral policies for our industry. It's time to identify strategic value chains, to define long-term policies with a clear governance and targets. Above all, we must ensure that industrial policy is endorsed by future leaders as a critical policy area and will be a key driver of next Commission and European Parliament's agenda. Our Manifesto is there to be used, commented on and even challenged. Silence is a recipe for stand still," concluded Gerd Götz, Director General of European Aluminium.

European Aluminium launched a Manifesto micro-site where users can read or download the Manifesto in multiple languages, vote on the Manifesto and submit their comments. European Aluminium also invites stakeholders to continue the debate on social media using the hashtag #INDUSTRYPLUS.

## About European Aluminium:

European Aluminium, founded in 1981 and based in Brussels, is the voice of the aluminium industry in Europe. We actively engage with decision makers and the wider stakeholder community to promote the outstanding properties of aluminium, secure growth and optimise the contribution our metal can make to meeting Europe's sustainability challenges. Through environmental and technical expertise, economic and statistical analysis, scientific research, education and sharing of best practices, public affairs and communication activities, European Aluminium promotes the use of aluminium as a material with permanent properties that is part of the solution to achieving sustainable goals, while maintaining and improving the image of the industry, of the material and of its applications among their stakeholders. Our 80+ members include primary aluminium producers; downstream manufacturers of extruded, rolled and cast aluminium; producers of recycled aluminium and national aluminium associations are representing more than 600 plants in 30 European countries. Aluminium products are used in a wide range of markets, including automotive, transport, high-tech engineering, building, construction and packaging.