

Brussels, September 12th 2018

EUROBAT appoints Gert Meylemans as Senior Communications Manager

Experienced communications professional to reinforce the Association and raise its profile.



EUROBAT, the Association of European Automotive and Industrial Battery Manufacturers, recruited Gert Meylemans, who brings to the association more than 20 years of expertise and experience in PR and corporate communications.

He previously worked at Nissan Belux, Bridgestone EMEA and more recently CLEPA, the European Association of Automotive Suppliers.

One of his core responsibilities will be to further extend relations with the key players in the supplier value chain, as well as with the major industry stakeholder associations.

Gert already started participating at key industry events, including 16ELBC – the European Lead Battery Conference - in Vienna last week.

In terms of messaging, Gert's role is to highlight batteries' sustainable credentials due to their storage capacity of renewable energy, role in reducing CO₂ emissions and advanced recyclability. Batteries also literally keep vehicles, industries and people on the move.

Reminding stakeholders about the economic value of the battery industry – EU employment of 30.000 persons and turnover of 6.5 bn euros – will be also one of his duties.

Rene Schroeder, EUROBAT's Executive Director sees the new hire as a strong evolution: "Gert's appointment really underlines EUROBAT's commitment to better position our members, the industry at large, as well as the association itself.

We are currently, but also in the next years, facing opportunities as well as several legislative challenges for our industry. It will be his role to strategically communicate key messages to the available channels and make sure our voice will be better heard in the Brussels arena and across Europe."

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EUROBAT is the association for the European manufacturers automotive, industrial and energy storage batteries. EUROBAT has more than 50 members from across the continent comprising more than 90% of the automotive and industrial battery industry in Europe. The members and staff work with all stakeholders, such as battery users, governmental organisations and media, to develop new battery solutions in areas of hybrid and electro-mobility as well as grid flexibility and renewable energy storage.