

## Press Release

# Council discusses industrial competitiveness – aluminium industry calls for robust measures

**Brussels, 21 March 2014:** The aluminium industry calls on EU policy-makers to build on the European Council's conclusions by developing robust measures to prevent further investment leakage.

*"We greatly appreciate that EU Member States are focusing on restoring industrial competitiveness and securing competitive energy costs, but we deplore the lack of urgency in this debate. The solutions to halt our industry's decline are clear. We need **cost compensation measures** for EU ETS to address our inability to pass on indirect costs. We need an EU-wide framework for **state aid guidelines** to exempt us from the costs of energy support schemes, and we need **long-term visibility** to maintain investment in our sector. What we do not need is endless debate and discussion. We need action."*, commented Gerd Götz, Director General of the EAA.

While our global competitors operate in business and regulatory environments that are conducive to growth, here in Europe high energy prices and the unilateral cost burden of EU climate and energy policies are crippling European producers' ability to compete, as confirmed by a 2013 [European Commission study](#) on the aluminium industry. *"Our industry has already achieved massive GHG reductions on 1990s levels and will continue to support ambitious climate targets, provided adequate measures are taken to shield us as one of Europe's most exposed industries to global competition"*.

The aluminium industry represents one of the few industrial sectors for which demand is consistently growing despite the economic crisis but Europe's production is declining sharply. The demand is driven by the material's properties and its infinite recycling potential and our industry already supplies innovative and resource efficient solutions to effectively respond to today's challenges. The EU therefore needs to recognise these benefits and the sector's solution-based approach to climate concerns and energy costs

*"It is time to align long-term industrial, climate and energy policies for Europe whilst maintaining pressure on our international partners to match our efforts with a view of reaching an international climate agreement"* concluded EAA's Director General.

**Ends.**

### **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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