

EUnited's 20th Anniversary and General Assembly: Celebrating Two Decades of Industry Leadership



On October 16-17, EUnited proudly celebrated a significant milestone: Two decades of empowering European industries for growth. This landmark event took place at our new office space in Industrious Brussels and brought together key stakeholders from both the public and private sectors, including prominent representatives from the European Commission and Parliament.

The two-day event not only reflected on EUnited's achievements over the past 20 years but also laid the foundation for the future of European industry, focusing on innovation, collaboration, and crucial policy reform.

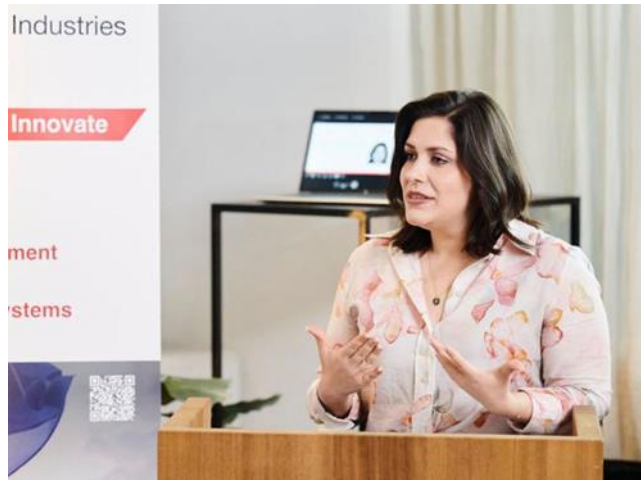
Day 1: 20th Anniversary Celebrations



The anniversary kicked off with a series of insightful speeches, starting with a welcome address by Michel Häusermann, who reflected on EUnited’s journey and the path forward. In his final remarks as outgoing President, Michel expressed his gratitude: *“I want to thank each and every one of you for your support over the past 20 years. It has been an incredible journey, and I am proud of all we have achieved together. I have no doubt that EUnited will continue to thrive and be a powerful force for European industries.”*



Georg Emil Riekeles, Associate Director of the European Policy Centre, followed with an engaging presentation on the Draghi Report and its implications for a renewed industrial strategy. His call to rethink European industry within a global context sparked dynamic discussions among attendees.



Svenja Hahn, Member of the European Parliament (Renew Europe Group), delivered an inspiring keynote on "Deregulation, Simplification, and Cutting Red Tape: Priorities for a Competitive Europe." Her remarks underscored the need to address regulatory barriers to foster growth and competitiveness across European industries.

The evening concluded with Rudi Rosenkamp sharing his vision for the future of European industry during his closing remarks. He emphasized the importance of supporting mid-sized companies and called for stronger coordination between EU policymakers and producers to drive regional growth and employment.

As Rudi aptly stated, *"EU politics and producers organized under EUnited must work together to keep industries in Europe, ensuring growth and safeguarding jobs and production within the region."*



After the talks, attendees enjoyed a networking session with a walking supper and drinks—a perfect opportunity for stakeholders from diverse sectors to connect, exchange ideas, and strengthen partnerships for future collaboration.

Day 2: The General Assembly

A key highlight of the General Assembly was the election of our new President. Rudi Rosenkamp was warmly welcomed as the new President of EUnited, succeeding Michel Häusermann, whose exemplary leadership over two terms was deeply appreciated. Additionally, Aurelio Lemos was elected Vice President representing the Municipal Equipment Sector in the Management Board, further solidifying the strength of our leadership team.

At our recent General Assembly, members voted on seven agenda items, each received unanimous approval of the 48 members present and represented, representing a quorum of nearly 70% of our 70 full members. Voting options were flexible, allowing members vote in advance, onsite, or online during the meeting, ensuring accessibility and engagement of our our membership

Looking to the Future

This two-day event allowed us to reflect on how far we've come and to look ahead with optimism. With new leadership in place and clear goals focused on policy advocacy and industrial innovation, EUnited remains more committed than ever to shaping the future of European engineering industries.

We would like to extend our heartfelt thanks to Svenja Hahn, Member of the European Parliament and Georg Emil Riekeles, European Policy Centre for their valuable contributions, as well as to all our members and partners who joined us in celebrating this momentous occasion.

We are currently in the process of determining the location for our 2025 General Assembly, we are inviting expressions of interest from members interested in hosting this important event.

And we look forward to meeting you in Frankfurt for the Technical Days 6-7 December 2024!

