

summit review

Europe's top get-together for the mortar and ETICS sector

A very enriching time and experience are behind us - the 2nd European Mortar Summit was a great success! It was gratifying to see so many delegates from all over the world visited the conference.



EMO-President Ludwig A. Soukup

They took this unique opportunity to establish new cross-border contacts for future collaboration and came to catch up on the latest research in the field of sustainability.

We thank all our sponsors and partners. Without them events like the Summit are not possible. We are also very grateful that we had such excellent speakers. They filled the 2nd European Mortar Summit with life!

The themes ranged from theoretical questions about trends and challenges of the future to practical answers about environmental requirements. The panel discussion offered Gülden Tombas (Kalekim), Christoph Dorn (Knauf Gips KG), Robert Schmid (Baumit Group), Frank Reichle (Wacker Chemie AG) and Manel Guillem Ballesteros (Cements Molins) the possibility to communicate their positions and views about the demands towards politics and associations.

It is always important to improve. Therefore, we handed out feedback forms and evaluated them. Almost half of the delegates filled out the forms. Thank you very much! To summarise, the result of the evaluation was that the participants wish information about:

- EMO activities
- (New) products
- Market developments and trends in Europe and global
- Technical issues
- Business figures by country and segment

There is also a need for more practice, company related issues and another format (shorter last session/2 half days). All of these comments are very helpful for planning the 3rd European Mortar Summit. It will take place in June 2015.

The presentations, photos and the conference booklet of the 2nd European Mortar Summit in Barcelona can be found on the internet: <http://www.euromortar.com/about-emo/events>.



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review

The European Mortar Industry Organisation reshapes itself

EMO, the umbrella organisation for the national associations of the mortar and ETICS manufacturers, aims to reorganize. One day before the 2nd European Mortar Summit took place, the EMO delegates met for internal meetings where they set the course for the future development.

In future EMO will have its headquarter in Brussels which will be supervised by an own General Secretary. To implement this as effectively and efficiently as possible, a cooperation agreement with European Calcium Silicate Producers Association (ECSPA) was concluded.



EMO General Assembly

Ludwig Soukup was also re-elected for a further term as EMO President. In the past years he has been supporting the development of EMO consistently. Ludwig Soukup is sure that we have to establish a presence in Europe. This will only be possible if we forge strategic alliances to strengthen our voice.

The largest member of EMO is the Industrieverband WerkMörtel (IWM) from Germany. Peter Sarantis, Chairman of IWM, assured his full support: "IWM will be expanding its involvement in EMO in the future, also in financial terms. We have had the agreement of our members from the beginning."

EMO Technical Committee



Retirement of Helmut Brunnsteiner

Helmut Brunnsteiner had been member of EMO's Executive Committee and the Technical Committee of EMO. He represented the Austrian member association "Fachverband der Stein- und keramischen Industrie". After many years of successful cooperation Helmut Brunnsteiner retired now. His successor is DI Dr. techn. Clemens Hecht.

Helmut Brunnsteiner is the image of an open-minded true European. Nevertheless, he was closely linked to his Austrian "home base" and he has always kept his fellow countrymen well informed. In his speech of thanks Ludwig Soukup highly valued that Helmut Brunnsteiner in difficult situations constantly managed to find solutions in the interests of EMO. He set clearly aside his own national interests for the sake of European ones.

We will miss Helmut Brunnsteiner's extensive experience and his own and inimitable "Austrian charm". But we know that he is highly interested in all kinds of art and culture. We all wish him that he may continue to visit exhibitions, museums and concerts for many more years!



Ludwig A. Soukup, Helmut Brunnsteiner, Rainer Algars, Dr. Hans-Joachim Riechers

At the beginning...

The 2nd European Mortar Summit already started the evening before. More than 100 participants enjoyed a welcome cocktail in the beautiful garden in the backyard of the restaurant EL PRINCIPAL. It was a pleasant summer evening in the heart of Barcelona. Inside, the restaurant showed all its charm transformed in an elegant space.



Networking in a relaxed atmosphere

After some words of welcome by Ludwig Soukup and Dr. Hans-Joachim Riechers, the four-course menu started. The Gala Dinner was a delightful and at the same time informal opportunity to get to know each other. People from all over the world enjoyed making new acquaintances in a relaxed atmosphere.



The Gala Dinner in Barcelona



Delicious food for all senses

The key for a better future

With his thrilling lecture about trends and challenges of the future Prof. Dr. Dr. Franz Josef Radermacher, member of the Club of Rome, captured the attention of his audience. To his mind, the driving force for a better future can only be found in innovations which will enable mankind to survive. However, a global political coordination is urgently needed to prevent excesses in the financial system as well as in the economy in general. Great challenges ahead!



Prof. Dr. Dr. Franz Josef Radermacher

Our host and local support: ANFAPA

In the framework of the 2nd European Mortar Summit held in Barcelona, and in which Anfapa has worked in your organization by offering logistical support to the same, the President of the Association, Mr. Angel Gonzalez, has pronounced a presentation in which he has presented the, not by known less harsh, Spanish economic situation and what is the position of Anfapa to the same.



Anfapa President Angel Gonzalez

Anfapa, founded more than 25 years ago, has its strength in the character and ability of companies constituting it, Mapei, Parex, Propamsa, Sika and Weber, and fruit of joint reflection have defined common objectives

to develop in the coming years. In his presentation, Mr. González highlighted that trends for the coming years are the further development of rehabilitation against the construction of new construction, the strengthening of sustainability as a differentiator, the development of the environmental aspects, relying on the development of new standards and regulations.

The challenge for our industry consists of adapting the strategies and organization to the conditions of the market, basing on the transformation of our efforts towards a quality market opposite to that of volume of the previous years; this is the strategy of the companies of Anfapa.

The opportunities that are expected related to the initiatives of the Government are the following:

- 1 Decree order in council on energy efficiency certification: new regulation, effective as of June 1, 2013, on the certification of the energy efficiency, including existing buildings, being required to certify the energy of the same rating and that this certificate includes measures in the case of poor ratings, which will be normal given that it's a very old housing stock. Among these improvements should position the system ETICS, as an efficient solution of improving the characteristics of the enclosure. It should be noted that, of the 26 million households that we have in Spain, 15 million have more than 30 years and nearly 6 million have more than 50 years.
- 2 Project of Law of Rehabilitation, regeneration and urban renewal, this project expected to improve conditions so that they undertake necessary works of rehabilitation, including a topic so specific as to the occupation of public space to realize solutions of thermal insulation on the outside, but also to solve various difficulties causing by different laws on the rehabilitation processes. Highlight that deals with the creation of an evaluation report of the building (IEE), which replaces, extending it, to the current technical report (ITE), then you must consider not only the condition and safety of the building, but also aspects of accessibility and energy efficiency.
- 3 It should also be included as facilitators in our sector the new State Plan of promotion of the housing rental, rehabilitation, regeneration and urban renewal (2013-2016), as well as the project of law of measures of flexibility and encouragement of the housing rental market (in parliamentary procedure)

To promote these actions of economic assistance programs have been developed in the form of grants and credits by various State agencies as Institute for the diversification and saving of energy (IDAE) and the official Institute of credit (ICO).

By Robert Benedé



Board of Directors of Anfapa in celebration of the 25th anniversary of the Association.



The President of Anfapa and its Secretary General with the Board of Directors of EMO, from left to right Mr. Ángel González, Eric Bergé, Ludwig Soukup, Carlos Duarte and Robert Benedé.

The EMO General Secretary

EMO is glad and grateful to have a General Secretary who is fully committed with all his heart and soul. The work of Dr. Hans-Joachim Riechers was the basis for a successful Summit and it is the fundament for an effective progress in EMO's projects.

He prepared and led every internal meeting perfectly. Furthermore, Dr. Riechers moderated the Summit "on one hand" and gave - "on the other hand" - a lecture in a very professional and confident way.



Dr. Hans-Joachim Riechers

In addition, he showed a high level of commitment and flexibility as he stood in for another speaker spontaneously. We have deep respect for this achievement! Thank you very much!

Reduce - Reuse - Recycle



Muck Petzet

A little bit provocative but environmentally meaningful was the lecture given by Muck Petzet. He is currently teaching architecture as resource as a visiting professor at the Technical University of Ulm (Germany). His approach "Reduce - Reuse -

Recycle" introduced a new system of values into the context of architecture.

According to this theory the life cycle of materials should be extended to reach the common goal of avoiding further CO2 pollution. Muck Petzet described an architectural and urban planning approach that reflects the need to act sustainably in design decisions, valuing what is already existing rather than destroying and rebuilding.

Some views



Maureen and Dr. Christoph Hahner

Dr. Christoph Hahner and his wife Maureen have just arrived from the USA to participate at the Gala Dinner and the Summit. He is working as Vice President Technology and Strategy for LATICRETE International and is responsible for the European market. We asked for his opinion about the Summit: "The second European Mortar Summit in Barcelona offered a unique opportunity to network within the industry on a very high level. The excellent organisation, starting with the selection of a beautiful city not only in Europe but the world, combined with an outstanding conference setting and program made the 2nd EMS in my opinion a true success. As much as the outlook in some countries within Europe seems challenging, as much it became clear that the industry as a whole does not lack potential for the future. The changes that the industry will face ought to be seen as an opportunity rather than a burden. I am already looking forward to the 3rd EMS. Thank you."



Christoph Dorn

Christoph Dorn (Knauf Gips KG) participated in the panel discussion. He discussed with Frank Reichle (Wacker Chemie AG), Gülden Tombas (Kalakim), Manel Guillem (Cements Molins) and Robert Schmid (Baumit Group) about environmental requirements. After the 2nd European Mortar Summit, Christoph Dorn told us his impression about this

event: "An exchange of experiences at European level is absolutely essential. Even though our markets are regionally oriented, there are many cross-cutting issues, which make a coherent action necessary. Foremost in the subject of sustainability, which will affect our business in the future, is this event the perfect platform to learn from international colleagues."



Gonzalo Pérez Belenguer

We also asked Gonzalo Pérez Belenguer (Saint Gobain) about his impression: "In my opinion, and taking into account that it was my first participation in such an event, I found it an excellent forum to share sector-related information and its trends, and deal with important issues such as our industry's future challenges."

We wanted to know which thoughts and considerations he took home and what the advantages of this event were: "It is a great initiative to bring together such outstanding professionals for our business, from different countries and organizations, and be able to share common interest information. At the end of the meeting I reaffirmed my conviction that there are still great opportunities for our industry, as the challenges we are facing are equally important and this will involve a challenge for creativity and the adaptation ability of our sector."

"Even though our markets are regionally oriented, there are many cross-cutting issues, which make a coherent action necessary." Christoph Dorn





Multifaceted Barcelona - the historical city by the sea

From the "Sagrada Familia" to the beach area

The accompanying persons should not be bored. We have offered them an interesting touristic programme to show the most beautiful sites of Barcelona and to give a sweeter stay. The accompanying persons have visited the yet unfinished cathedral "Sagrada Familia" and the Gothic quarter with an English-speaking guide and they had lunch at the beach area.



Lunch at the beach area



Sightseeing in Barcelona

You can find more information and photographs of the 2nd European Mortar Summit on the internet:
www.euromortar.com/about-emo/events

Announcement

3rd European Mortar Summit

June 2015

Date & location will be announced.

Special



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