

Industry Competitiveness in the Green transition era

[Brussels, 28 June] APPLiA, the voice of the home appliance industry in Europe, today expresses its strong support for the new Strategic Agenda for the EU adopted by the European Council. The Association thanks the Council for outlining a clear vision that aligns with APPLiA's core priorities, including accelerating the green transition, fostering a competitive and resilient single market, and empowering consumers.

"The Strategic Agenda represents a significant step forward in addressing Europe's complex challenges," said Paolo Falcioni, APPLiA's Director General. "We are particularly pleased to see the emphasis on innovation, industrial competitiveness, and the need for a balanced approach to regulation. These are all areas where our industry can make a substantial contribution." As most manufacturing is taking place within Europe, we believe it is crucial to preserve this and not hinder it with excessive regulatory burdens and an increasingly prescriptive legislative framework.

APPLiA highlights the importance of close cooperation between policymakers, industry, and civil society to achieve the ambitious goals set out in the agenda. The Association reiterates its commitment to continue working constructively with the European Commission, particularly with DG GROW, to translate these objectives into concrete actions that benefit both European citizens and businesses.

"We stand ready to share our expertise and insights with policymakers as they develop the necessary regulations as a foundation for concrete actions," added Mr. Falcioni. "We believe that only by working together, we can create a sustainable, innovative, and prosperous future for Europe."

APPLiA's vision for the next legislative term includes a number of key recommendations that resonate with the Strategic Agenda, including:

- Strengthening the European Single Market, removing unnecessary barriers to the free circulation of goods;
- Pursuing a just and fair transition, by enabling and rewarding transition investments for decarbonisation, by empowering consumers with meaningful incentives to improve the efficiency of their households;
- Prioritise workers, maintaining their jobs and preserving manufacturing in Europe to support the transition financially, preventing excessive regulatory burdens, and making Europe a worldwide leader of clean tech innovation.



APPLiA looks forward to engaging in a fruitful dialogue with European policymakers to advance these shared objectives and ensure that Europe remains at the forefront of global progress.

Reference Contact

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