

# APPLiA opens new representative office in Luxembourg

**Brussels, 31 October 2023** - Earlier this month, APPLiA established its new representative office in Luxembourg. The new site adds to the already existing network of 26 National Associations active across Europe. The expanded presence of APPLiA in Luxembourg will strengthen the home appliance industry ecosystem and representation in the region, and foster the advocacy work carried out by the Association.

The new branch office will serve as a *bureau de representation* and will be directly managed by APPLiA Director General Paolo Falcioni. A legal presence was established locally alongside the technical support of Electrolux Sales Director and Country Manager, Olivier Miche. .

With an established network of 26 National Associations across 25 EU countries, APPLiA can effectively communicate and collaborate with local governments to best support industry needs. The establishment of the new Luxembourg venue reaffirms APPLiA's commitment to serving members and industry stakeholders, advancing sustainable lifestyles and supporting the growth and development of the home appliances industry across Europe.

## Contacts

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