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### **APEAL appoints new Managing Director**

APEAL, the Association of European Producers of Steel for Packaging, has appointed Philip BUISSERET as Managing Director.

APEAL is a federation of four multi-national producers of steel for packaging ArcelorMittal, Tata Steel Packaging, Rasselstein-ThyssenKrupp and U.S. Steel Kosice. In total these four companies employ over 200,000 workers in Europe.

Philip Buisseret has previously been Managing Director of other professional associations in Brussels, in the services and in the beverage sector. He has more than 10 years experience in the management of professional organizations and has represented the professions concerned at both national and European level.

“For 25 years now, Apeal has demonstrated the advantages of steel for packaging as a reliable and sustainable packaging material. With a remarkable team of young and dynamic colleagues and the support of our members, we will proactively develop the ambitious strategy of Apeal to facilitate the optimal regulatory conditions for the production and marketing of steel for packaging and to enhance the strong, safe and environmental friendly image of steel.” says Buisseret.

Philip has a Masters in law from the University of Leuven. Of Dutch mother tongue, he is fluent in French and English and has knowledge of German.

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