

PRESS RELEASE

Brussels, 7th June 2013

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Reference	13-03
Number of pages	1
Subject	APEAL appoints Alexander Mohr as Secretary General

APEAL APPOINTS ALEXANDER MOHR AS SECRETARY GENERAL

APEAL, the Association of European Producers of Steel for Packaging, has appointed Alexander Mohr as Secretary General, effective from June 3rd.

Alexander Mohr joined the association in 2012 as Director External Affairs.

“Apeal has an excellent reputation, both for providing high quality information to EU stakeholders and for its openly transparent approach”, said Mohr. “I am looking forward in the coming years to further developing Apeal as *the* reference of Steel for Packaging in Europe, and demonstrating how steel meets the essential sustainability criteria for packaging in the 21st century”.

Before joining APEAL he headed the public affairs practice for the European container glass industry based in Brussels. Previous to EU public and external affairs in Brussels, he worked for a German political think tank on political party consulting issues.

He was a lecturer on international relations at the Institut d'études politiques de Paris (SciencesPo) and holds a law degree from the University of Tuebingen, Germany.

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About APEAL

APEAL - the Association of European Producers of Steel for Packaging is a federation of four multinational producers of steel for packaging (ArcelorMittal, Tata Steel Packaging, ThyssenKrupp Rasselstein, U. S. Steel Košice). In total these four companies employ over 200,000 workers in Europe. Founded in 1986, APEAL represents today about 95% of the total European production of Steel for Packaging.