

# A.I.S.E. CALLS FOR CONCRETE IMPLEMENTATION OF EU CLEAN INDUSTRIAL DEAL

A.I.S.E. press release

26 February 2025

**Brussels, 26 February 2025** - One year after the launch of the Antwerp Declaration, 400 business leaders, industry and worker representatives have reunited in Antwerp to discuss the just published Clean Industrial Deal with Commission President, Ursula von der Leyen. Ahead of the European Council meeting in March, industry is now calling on EU Heads of State to take urgent action across all EU Member States without any delay.

*“We are grateful to the Commission President for presenting the Clean Industrial Deal in Antwerp today in presence of Belgian Prime Minister Bart De Wever. The key messages and the 10 calls from the Antwerp Declaration have been addressed, we must turn Europe's ambition into decisive action. We are pleased to see the recognition of the chemical industry as the ‘industry of industries’. In these challenging times, bold leadership from Europe is essential to secure our competitiveness and quality jobs for current and future generations”* said Florian Vernay, President of A.I.S.E.

A.I.S.E. appreciates Commission's political focus on competitiveness and believes in a strong collaboration with institutions to achieve this. As President Von der Leyen said, *“Europe can be not only a continent of industrial innovation, but also a continent of industrial production”*.

Europe's industries are facing historical challenges: declining demand, stalled investments, reduced capacity, and EU gas prices at 4-5 times higher than its competitors. Between 2023 and 2024, Europe's manufacturing output - a sector employing over 31 million people - dropped another 2.6%. As a key part of Europe's economy, the detergents and maintenance products sector is responsible for 95 000 direct jobs and 360 000 in the whole value chain with an estimated market value of €45,5 billion in 2023.

To overcome these challenges, back in February 2024, 73 business leaders presented the Antwerp Declaration to Commission President, Ursula von der Leyen and former Belgian Prime Minister Alexander De Croo. The Antwerp Declaration laid out 10 concrete actions to restore the business case for investments, to implement Europe's sustainability ambitions and safeguard quality jobs in Europe. It is now signed by over 1300 signatories.

*“As we evaluate the Clean Industrial Deal, we urge the European Commission for a clear, predictable and streamlined regulatory framework. Additionally, we seek realistic timelines and concrete actions. We must focus on simplifying regulation and prevent legislative overlaps. Europe's industries are ready to do their part. The time to act is now.”* emphasises Alexis Van Maercke, A.I.S.E. Director General.

A.I.S.E. is committed to working closely with policymakers and calls the European Commission to ensure balanced, simple and efficient regulatory framework.



### **About A.I.S.E.**

A.I.S.E. represents the detergents & maintenance products industry in Europe. Based in Brussels, A.I.S.E. has been the voice of the industry to EU regulators since 1952. Membership consists of 29 national associations across Europe, 19 corporate members and 23 value chain partners. Through this extensive network, A.I.S.E. represents over 900 companies supplying household and professional cleaning products and services across Europe.

A.I.S.E. has a long history in leading voluntary industry initiatives that focus on sustainable design, manufacturing and consumption, product safety and safe use of products by consumers and professional customers.

[www.aise.eu](http://www.aise.eu)

For more information, please contact Nicole Vaini, Head of EU Affairs [nicole.vaini@aise.eu](mailto:nicole.vaini@aise.eu)

