



Press Release

The setting-up of the Industrial Minerals Chief Executives Council

Having recognised the need for a common policy on Sustainable Development issues - especially in the context of improved transparency and dialogue -, the Chief Executive Officers of 19 leading companies in the Industrial Minerals industry in Europe met on June,5, 2002 in Brussels to discuss issues related to Sustainable Development, and to seek a common approach for the industry.

It has been decided on this occasion to officially set up an **Industrial Minerals Chief Executives Council (IMCEC)**.

This Council will provide long-term vision and guidance on strategic priorities specific to the needs of the Industrial Minerals industry in Europe. A series of actions in areas such as Corporate Governance, Sustainable Development, and Ethical Behaviour are expected to follow. The visions and long-term strategies outlined at Chief Executives level, will be further developed at Association(s) level and implemented throughout the entire European Industrial Minerals industry.

IMCEC will work in close co-operation with IMA-Europe, as well as with all other associations active in the above-mentioned areas.

Since its creation in 1993, IMA-Europe has established a sound reputation for its scientific and technical competence in Health & Safety and Environmental issues. It has become a recognised information centre, for its members, for the authorities, and for other stakeholders. This new initiative will significantly broaden the scope of IMA-Europe's activities.

Within the context of a new communication policy, IMA-Europe and its Member Companies have also launched simultaneously an **Awareness Campaign** relating to Industrial Minerals (*Essential, Smart and Beneficial Minerals: Your World is made of them*). This campaign intends to make any concerned stakeholder aware of the importance of industrial minerals in day-to-day life.

Industrial minerals form an essential part of today's society in the thousands of end-use applications in which they are used (they are the main ingredients in glass, ceramics, paint, plastics, paper, etc.).

More information can be found on IMA's website at www.ima-eu.org.

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