

Brussels, 11 October 2024

General Assembly: CEPE announces new Chairman and Board members, agrees collaboration with BCF

Brussels, 11 October – CEPE has elected David Beckford, Managing Director of Pronto Paints, as the new Chairman of the CEPE board. The election took place today at the CEPE General Assembly held in Copenhagen. The Assembly also voted on other topics, including the new Board members and the relationship between CEPE and the British Coatings Federation (BCF).

Beckford succeeds Roald Johannsen, Vice President of PPG, who has served as CEPE Chairman since 2021.

"It is an honour to take on this role and I would like to thank my counterparts for entrusting me with this position," said Beckford. "I am committed to pursuing the work of Roald Johannsen to help our companies, especially smaller ones such as mine, navigate the ever-more challenging regulatory landscape to ensure a sustainable future for our businesses and the environment."

CEPE extends its deep gratitude to Johannsen for his dedication and leadership throughout his mandate.

"It has been a privilege to serve as CEPE Chairman and an honour to represent this great industry of ours," said Johannsen. "My thanks to the Board, CEPE staff and National Associations for their collaboration in refreshing our vision, mission and purpose during a period of much change. CEPE is in good hands under the leadership of David."

A key decision reached during the General Assembly was to maintain the UK in the geographical scope of CEPE with the adoption of a Memorandum of Understanding establishing the principles and guidelines that govern the relationship between CEPE and the BCF. It aims to ensure the continued and future collaboration by clarifying the roles and responsibilities of each association.

The General Assembly also confirmed the appointment of the following new Board members:

- > Brendan Catlow, Sherwin Williams
- > Guillaume Fremaux, Heghebaert & Fremaux
- > Pedro Serret-Salvat, PPG
- > Mehran Yazdani, Sun Chemicals

CEPE, The European Council of the Paint, Printing Ink, and Artist's Colours Industry represents the interests of Paint, Printing Ink, and Artist's Colours manufacturers in Europe. As the voice of the sector to the European Union, we discuss with all stakeholder to improve the framework conditions in Europe. We support policy making based on science that leads to a more competitive, healthier, and sustainable future.