

SPIRE

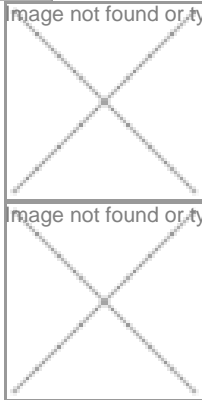
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More than **130 attendees** last Tuesday **17 November** for the [2020 European Ceramic Days](#) where **A.SPIRE** had the floor.

Angels Orduna Cao, A.SPIRE Executive Director, has joined the virtual event, organized by **European Parliament Ceramics Forum (EPCF) and Cerame-Unie (CU)**, as a guest speaker.

The European Ceramic Days is an annual event that brings together high-level representatives of the European Ceramic Industry with officials and policymakers from National and EU Authorities. The **EPCF Webinars** were also integrated in the **European SME Week**, as part of a **pan-European campaign to support SMEs and promote entrepreneurship**.

A.SPIRE Executive Director intervened in the EPCF Webinars **“MAKING THE EUROPEAN GREEN DEAL AND CBAS FIT FOR SMES?”**. She showcased success stories from SPIRE to prove how SMEs fully engaged in the green transition are contributing to develop key innovative solutions and incentivising market

opportunities across process industries. Angels Orduna Cao highlighted in particular how **Ceramics SMEs projects** are performing in SPIRE facing threats and getting opportunities.

Angels Orduna Cao participated in this session alongside other outstanding panelists like Mr. Paolo Mularoni (President, Ceramica Faetano S.p.a. (Del Conca Group) & Trade WG Chair, Confindustria Ceramica) and **Mr. Murray Rattana-Ngam** (Vice-President, TBE-Tiles and Bricks Europe & Managing Director, Ziegelwerk Bellenberg).

During Angels Orduna Cao session, a serie of polls was conducted: the results are [here](#)
