

## POWERING COMPETITIVENESS TO ENABLE EUROPE'S CEMENT TRANSITION

Brussels, 26 March 2026

High energy prices, rising imports, regulatory uncertainty and increasingly eroded competitiveness are constraining the cement sector, underscoring the need for a coherent policy framework that restores a level playing field and supports the cement industry's transition.

Speaking at a breakfast debate in the European Parliament hosted by **MEP Yannis Maniatis**, industry representatives and Members of the European Parliament discussed how Europe can strengthen the policy conditions needed to maintain cement production in the EU and support the sector's decarbonisation efforts. Many of the points raised mirrored the priorities highlighted during yesterday's [high-level Sectoral Dialogue with the European Commission](#).

**MEP Yannis Maniatis** opened the debate by emphasising the need to connect climate ambition with industrial strategy and competitiveness, while underlining the sector's strategic importance for Europe's housing, transport, energy and defence infrastructure.

**Jon Morrish, President of Cement Europe**, stressed that achieving Europe's climate objectives depends on competitiveness and transition advancing together. He noted that companies across the sector are investing, but their ability to proceed further relies on core enabling conditions: a watertight CBAM that works in practice, stable and predictable ETS rules, energy prices that allow European plants to compete with neighbouring regions, and the funding and CO<sub>2</sub> infrastructure required to move major low-carbon projects to final investment. Only with these foundations in place, can the sector fully deliver the transition.

Across the discussion, MEPs, Commission officials and industry leaders highlighted the need to ensure that carbon-leakage measures function effectively and to narrow Europe's electricity-price gap with neighbouring regions. Participants also underlined the importance of developing stronger lead markets for low-carbon products through effective public-procurement rules, and of reducing administrative barriers so that projects can move from planning to deployment more quickly.

**Koen Coppenholle, CEO of Cement Europe, said:**

*"My sincere thanks to MEP Yannis Maniatis for bringing us together today, and to all MEPs who contributed with their valuable insights. The level of engagement we heard this morning demonstrates how seriously the European Parliament takes Europe's competitiveness and the future of strategic*



industries. We welcome this partnership and will continue working closely together as Parliament advances the measures that will shape Europe's industrial transition".

**Yannis Maniatis, Member of the European Parliament, said:** "I truly believe that decarbonising the cement industry while maintaining competitiveness, jobs, and strategic autonomy, would serve as a case study for the decarbonisation of the entire European industrial base. To achieve this, we need a new partnership between industry and policymakers that connects climate ambition with industrial strategy and strengthens Europe's competitiveness".

## NOTES FOR EDITORS

[Cement Europe](#) is the voice of the cement industry in Europe. Based in Brussels, we represent national cement associations and companies across the European Union (except Malta), as well as Norway, Switzerland and the United Kingdom. Serbia is an Associate Member, and we cooperate closely with partners in Cyprus and Ukraine.

Please click to view the [Cement Europe's Net Zero Roadmap](#), the [Cement Action Plan](#) and the [map of innovation projects](#).

### Media enquiries should be directed to:

Cliona CUNNINGHAM  
Director of Public Affairs & Communications  
[c.cunningham@cementeuropa.eu](mailto:c.cunningham@cementeuropa.eu)

 +32 472 48 75 98

Bade KIZILASLAN  
Communications Manager  
[b.kizilaslan@cementeuropa.eu](mailto:b.kizilaslan@cementeuropa.eu)

 +32 468 28 61 36

