

PRESS RELEASE



14 December 2009

NEW ALUMINIUM FEDERATION PRESIDENT ELECTED

Mr Colin Davies, Sales Director for Alcoa Europe Flat Rolled Products, has been elected as the new President of the Aluminium Federation (ALFED), The Trade Association which represents the UK Aluminium Industry.

Mr Davies's two-year term of office will begin on 1 January 2010, when he will succeed Mr Henry Dickinson, Managing Director of Norton Aluminium Limited.

Based at the Alcoa plant in Kitts Green, Birmingham, Mr Davies is the Sales Director responsible for Alcoa's flat rolled products Aerospace and Defence sales into Europe, the Middle East, South America and Russia.

He joined British Alcan at its Birmingham rolling mill in 1985.

After the sale of Alcan's downstream activities in the UK, he held sales and marketing positions with British Aluminium.

Following Alcoa's takeover of British Aluminium in 2000, Mr Davies took responsibility for Alcoa's Aerospace and Defence flat rolled products sales from UK, USA and Russian manufacturing locations.

"It will certainly be a challenge to match the leadership and success achieved by Henry Dickinson", says Mr Davies,

"Through the guidance and dedication of Chief Executive Will Savage and the ALFED team, the Federation has made significant progress as a vibrant and credible voice for the UK Aluminium Industry."

"Not only is this recognized by ALFED's Member Companies, but also increasingly in Government circles, where the concerns and challenges faced by our own industry are now receiving the attention they deserve."

"I look forward to promoting the UK Aluminium Industry and representing the needs of ALFED's membership, to ensure that the industry's importance is further supported by Government, through its contribution to the UK economy and manufacturing base."

Note to Editors

A photo of Colin Davies (pictured centre) with ALFED's Chief Executive, Will Savage (pictured left) and current President, Henry Dickinson is attached.

Please contact ALFED's Public Affairs Executive, Richard Mahoney, on 0121-601 6361 or 07870 276016: r_mahoney@alfed.org.uk if you need any further information or assistance.

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