

PRESS RELEASE

20 April 2010

UK'S "AMBASSADOR FOR BUSINESS" TO BE GUEST SPEAKER AT ANNUAL DINNER

The Aluminium Federation (ALFED) is delighted to announce that the UK's unofficial "Ambassador for Business", Lord Digby Jones of Birmingham, will be the Principal Guest and Speaker at this year's Annual Dinner, to be held on Wednesday 10 November 2010 at Merchant Taylors Hall in the City of London.

A passionate promoter of British industry and business, Lord Digby Jones served as Director General of the CBI from 2006 to 2007, following a high-flying career in the legal and accountancy professions.

In early 2007 Prime Minister Tony Blair appointed him as Minister of State for UK Trade and Investment, while also elevating him to a Life Peerage.

After resigning from the Government in 2008, Lord Jones withdrew from politics and spent 15 months promoting Britain in 31 countries on 45 overseas visits.

An active Crossbencher in the House of Lords, his many appointments include the Chairmanship of HSBC's International Business Advisory Board and as a Corporate Ambassador for Jaguar Cars and JCB.

Lord Jones lists his recreations as Rugby, Aston Villa, Skiing, Theatre and Military History.

The Annual Dinner is the highlight of ALFED's calendar, held in the elegant surroundings of one of the City of London's oldest and most distinguished Livery Companies.

This prestigious event will be hosted by ALFED's President, Colin Davies of Alcoa Europe Flat Rolled Products.

It will be attended by senior members of the UK and worldwide aluminium industry, with many distinguished guests including Parliamentarians, senior civil servants, academics, members of NCOs, and the media.

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Full details and booking forms can be downloaded from ALFED's website at www.alfed.org.uk

Note to Editors:

A photograph of Lord Digby Jones of Birmingham is attached.

The Aluminium Federation (ALFED) is the Trade Association which represents the UK Aluminium Industry.

For further information, please contact ALFED's Public Affairs Executive Richard Mahoney, on 0121 601-6361 (email: r_mahoney@alfed.org.uk)