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## **Hydro's Svein Richard Brandtzæg appointed chair of IAI**

**London, 18 May 2010: CEO and President of Hydro, Svein Richard Brandtzæg, has been appointed chairperson of International Aluminium Institute (IAI), the global aluminium industry association.**

"I am honoured by this appointment, at a time when aluminium metal and materials are experiencing strong growth, and as the industry faces both short-term challenges and long-term opportunities," said Svein Richard Brandtzæg.

"The world is looking to lower its greenhouse gas emissions. Through the outstanding performance of its products in use and its recyclability, we see aluminium as part of the solution to climate change. At the same time, the industry constantly strives to meet growing demand for aluminium, producing more with less."

Brandtzæg is appointed IAI chair for a period of two years – and replaces Artem Volynets from UC Rusal. "Artem has provided us with strong, positive leadership during the global market upheaval that all of us have faced over the past two years – and I am looking forward to building on the work underway here in the IAI," said Svein Richard Brandtzæg.

"The IAI has 27 member companies worldwide and with this strong membership base, the IAI is at the forefront of all aluminium-related issues," says IAI Secretary General Ron Knapp. Acknowledging the challenges facing aluminium as both an extractive industry and a recycling industry, the IAI has committed to good environmental stewardship – and a focus on minimising environmental impacts including waste reduction and climate change mitigation.

The IAI has also embarked on a rigorous life cycle analysis programme to develop as complete an understanding as possible of the environmental impacts and benefits of aluminium products.

### **About International Aluminium Institute (IAI)**

The IAI is managed by its Board of Directors, consisting of the chief executive officer or managing director of each of the member companies. Representatives from member companies work with the IAI and its Secretariat in a range of committees, advising the IAI Board on key industry issues. By committee participation, member companies share experience and expertise in all the main industry areas including: statistics, safety, health, environment and promotion.

Further information: [www.world-aluminium.org](http://www.world-aluminium.org)

### **About Svein Richard Brandtzæg**

Svein Richard Brandtzæg, age 52, married with three grown children, a PhD in inorganic chemistry, has worked in Hydro for 24 years.

Hydro is one of the world's leading aluminium and energy companies, fully integrated in all steps of the value chain – from renewable energy production and raw materials, via primary aluminium production, to aluminium products, serving industries like transportation, building systems and packaging. Hydro is Norwegian-based with a 105-year history, 19.000 employees and operations in 40 countries.