

## **CEMBUREAU Elects New President and Vice-President**

**Jon Morrish, Area Board Member for the Region Europe, Heidelberg Materials, is elected President, and José Antonio Cabrera, President of CEMEX, Europe, Middle East and Africa, as Vice-President.**

*Brussels, 13/06/2025* - At its General Assembly on Wednesday in Brussels, CEMBUREAU, the European Cement Association, elected **Jon Morrish** as President and **José Antonio Cabrera**, as Vice-President, entrusting them with the leadership and strategic direction of the organisation for the next two years.

CEMBUREAU expressed profound appreciation for the strong commitment and leadership of the outgoing President, **Ken McKnight**, during his term. Handing over the Presidency, former CEMBUREAU President McKnight commented, *"I am looking back with pride at what has been achieved over the past two years. The [2050 Net Zero Roadmap](#) update, published in May 2024, shows a strong ambition from our industry to continue on its decarbonisation journey. We seized the opportunity of the publication of the Clean Industrial Deal and accompanying initiatives to strongly endorse the policy conditions that are essential to support the competitiveness of the cement industry going forward. My sincere gratitude goes out to the CEMBUREAU membership for the valuable input and continued dedication to CEMBUREAU's activities. I also thank my fellow Board Members for supporting the CEMBUREAU strategic review which prepares the Association for the future when it comes to its narrative, governance structure, and working conditions."*

In his acceptance remarks, CEMBUREAU President Jon Morrish stated, *"More than ever, there is a strong sense of urgency in delivering the framework policy conditions for investment in Europe. The Clean Industrial Deal is a welcome initiative but needs swift and transparent implementation. Through our Roadmap, we have shown commitment towards the ambitious climate action targets set by the EU. For the delivery of our projects, we need more than target setting, we need decision-makers who demonstrate genuine commitment by providing a regulatory framework that is simple, business-enhancing, and creates predictability to support long-term investment decisions. As President, I will lend full support to the development of a Cement Action Plan that will lay out the key competitiveness drivers and transition enablers for industry to deliver on its credentials for a low carbon future."*

CEMBUREAU Vice-President, Antonio Cabrera added, *“I am delighted to contribute to CEMBUREAU’s activities at this critical juncture. Echoing the President’s comments, we will work as a team with the CEMBUREAU membership to proactively engage with decision makers and external stakeholders. Europe is faced with significant challenges such as the energy transition, infrastructure development, access to affordable housing, and defence reform. The significant investment ambition of our industry can help turning these challenges into opportunities and we stand ready to engage on what it takes to secure a globally competitive investment environment in Europe that provides long-term stability and allows to drive demand for sustainable cement and concrete applications.”*

\*\*\*ENDS\*\*\*

## NOTES FOR EDITORS

CEMBUREAU, the European Cement Association is based in Brussels and is the representative organisation of the cement industry in Europe. Currently, its Full Members are 23 national cement industry associations and cement companies of the European Union (except for Malta) plus Norway, Switzerland, and the UK.

Croatia, Serbia and Slovakia are Associate Members of CEMBUREAU. Cooperation agreements have been concluded with Vassiliko Cement in Cyprus and UKRCMENT in Ukraine.

Please click [here](#) to view the CEMBUREAU updated Net Zero Roadmap and [here](#) to access CEMBUREAU’s map of ongoing innovation projects.

### Media enquiries should be directed to:

Cliona CUNNINGHAM  
Director of Public Affairs & Communications  
☎ +32 472 48 75 98

Bade KIZILASLAN  
Communications Manager  
☎ +32 468 28 61 36

[communications@cembureau.eu](mailto:communications@cembureau.eu)

