

THE SPANISH TILE INDUSTRY IS DEEPENING ITS COOPERATION WITH THE EUF.

At the request of our member PROALSO, the Spanish Tilers Association, a delegation of the EUF board met with the head of the Spanish tile industry in Castellon (Valencia) on 25 October 2024 and discussed ways in which cooperation in the fields of technology, vocational training and trade between tilers and the manufacturing industry in Spain, but also between Spain and Europe, can be strengthened.

Although Spanish tilers have been members of the EUF for many years, in the past we have not been able to fully engage in technical, training and further education matters due to a lack of resources. Furthermore, until recently there were practically no official contacts with the Spanish tile industry ASCER.

In addition to getting to know each other, we discussed the following points with the representatives of PROALSO, ASCER and CEVISAMA (ceramics trade fair in Valencia):

- Ways in which the Spanish tile industry can contribute to strengthening PROALSO's activities, particularly in promoting the professional skills of tilers.
- Strengthening mutual understanding between PROALSO and ASCER that even the best Spanish tile can only give the customer pleasure if it is perfectly laid.
- ASCER's opportunity to become a supporting member of the EUF (analogous to Confindustria) and the prerequisite for being able to participate in discussions with representatives of national tile associations within the EUF.
- Mutual collaboration in the working groups for technical and vocational training of the EUF and ASCER respectively.
- Regular discussions at the highest level at CEVISAMA and at the EUF Annual General Meeting.
- Support in CEVISAMA's communication with European tilers and their affiliated trade partners with the aim of increasing European visitor numbers.
- The possibility of organising EUF activities (meetings of the technical commission or workshops with tilers) at CEVISAMA.
- At CEVISAMA, young tilers from Europe will work together with their Spanish colleagues in the 'Tile Village'. The motto is 'Tiler friendship in action'.
- Measures to re-integrate our Spanish tiling colleague into the EUF Technical Commission.
- Prerequisites for the participation of a Spanish skills team in events to prepare for the competition (PCI Alpencup, EuroSkills, WorldSkills, etc.).
- Ensuring a regular exchange on all issues related to vocational training and the promotion of young talent in the tile industry.

Conclusions:

- The discussions have shown that this meeting was necessary and that we will henceforth work regularly and
- The discussions will be continued in more detail at the next CEVISAMA 21-25 February 2025 in Valencia).
- At CEVISAMA, young tilers from Europe will work together with their Spanish colleagues in the 'Tile Village'. The motto is 'Tiler friendship in action'.

A big thank you to Matias Martinez, General Secretary PROALSO, Alberto Chavarria, General Secretary ASCER, Carmen Alvarez, Director of CEVISAMA and all the other people who accompanied us through this interesting day.

European Federation of Tile Associations EUF



Karl – Hannes Körner
President



Andreas Furgler
General Secretary

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From left to right: Joaquin Carrion (Secretary of the PROALSO Board) Andreas Furgler (General manager EUF); Luca Berardo (Vice-President EUF); Karl-Hans Körner (President EUF); Matias Martinez (General manager PROALSO); Ernesto Boira (Head of Communications PROALSO)