

Presentation of the Company / Descripción de la Compañía

Glass for Europe is the trade association for Europe's flat glass sector. Glass for Europe brings together multinational firms and thousands of SMEs across Europe, to represent the whole building glass value-chain. It is composed of flat glass manufacturers, AGC Glass Europe, Guardian, NSG-Group and Saint-Gobain Glass Industry, and works in association with national partners from all over Europe. Glass for Europe supports and enables a dynamic, influential and valued flat glass industry in Europe, by way of advocacy, targeted communication activities and dedicated cooperation projects in the industry.

Topic of the presentation / tema de la presentacion:

'Drivers of added-value glazing in buildings: the European example'
Impulsores del acristalamiento de valor añadido en edificios: el ejemplo europeo

Details of the speaker / Datos del expositor :

Name of the Speaker / Nombre: Bertrand Cazes

Position / Puesto: Secretary General

photo / Foto:



Introduction of the speaker / Introducción del orador:

Bertrand Cazes is the Secretary General of Glass for Europe. As the flat glass industry's chief lobbyist, Bertrand is actively involved in all policy and regulatory issues affecting the glass and glazing sector at European level, be in terms of manufacturing, decarbonisation, energy-efficiency, sustainability and product policy. With over 10 years at the helm of Glass for Europe, Bertrand has a strong insider knowledge of the flat glass manufacturing and glazing sector in Europe and a unique overview over the challenges faced by the building and automotive glass industry.

Simple introduction of the Topic: / Introducción simple del tema

Europe has traditionally been a place where latest glass technologies and advanced glazing solutions are embraced rapidly and generalised across new constructions. While most of this was largely driven in the past by legislation on energy performance, the sector needs to find new drivers for added-value glazing as energy performance requirements now become mainstream in Europe.

The presentation will first look back at the legislation that prompted high-performance glazing in Europe to identify how this instrument can be used on other continents and markets to pull the glazing market upward.

In its second part, the presentation will reflect on the new levers for the promotion of advanced glazing products. In so doing, it will go beyond regulatory changes to explore how the fight against climate change and the aspiration for sustainable and healthy buildings offer new opportunities for product differentiation and for greater added-value for all actors of the glazing value-chain.

The presentation will give a unique insight on what needs to be done for glass to remain a product of choice for future sustainable buildings.