

MEDIA ALERT



EIHA welcomes new team member Mr Francesco Mirizzi

Brussels, 24 March 2020 - The relevance of EIHA at the heart of Europe is increasing and thus a stronger policy work is needed. Therefore, the Association is glad to announce the hiring of a new crucial staff member.

Mr Francesco Mirizzi joins EIHA as Senior Policy Advisor after having worked for two years in Copa-Cogeca, the biggest farmers organisation in the European Union. Mirizzi is an EU and international lobbying expert with experience both in the private and public sectors (Pernod Ricard SA, Puglia Regional administration). He has worked in the hemp, cotton, flax, wine, spirits, hops, olives and olive oil industries. Moreover, he has covered policy areas such as rural development and international bilateral relations and has acquired knowledge on the European Economic Area and the European Free Trade Association enlargement during his traineeship at the European Commission.

As EIHA's Senior Policy Advisor, Francesco will deal with agricultural aspects and be in charge of the construction and textiles dossiers.

"I am extremely honoured to join the team and this wonderful sector, especially considered the particular times we are living. I feel I am in the right place at the right time: it is now that the EU and Member States are called to make bold choices. Hemp can be their ally and we will make sure they know it," said Francesco of his appointment.

The recruitment was done in the view of boosting the general advocacy capability of EIHA and accelerate the development of the two sectors - textiles and construction - considered to be key to ensure the promising future of the European industrial hemp sector.

"In the current context of global insecurity and climate change, Francesco's work will focus particularly on promoting the sustainable and multipurpose profile of the hemp crop. He will collaborate with the European Legislator to foster a broader and stronger support for the hemp industry and accelerate the transition towards a bio-based economy," said Ms Lorenza Romanese, EIHA Managing Director. *"Our society is already on the path towards a more sustainable use of resources. The opportunities are in front of us: we just need to grasp them."*

Note to editors:

The European Industrial Hemp Association (EIHA) is a consortium of the hemp-processing industry. It represents the common interest of industrial hemp farmers and producers, both nationally and on a European level. EIHA is the only European consortium in the industrial hemp sector. This sector includes, amongst other things, the use of hemp fibres, shavings, seeds and cannabinoids. Originally founded as an association for the European hemp industry, EIHA counts today more than 130 members covering more than 30 member states.

