



Invitation

Dear Madam, dear Sir,

**The Ministry for Economic Affairs, Labour and Innovation
of the Free and Hanseatic City of Hamburg
and
the German Steel Association**
invite you to the following event:

Lead Markets in Public Procurement and Market Transformation – Hamburg as a Pioneer of Sustainable Industrial Policy

on Tuesday, 30 September 2025, at 12:00 p.m.

(admission as of 11:45 a.m.)

at Hanse-Office, av. Palmerston 20, 1000 Brussels

Lead markets for emission-reduced products “Made in EU” not only create investment incentives for climate-friendly industrial production but also play a key role in stimulating demand for low-emission products. Within the framework of the Clean Industrial Deal, the European Commission emphasizes that strategically oriented public procurement with EU content requirements is essential for ensuring sustainable competitiveness in Europe. The planned introduction of a label for low-CO₂ industrial products is intended to promote transparency, market confidence and comparability, and thereby promote lead markets across the Union.

In the steel sector, a certification system already exists that makes the transformation progress of steel companies visible and comparable – while being implementable with minimal bureaucracy. This instrument could in future be integrated into European and national procurement criteria, funding mechanisms and product policy. Non-price criteria for sustainability as well as EU content requirements are central to this approach.

Hamburg’s infrastructure project “U5” serves as an example of how ambitious sustainability criteria can already be put into practice today: by exclusively using emission-reduced steel and concrete, the project sets standards across Europe and serves as a model for transformative procurement practices.

Representatives from business and politics will share their perspectives and jointly identify key areas for action. The aim is to discuss how strategic procurement can be designed at European and national level to act as a lever for lead markets, what framework conditions are needed to make investments in low-CO₂ production processes economically viable and competitive, and what lessons can be learned from pilot projects such as Hamburg’s U5 for European implementation.

Programme

11:45

Admission

12:00

Start of the event

Welcome

Dr Melanie Leonhard, Senator for Economic Affairs, Labour and Innovation, Hamburg (video message)
Kerstin Maria Rippel, CEO / Director General of the German Steel Association

Opening Input U5 – Construction Project with Green Steel

Frank Plöger, Head of Policy, Sustainability and Quality, Hamburger Hochbahn AG

Panel

Bernd Lange, Member of the European Parliament, Chair of the INTA Committee
Frank Plöger, Head of Policy, Sustainability and Quality, Hamburger Hochbahn AG
Kerstin Maria Rippel, CEO / Director General of the German Steel Association
Stephane Tondo, Head of Sustainable Development, ArcelorMittal Europe

Moderator

EU Correspondent, Handelsblatt Brussels (tbc)

Closing Remarks

Kerstin Jorna, Director-General for Internal Market, Industry, Entrepreneurship and SMEs, European Commission

As of 13:45

Lunch and Get-together

You can register for the event via the following **LINK**

- The event will only be held in English.
- Registration and admission is handled by the German Steel Association.
- Feel free to forward the invitation to interested colleagues.
- You will receive an e-mail confirmation upon registration. Please bring the confirmation as a digital version or in print to the event.

Data protection

Data protections is important to us. More information on: <https://hanse-office.de/datenschutz/> (In German only).

Please note

Through your participation you agree to your personal data being processed for the purpose of preparing and carrying out the event. This event will be photographed and might be filmed. By participating, you agree to the publication and free use of photos and videos taken at the event. The consent includes publication on TV and recordings, on the web, via print media and social networks.



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and the State of Schleswig-Holstein to the EU
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