



IVSH
Industrieverband Schneid- und
Haushaltwaren



DIRECTORATE-GENERAL FOR TRADE
AND ECONOMIC SECURITY
Mr. Matthias JØRGENSEN
Directorate D – The Americas, Agriculture and Food Safety

For information only:

Relevant National MEP, federal government of Germany,
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Olivier BRAULT
President FEC

Jan-Frederik KREMER
General Manager IVSH

Mara ROSSI
General Manager FIAC

André-Pierre DOUCET
Délégué general SYNETAM

25.11.2025

Dear Mr Jørgensen,

Thank you very much for your prompt and thoughtful reply to our joint letter of 26 September 2025. We appreciate the Commission's commitment to strengthening transatlantic trade relations.

Given the ongoing negotiations between the European Commission, EU and US trade ministers, we would like to ask about the current status regarding the consideration of our sector's specific product groups—household goods, cookware, and cutlery—in these discussions. Are there concrete steps being taken to ensure that these products are included in the relevant quota arrangements and market access improvements?

Our industry is not only economically significant, supporting thousands of jobs and generating billions in revenue across Europe, but it is also deeply rooted in European culture and everyday life. The products we manufacture—cookware, cutlery, and household goods—are essential to daily routines in millions of homes and reflect generations of craftsmanship, tradition, and innovation - therefore being flagship showcases of quality, tradition and innovation "made in the EU". These products are essential part of Europe's cultural heritage and contribute to social cohesion.

The urgency is underscored by hard facts:

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- A recent FEC study confirms that around **80-85% of export sales in our sector are generated by products falling under the steel and aluminum tariff framework.**
- For many cookware items, **70% to 100% of material costs are steel or aluminum**, meaning the Section 232 tariffs directly hit the core of our production costs and competitiveness.
- From Europe (EU-27), exports of these products categories / HTS-Codes to the United States in 2024 reached **400+ million EUR annually (111 million alone from Germany, Italy 98 million, France 46 million)**, highlighting the strategic importance of this market for our companies.

The current tariff situation poses a serious threat to both the economic vitality and the cultural legacy of our sector. We are keen to understand how our concerns are being addressed and how the unique value of our products is being recognized in the negotiations.

We would also like to underscore the urgency of this matter by noting that our Italian and French partner associations—the Association of Italian Manufacturers of Household, Cuisine and Related Items, as well as SYNETAM—have formally joined this appeal, further demonstrating both the urgency and the broad European consensus among the EU's largest members states supporting this request.

We are ready to provide any additional information, data, or case studies that may support the Commission's efforts. Furthermore, we would welcome the opportunity to participate in a sector dialogue in Brussels, together with affected companies. Direct engagement could help clarify the unique challenges our industry faces and facilitate practical solutions. We would appreciate your suggestions for possible dates and look forward to your feedback.

Thank you again for your attention and for your ongoing efforts to defend Europe's industrial interests and cultural heritage.

Olivier Brault
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