

Hervé Millet is the Director General of Eurobitume

Brussels, 15th September 2025 - Experienced European professional association leader Hervé Millet is the new Director General of Eurobitume, where he has taken over from Siobhan McKelvey - who had been at the helm of Eurobitume since September 2018 and ended a seven-year secondment from Nynas.



Prior to joining Eurobitume Hervé spent 13 years at Plastics Europe in Brussels, where he was latterly European Director, Climate & Production, following roles as European Manager “Waste Management” and Regional Director of Technical and Regulatory Affairs.

Hervé commented: *“It is an honour to have been appointed as Director General of the European Bitumen Producers Association (Eurobitume) at such an interesting and exciting time for the industry in Europe.”*

He continued: *“I look forward to working with the Eurobitume team, members and partners to develop further and promote a sustainable, safe and competitive bitumen industry. I am thrilled to ensure that Eurobitume stays the indisputable and reliable voice of the European bitumen industry.”*

Seasoned European public affairs practitioner Hervé has detailed knowledge of European regulations relating to REACH, climate, the environment and sustainability, and significant expertise in strategy and methodologies for reducing carbon footprint.

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About Eurobitume – www.eurobitume.eu

Established in 1969, Eurobitume is the voice of the bitumen industry in Europe and aims to be the first reference for bitumen in Europe.

On behalf of its members, Eurobitume educates and promotes the efficient, economic, effective, safe and sustainable use of refined bitumen in road, industrial and building applications.

Based upon proven data, Eurobitume also provides information and guidance on technical, health, safety and environmental matters, and creates a positive image and environment for a sustained bitumen demand, based on communicating the product benefits to key audiences.

Eurobitume operates five expert committees and Steering Groups, each of which contains subject experts from member companies and has an intensive work programme to provide guidance and support for members and their customers:

- Bitumen and Sustainability Steering Group (BSSG)
- Health, Safety and the Environment (HSE) Committee
- Public Relations and Communications (PRC) Committee
- Safe Handling Sub-Committee (SHSC)
- Technical Committee

These committees research the scientific and technical issues relating to the handling, application and long-term use of bitumen; produce relevant data for regulators; and provide expert advice and practical guidelines to inform best practice throughout the bitumen industry in Europe.