

Media Teaser by EUROMETAL

Truck Convoy Demonstration in Brussels on 7 September 2026

Brussels, 7 September 2026

FOR IMMEDIATE COMMUNICATION

On 7 September 2026, trucks from across Europe will arrive in Brussels to make one message visible: Europe cannot build its future if it loses its industry.

The convoy represents steel distribution, metals processing, and downstream manufacturing companies that form the backbone of Europe's industrial value chains.

Headline proposal

Trucks roll into Brussels: Europe's steel and metal value chains demand fair competition and industrial action

Short media teaser

On 7 September, a truck convoy will gather in Brussels to highlight the increasing pressure on Europe's steel and metal value chains. The demonstration calls attention to unfair competition, the rapid rise of imported steel-intensive products, downstream carbon leakage and the risk of industrial decline across Europe.

EUROMETAL warns that steel derivatives and steel-intensive manufactured goods can still enter the European market without equivalent trade, origin, carbon and regulatory obligations. This puts European jobs, investment, manufacturing capacity and strategic autonomy at risk.

The convoy is not against Europe. It is for European industry, European employment, fair trade, climate credibility and resilient value chains.

Core quote

Europe cannot have a credible Green Deal, strategic autonomy or secure supply chains if the industrial base required to deliver them is allowed to disappear.

Key messages

- The convoy is a call for fair competition, not protectionism.
- Steel derivatives are the new circumvention path for global overcapacity and carbon leakage.
- European companies need trade, climate and origin rules that cover the full value chain.
- Europe needs a practical Made in Europe approach for strategic projects and public procurement.
- The demonstration gives a voice to companies, drivers, workers and regions affected by industrial decline.

Suggested social media post

On 7 September, trucks roll into Brussels with a clear message: Europe cannot build its future if it loses its industry. Fair trade, real carbon leakage protection, Made in Europe value chains and industrial resilience must become political priorities now. #EuropeNeedsIndustry #MadeInEurope #SteelValueChain #EUROMETAL

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