



## Ulrich Adam

### Director General, Orgalim

Ulrich Adam is the Director General of Orgalim, Europe's Technology Industries, speaking for innovative companies spanning the mechanical engineering, electrical engineering and electronics, and metal technology branches. Together they represent the EU's largest manufacturing sector, generating annual turnover of around €2,000 billion, manufacturing one-third of all European exports and providing 11 million direct jobs.

Appointed Orgalim Director General in March 2025, Ulrich is responsible for setting Orgalim's strategy, acting as the senior representative of the European technology industries in Brussels and managing the operations of the association.

Ulrich joined Orgalim from spiritsEUROPE, where he served as Director General from 2017 to 2025, representing the interests of Europe's distillers and producers of spirit drinks. As part of that role, he worked on EU trade, health and internal market policies, EU food law, consumer information including digital labelling, protection and promotion of products with Geographical Indications (GIs), and helped devise and coordinate the sector's various public-private partnership campaigns.

Prior to that, he served from 2013-2017 as Secretary General of the European Agricultural Machinery Industry Association (CEMA), working on EU trade, industrial and agricultural policy issues with a focus on competitiveness, better regulation, research & innovation, IoT, interoperability, type approval, standardisation, sustainable agriculture, precision & digital farming.

From 2004 until 2012, Ulrich worked in the Brussels office of the international consultancy Hill+Knowlton Strategies, advising a broad range of companies and trade associations on EU policies in the areas of food, health, environment, transport, and agriculture.

A German national, Ulrich grew up in the Frankfurt Rhine-Main area and holds a PhD and MPhil degree in History and Social and Political Sciences from Cambridge University (UK).

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