

Guy Maugis, new president of AFNOR

Tuesday June 27, 2023, following the Annual General Meeting of the French Standardization Association, the members of the Board of Directors elected Guy Maugis as president of AFNOR. His industrial and Franco-German background is part of AFNOR's ambitions to become even more involved in France 2030 and to support the sovereignty that Europe claims in the markets of tomorrow. He succeeds Marc Ventre, who has reached the end of his second term.



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Guy Maugis begins a three-year mandate as president of AFNOR, focused on protecting France's industrial interests. *"The fight against global warming and the drive for reindustrialization are leading French companies to take greater account of quality and sustainable development, expertise for which AFNOR is at the forefront in France, Europe and internationally. We will strengthen the attention paid to mid-sized companies, weakened by the energy crisis and inflation in raw materials, by increasing our awareness-raising actions in favor of good energy, environmental, societal and governance practices., he suggests. Adding: "Voluntary standards, training and certifications that address health and*

safety at work, psycho-social risks, environmental management, responsible purchasing are making a comeback in the industrial landscape. »

At a time when France is adopting a law on green industry and the 50 industrial sites emitting the most CO₂ are preparing their low-carbon roadmap, AFNOR has launched [a round table](#) with a representative panel of organizations, in order to co-construct the future triple E standard (European environmental excellence), a benchmark with a European scope conditioning the allocation of financial aid for the transition. It will thus demonstrate, once again, the relevance of the "voluntary standard" tool alongside the regulatory tool, in line with the European standardization strategy presented in February 2022.

Guy Maugis will also have to take AFNOR towards 2026, the centenary year of an association well established in terms of normative influence. As evidenced by the 2^e position of France in the hit parade of influential countries in standardization in Europe (3^e worldwide, full ranking [available here](#)), and the presence of Olivier Peyrat, Director General of AFNOR, at the European Committee for Standardization, which has just re-elected him political vice-president. A moment all the more interesting for France as European economic players are expected to provide more leadership in the development of international standards, as requested by Commissioner Thierry Breton, upon the announcement of the European standardization strategy. .

A career in industry

President of Robert Bosch France from 2004 to 2016, then advisor to the management board of the Bosch group from 2016 to 2019, Guy Maugis worked for several years at the Ministry of Equipment. He then

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continued his career at Pechiney where he notably managed the Rhenalu Neuf-Brisach rolling plant, then within the American group PPG where he chaired the European glass branch. After the acquisition of PPG Glass Europe by ASAHI Glass, Guy Maugis took over as president of the Japanese group's automotive activities. **He is now project manager in charge of the Burgundy-Franche-Comté reindustrialization fund, reporting to the Minister of Economy and Finance Bruno Lemaire, and also a member of the strategic committees of SPEIRA and WINOA. He is also president of the Franco-German Chamber of Commerce and Industry.** Aged 69, Guy Maugis is a polytechnician, a civil engineer, and a law graduate.

About the AFNOR group

For almost a century, AFNOR has led both private and public actors to collectively imagine a more responsible world guided by trust and quality. An associative group of 1,250 employees and 69,000 customers worldwide, present in 36 countries, AFNOR helps economic players to write a common language, make their solutions interoperable and list good practices in voluntary standards with an international vocation. The group, through its wide range of expertise, also trains professionals, employees or independents, to improve their skills, delivers robust certifications and signs of recognition which bring confidence to the market, and facilitates the deciphering of normative and regulatory developments with digital solutions. last generation. The AFNOR group is managed by Olivier Peyrat.

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