



## **Pedro Ortún**

Mr Ortún trained as an industrial engineer specialising in chemistry and industrial organisation. He holds a doctorate in business administration from the High School for industrial engineers in Madrid.

He started his professional career as a member of the Study Department of the Corporate Development Division of the Spanish chemical group Unión Explosivos Rio Tinto (UERT) (1973-1978). In 1979, he entered the Spanish Ministry of Industry and Energy as Head of the Department "Relations with the EC", where he was responsible for the negotiations on industrial affairs in relation to the Accession of Spain to the EC. He then worked in the Cabinet of the Ministers for Industry and Energy dealing with industrial restructuring policy, and in particular, the steel sector.

Mr Ortún joined the European Commission in 1988 as Director of the Steel Directorate within DG Internal Market and Industrial Affairs (DG III). In 1990, he became responsible for all the Basic Industries in DG III. In 2000, Mr Ortún moved to the new Enterprise DG, where he was responsible for "services, commerce, tourism, e-business, and e-government", for the follow-up of social and employment policies and, in particular, for the dossier on corporate social responsibility (CSR). During 2005 and 2006, he has been Director in the Directorate "Basic and Design Industries, Tourism, IDABC" in Enterprise and Industry DG, responsible for Steel, Mining, Non-ferrous metals and other raw material industries, for the Forest-based industries, for the Design industries (Textile, Footwear ...), for IDABC / European e-Government Services Programme, and as well as for CSR. Since January 2007, he is the Director responsible for the "New Approach Industries" (Equipment Goods, Construction Products, Toys), the Standardisation Policy, Tourism and CSR.