



2024 Macael Awards gala: more than 500 attendees to celebrate the 'art of know how' of the natural stone and innovative surfaces industry

- *The thirty-seventh edition of the awards, held on Friday, November 15, was attended by twelve award winners from the world of architecture, design, construction and communication, seven of whom were international.*
- *The president of AEMA, Jesús Posadas, has addressed important current challenges and defended the figure of the entrepreneur as an engine of progress and welfare.*

More than 500 guests gathered last night at the Macael Awards 2024 gala, an event that represents much more than recognition for the marble and natural stone industry: it is a platform that celebrates the excellence and creativity of those driving the sector's development. This gala reflects the fundamental values—technology, innovation, internationalization, sustainability, and commitment—and this edition paid tribute to the "art of know-how," celebrating the culture and tradition that define this land.

The awards, now in their 37th edition, honored twelve winners from the fields of architecture, design, construction, and communication, seven of whom were international. "Your projects and achievements demonstrate that by working together, we can continue to grow and create a positive impact on our communities

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and the entire sector,” stated Jesús Posadas, president of the Andalusian Marble Business Association, the event organizer, during his traditional closing speech. “Thank you for trusting our companies and demonstrating that it is possible to build a sector guided by ESG principles, integrating environmental, social, and corporate governance factors into our identity. You are proof that our work has a purpose beyond transforming spaces: creating a sustainable future with quality, responsible, and transparent employment that fosters opportunities and well-being for all,” he added.

During his address, the president addressed current challenges and defended the role of entrepreneurs as drivers of progress and well-being: "There is nothing more progressive than being an entrepreneur because the company is transformative. It is the result of turning a personal project into a reality called a company, which contributes significantly to society, generates employment, enriches the region, boosts the economy, and increases well-being."

Posadas also made an appeal to national authorities, requesting that business organizations not be excluded from the Social Pact, as “the labor reform being proposed would have very serious consequences for our businesses. When it comes to productivity, our employer representatives can certainly contribute a lot.” He also acknowledged the effective management of ICO loans after the pandemic but urged the government to advance with the second phase of the Recovery Plan, which must materialize in five lines of ICO loans under the new framework, endowed with €40 billion, as a key countercyclical measure to maintain growth and employment.

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The president announced “two pieces of news that will mark a turning point for our companies.” These included the approval of the Action Plan Crece Industria Incentives Call, amounting to €18,800,000—exceeding the initial estimate of €15,000,000—and significant progress on the Financial Guarantees Order to establish restoration criteria. Following a meeting with the Minister of Industry, Energy, and Mines, Jorge Paradela, “its content has already been finalized and will be processed considering the comments submitted by AEMA,” he informed.

During the gala, mention was also made of the recent Dana storm, which left numerous families in emergency situations, especially in the Valencia region. The Macael Awards organization announced tangible support by donating €10 for each attendee. "But I wouldn't want this help to end here," Posadas added. "I would like to invite everyone at this gala to personally support this cause." A donation channel through Cáritas Almería was opened for those wishing to contribute to the reconstruction—however possible—of these lives. Details on how to participate can be found on the event's profiles @premiosmacaelmarmol.

The event also featured participants from the International Stone Meeting, an internationalization initiative organized by TRADE, which brings together international agents, prescribers, and distributors of stone, with this year's participants coming from the UAE, the United States, and the United Kingdom. Additionally, attendees included participants from the "Promotion Program for the Natural Stone and Innovative Surfaces Industry, Focused on Architecture Students," an important project aimed at future architects. This initiative is funded by the Andalusian Ministry of Industry, Energy, and Mines and co-organized with the collaboration of the Ministry of Universities, Research, and Innovation and the

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Andalusian Marble Business Association. It involves 45 postgraduate and master's students from the universities of Seville, Granada, and Málaga.

“To our sponsors, thank you, thank you again for your support, loyalty, and backing, year after year. You are a great asset tonight and in the day-to-day operations of our industry.” COSENTINO, TORRECID, DIPUTACIÓN DE ALMERÍA, CONSEJERÍA DE TURISMO Y ANDALUCÍA EXTERIOR, CAJAMAR, OMAR COATINGS, BBVA, COLOROBBIA, UNICAJA, SACMI, BANCO SANTANDER, ESMALGLASS-ITACA, HSBC CONTINENTAL EUROPE, SMALTICERAM, BANCO SABADELL, TENAX, NICOLAI NEST, CAIXABANK, GMM, BANCA MARCH, ITALDIAMANT, BRETON, COMANDULLI, BANKINTER, VINCENT, PROMETEC, EUROARCE, SUIMASA, TBM, ABANCA, FOCUSPIEDRA, PEDRINI, OLUCARPA, UNIVERSIDAD DE ALMERÍA, AUTORIDAD PORTUARIA DE ALMERÍA, PROSEGUR, AND JAMONES TIO EMILIO.

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