

## **GUSTS KOSSOVIČS – THE NEW EU.BAC MANAGING DIRECTOR**

### **PRESS RELEASE**

*Brussels, Belgium – 5/03/2024*

**The European Building Automation and Controls Association (eu.bac) is pleased to announce the appointment of Gusts Kossovičs as its new Managing Director, effective March 1, 2024.**

Gusts, who served as the Director of Technical Communication and later Head of Policy at eu.bac, was unanimously confirmed by the eu.bac Board at a recent meeting in Frankfurt. He succeeds Peter Hug, who will continue to offer valuable expertise as a Board Advisor.

Hans Smid, President of eu.bac, said: “We are delighted to welcome Gusts Kossovičs as our new Managing Director. Gusts' deep understanding of our sectors policies and his proven track record within eu.bac will be instrumental as we accelerate our efforts to support the European decarbonisation goals. We are confident that, in collaboration with the eu.bac Board, he will spearhead our vision for a future filled with smart, sustainable, and energy-efficient buildings across Europe.”

By working closely with policymakers and stakeholders, eu.bac aims to ensure that the EU regulatory framework effectively fosters innovation and facilitates the widespread adoption of BACS technologies. This will ultimately contribute to achieving the European Union's ambitious decarbonisation goals.

Gusts expressed: “I'm thrilled to be leading eu.bac at this pivotal moment. The Building Automation and Controls (BACS) industry holds immense potential to address critical challenges like decarbonisation and digitalisation. We offer solutions that not only reduce reliance on fossil fuel imports but also empower building occupants to save energy, enhance comfort, and improve wellbeing. However, there remains a significant untapped potential in the European market, and I'm committed to expanding the reach and impact of BACS in the years to come. We'll continue solidifying eu.bac's position as the leading voice for our industry in Brussels, offering expertise to policymakers and stakeholders. As 2024 unfolds, the implementation of the revised Energy Performance of Buildings Directive stands as our primary challenge. We're actively preparing initiatives to support member states, building owners and designers alike. I'm eager to collaborate with our members to achieve these vital goals.”

[EU.BAC](#) - European building automation and controls association represents 27 industry manufacturers. We advocate for a world where energy efficiency and sustainability in every building are achieved through the optimal application of home and building controls, automation systems and services.