

PRESS RELEASE

Joakim Reiter appointed Secretary General of the European Round Table for Industry (ERT)

Brussels, 29 October 2026: The European Round Table for Industry is delighted to announce the appointment of Joakim Reiter as its new Secretary General, the seventh in its 43-year history.

ERT Chair, Jonathan Symonds said *“Europe faces a narrowing window of choices that will shape its competitiveness and prosperity for years to come. Meaningful dialogue between its political and business leaders has rarely been more important, or more challenging. The role of ERT Secretary General therefore requires an unusual blend of business judgement, diplomacy and a keen understanding of both worlds. Joakim brings exactly that combination, with extensive experience and a track record of delivery across diplomacy, policy and business. We are looking forward to working with him.”*

Joakim Reiter said *“Growth and prosperity rely on a constructive partnership between business and policymakers, combining entrepreneurial ambition with effective public leadership. As old certainties have withered, ERT remains a unique and influential organisation that brings Europe’s business leaders together in pursuit of real world solutions and this is a moment when the European ideal needs vocal support. I am excited to take on this role and look forward to working with Jon, the Members, policymakers and the ERT secretariat to help reinvigorate Europe’s competitiveness in the years to come.”*

Mr Reiter joins ERT after nearly a decade as Chief External and Corporate Affairs Officer at Vodafone Group. Prior to his time in telecoms, he had a distinguished career in diplomacy with roles including Assistant Secretary-General of the United Nations and Deputy Secretary-General of the United Nations Conference on Trade and Development (UNCTAD). He spent more than 15 years in the foreign service of Sweden, including as Deputy Director-General of the Ministry of Foreign Affairs, Ambassador to the World Trade Organisation and at the Permanent Representation to the European Union. He also served as an EU negotiator for DG TRADE at the European Commission.

A Swedish national, Mr Reiter holds a Masters in Economics from the London School of Economics and a Masters in Political Science from Lund University.

He will formally start as ERT Secretary General from 1 January 2027. He succeeds outgoing Secretary General Anthony Gooch Gálvez.

ENDS

A portrait image of Mr Reiter is available upon request.
A full list of the Membership of ERT is accessible [here](#).

CONTACT: Robert O'Meara, Communications Director, ERT
Tel + 32 2 543 10 51 - E-mail: robert.omeara@ert.eu
www.ert.eu - Twitter: @ert_eu

About the European Round Table for Industry (ERT)

The European Round Table for Industry (ERT) is a forum that brings together around 60 Chief Executives and Chairmen of major multinational companies of European parentage, covering a wide range of industrial and technological sectors. ERT strives for a strong, open, and competitive Europe as a driver for inclusive growth and sustainable prosperity. Companies of ERT Members are situated throughout Europe, with combined revenues exceeding **€3 trillion**, providing around **6 million** direct jobs worldwide - of which half are in Europe - and sustaining millions of indirect jobs. They invest more than **€120 billion** annually in R&D, largely in Europe.
www.ert.eu