



Press Release

“EAPA’s Asphalt Advocate Award 2025 was presented”

Brussels, 23 April 2025, the European Asphalt Pavement Association (EAPA) has announced Siobhan McKelvey, Director General of Eurobitume of the European Bitumen Association, as the EAPA Asphalt Advocate of the Year 2025.



Carsten Karcher, Secretary of EAPA; Siobhan McKelvey, Director General of Eurobitume and Ralf Pomp, President of EAPA (from left to right).

This award, established in 2017, honours an industry representative who has demonstrated initiatives in the marketing of asphalt roads and the communication of important industry topics. The Asphalt Advocate should have a strong connection with the “Asphalt Advantages” campaign, which EAPA launched in collaboration with Eurobitume. Further details about the award and its winners are available on the [EAPA website](#).

EAPA Secretary-General Dr Carsten Karcher reflected on Siobhan McKelvey’s long-standing collaboration with the Association, highlighting her consistent contribution to strengthening ties between EAPA and Eurobitume. “Your long-standing dedication to strengthening the voice of the asphalt and bitumen industries across Europe is exemplary,” he stated during the award ceremony. “Under your leadership, the Asphalt Advantages campaign has grown into a trusted source of knowledge and advocacy... The successful partnership between Eurobitume and EAPA in organising the E&E Congress and the E&E Event would not be what it is today without your professionalism, trust-building leadership, and tireless dedication.”

In response, Siobhan McKelvey expressed her gratitude and shared her optimism for the industry’s future: “I really want to thank the leadership in EAPA, I know you have an amazing team as well behind you. It's nice to see changes in the industry and the people that are joining. I have a really good feeling that they are passionate and as dedicated as the people that we've been working with over the last ten years or so...” She concluded by thanking Dr Karcher and EAPA President Mr Pomp, adding “The forward thinking from yourselves as leading the EAPA forward has made a difference and I think we all look forward to an exciting and successful future.”

Notes for Editors

EAPA is the voice of the Asphalt Paving Industry in Europe. With more than 50 Members and Associated Members, EAPA represents most of the asphalt pavement industry engaged in asphalt production, asphalt road construction and maintenance all over Europe. EAPA works to ensure that the use of asphalt, as the optimum choice for the construction and maintenance of the vital European road infrastructure, is fully appreciated, promoted, and implemented. Conscious of the importance of providing information to the public.

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