

July 15, 2026



Novelis Korea's Choi Minyoung Appointed Inaugural Chair of KONMA Aluminum Committee

- Supporting the sustainable growth of Korea's aluminum industry through expanded recycled aluminum use and Can-to-Can recycling
- Helping shape industry policy, address trade and supply chain challenges, and strengthen the competitiveness of Korea's aluminum sector.

July 16, 2026, Seoul – Novelis Inc., the world leader in aluminum rolling and recycling, announced that Choi Minyoung, Director of Government Affairs for Novelis Korea has been appointed as the inaugural Chair of the Aluminum Committee of the Korea Nonferrous Metals Association (KONMA).

KONMA is an industry association established to promote the development of Korea's nonferrous metals industry and strengthen the competitiveness of its member companies. The association advances policy proposals, conducts industry research, responds to trade-related issues, and facilitates cooperation among member companies. The Aluminum Committee was newly established this year to support the sustainable development of the aluminum industry and address shared priorities among member companies.

Aluminum is recognized as a critical material for achieving carbon neutrality, enabling the energy transition, advancing future mobility, and supporting high-tech manufacturing. Demand for aluminum is expected to continue growing across industries, including environment-friendly vehicles, defense, aerospace, rechargeable batteries, architecture, and energy infrastructure.

The Committee will advance government policy recommendations, address shared priorities among member companies, support supply chain stabilization, and respond to evolving global trade and environmental regulations. These efforts aim to enhance the competitiveness of the aluminum industry and promote a circular economy through the expanded use of recycled aluminum.

Aluminum is infinitely recyclable without any loss of quality. Recycling aluminum requires only 5% of the energy needed to produce primary aluminum, reducing carbon emissions by up to 95%.

Choi Minyoung, Chair of the KONMA Aluminum Committee said, "Aluminum is a key material driving the era of carbon neutrality and the circular economy. I will do my utmost to bring together the diverse voices of the industry and contribute to strengthening industrial competitiveness and achieving sustainable growth. In particular, I will work to help secure the global competitiveness of Korea's aluminum industry by expanding can-to-can and closed loop recycling."

While Korea's aluminum beverage can collection rate is among the highest in the world at approximately 97%, the country's can-to-can recycling rate—the process of turning used beverage cans back into new cans—is only 37%. To address this gap, the Aluminum Committee plans to promote policy proposals aimed at establishing a high-quality recycling system, advancing resource circulation, and strengthening Korea's circular economy ecosystem for aluminum.

About Novelis

Novelis is driven by its purpose of shaping a sustainable world together. We are a global leader in the production of innovative aluminum products and solutions and the world's largest recycler of aluminum. Our ambition is to be the leading provider of low-carbon, sustainable aluminum solutions and to achieve a fully circular economy by partnering with our suppliers, as well as our customers in the aerospace, automotive, beverage packaging and specialties industries throughout North America, Europe, Asia and South America. Novelis had net sales of \$18.4 billion in fiscal year 2026. Novelis is a subsidiary of Hindalco Industries Limited, an industry leader in aluminum and copper, and the metals flagship company of the Aditya Birla Group, a multinational conglomerate based in Mumbai. For more information, visit novelis.com.

LinkedIn:

We're proud to share that Choi Minyoung, Director of Government Affairs for Novelis Korea, has been appointed as the inaugural Chair of the Korea Nonferrous Metals Association (KONMA) Aluminum Committee.

As demand for low-carbon, circular materials continues to grow, aluminum has an important role to play in advancing carbon neutrality, future mobility, energy infrastructure and high-tech manufacturing. The newly established Aluminum Committee will bring together industry voices to support policy recommendations, address shared priorities, and strengthen the competitiveness of Korea's aluminum sector.

This appointment reflects Novelis' continued commitment to shaping a sustainable world together by advancing aluminum recycling and circularity across the value chain. In Korea, where aluminum beverage can collection rate is among the highest in the world, there is still significant opportunity to strengthen can-to-can recycling and keep more aluminum in a closed loop.

Congratulations to Minyoung on this important industry leadership role. We look forward to collaborating with partners across the value chain to accelerate aluminum circularity and build a more sustainable, low-carbon future.

#Novelis #KONMA #Aluminum #Recycling #CircularEconomy