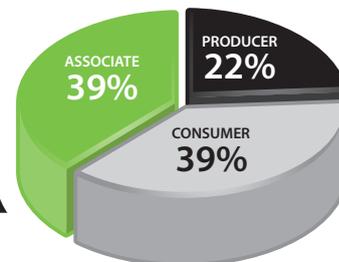




# 2021 in brief

36 MEMBERS

■ New members



## New Chairman of the Board

Fidel García-Guzmán, Chief Executive of Guzmán Global, was elected Chairman of the ZIA board in June 2021. During his two-year term, Fidel's priorities are to:

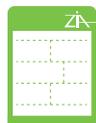
- **Increase total membership** to better reflect the geographical spread and value chain roles of the global industry
- **Evaluate the socio-economic importance** of the global zircon/zirconia industry to quantify the industry's overall economic status and its social importance to communities as well as to local and regional economies
- **Review the structure of the ZIA Secretariat** to ensure that the plans and resources are available to match the development of the association, including an even better annual conference and additional value to our members.

## Key Achievements in 2021



### ZIA values implemented

Our values will underpin the way members, the association and the wider industry operate now and in the future.



### Members' survey

Results of in-depth member interviews show that:

- 77%** got excellent or reasonable value for money from their membership
- 82%** felt membership fully matched their expectations.
- 100%** rated the ZIA annual conference as 'excellent' or 'very good'.



### CEO Panel Discussion

Virtual webinar offered members the opportunity to hear seven industry leaders' perspectives on current issues.



### ESG Committee

A new report on collated ESG data for the global zircon/zirconia industry will allow individual members to benchmark themselves against their peers.



### Technical Committee

'The Effect of Metamictization on the Milling Characteristics of Zircon' project was completed and the findings were presented to members via an interactive webinar and research report.



**72%** increase in social media audience with weekly posts reaching over 800 followers.



### Zircon addition to roof tiles

ZIA-authored 'cool roof' articles appeared in Asian Ceramics, Técnica Cerámica World, Clay Technology and Materials World, reaching an audience of over 61,000.



### Media outreach programme

Articles appeared in trade media generated by news releases on topics such as the review of research literature.



### ZIA in Touch

A regular bulletin reporting association news and achievements was launched.



### Members' webinars

All ZIA research projects now include an interactive results webinar presented by the research consultants.



### New projects commissioned

**The Role of Zircon and Zirconia** in a Sustainable World.  
**Zircon Impurities** and their Impact on the Different Applications.



# Our members

## Member principal locations

