

PRESS RELEASE

Matthew Foster (Case IH) new Chairman of CEMA's Senior Executive Group

After a decline of Europe's tractor market in 2016, industry mood is brightening up for 2017

Brussels, 20 February 2017 - Matthew Foster, Vice President responsible for Europe, the Middle East and Africa at Case IH, has been elected as the new Chairman of CEMA's Product Group for large tractors and combine harvesters. Following a unanimous election on 22 December, Mr. Foster will chair the Group for the next three years, taking over from Christoph Wigger, Vice President of sales and marketing for Region 2 at John Deere, who had led the Group since 2010 and did not stand for re-election.

Commenting on the market situation for tractors and combine harvesters in Europe which is regularly analysed by the Group, Mr. Foster said: "2016 was a difficult year for the industry, with the European agricultural tractor market declining by 6.7%. At the beginning of 2017, industry expectations for certain countries like Germany and France remain cautious, while other markets such as the UK and Spain are displaying encouraging signs of growth. Overall, we are pleased to see that CEMA's monthly Business Barometer has turned into the positive again for the first time in the past two years, which shows a certain degree of optimism has returned."

CEMA's Product Groups bring together representatives of leading European manufacturers in defined areas. Currently, there are five CEMA Product Groups: for large tractors and combine harvesters, for fertilizing technology, plant protection, grassland equipment, seeding and tillage equipment. The main focus is placed on the joint assessment of the market based on CEMA's statistical exchanges. Prerequisite for participation is membership in a national industry association that belongs to the European umbrella organization CEMA. More information on CEMA's Product Groups is available at: <http://cema-agri.org/page/product-groups-0>



Matthew Foster, Vice President responsible for Europe, the Middle East and Africa at Case IH, was elected Chairman of the CEMA Product Group for large tractors and combine harvesters.

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European Agricultural Machinery



CEMA (www.cema-agri.org) is the association representing the European agricultural machinery industry. With 10 national member associations, the CEMA network represents both large multinational companies and numerous European SMEs active in this sector.

CEMA represents more than 4,500 manufacturers, producing more than 450 different machine types and generating an aggregated annual turnover of more than EUR 28 billion. 135,000 people are directly employed in the sector, with a further 125,000 people working in distribution and maintenance.