CEMA Summit
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CARLO LAMBRO
New Holland Agriculture Brand President

PANEL 2 – A new Common Agricultural Policy: driver of Investment, Growth and Sustainability
First in the world to offer an alternative to diesel
Going beyond CO₂ neutrality/decarbonization
Delivering better TCO performance vs. diesel
Bringing the benefits of the circular economy to life
Enabling farmers to be energy independent
Precision Farming & Digitalisation
Final Remarks

• We develop the most advanced technological solutions for precision farming and alternative fuels agricultural machineries.

• New CAP, Eco-schemes and National Plans are essential instruments to spread sustainable agricultural practices and contribute to the EU reduction targets while supporting farmers' technological investments.

• In order to build a new sustainable era for agriculture it is crucial to embrace a more holistic approach and maintain a constructive dialogue among business associations, farmers and institutional stakeholders.