

CEMA European Agricultural Machinery appoints Jérôme Bandry as new Secretary General

PRESS RELEASE

Brussels, 22 January 2018 - CEMA, the European association representing the manufacturers of agricultural machinery, has appointed Jérôme Bandry as new Secretary General. A French national, Mr. Bandry joins CEMA following an international career within Caterpillar Inc, where he held several leadership positions with increasing responsibilities over the last 27 years. In his most recent position, he was the company's Director of EU Government Affairs. For over a decade, Mr. Bandry has been actively engaged in several European trade associations at sectoral and horizontal levels, including his successful chairmanship of the Transport, Energy and Climate Committee of the American Chamber of Commerce to the European Union since 2006.



Jérôme Bandry commented: *"I'm delighted to join a great team to represent the interests of Europe's agricultural machinery industry at such an exciting time. Seeking a proactive European agenda for the industry with the support of EU institutions and stakeholders will be a priority. Through the [AgriTech 2030 plan](#) which CEMA recently announced, manufacturers of farm machinery have a clearly defined vision to bring forward technological leadership and innovative solutions for farmers of all sizes and help them in the challenge of growing food, feed and agricultural raw materials affordably and sustainably, while competing in the global market."*

Mr. Bandry succeeds Dr. Ulrich Adam who has taken up a senior position in another food-related trade association. CEMA President Richard Markwell said *"I would like to thank Dr. Adam most sincerely for his strong commitment and contribution to CEMA over the past five years and I wish him well in his new challenge. CEMA is now moving rapidly into the next stage of its agenda and we are delighted to welcome Jerome Bandry with his wide and longstanding industrial experience to his new position of CEMA Secretary General"*.

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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.

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