

Press Release

AEM and CEMA Strengthen Cooperation on Advocacy and Regulatory Efforts for the Ag Equipment Industry

16th December 2024

The Association of Equipment Manufacturers (**AEM**) and the European Agricultural Machinery Association (**CEMA**) have signed a Memorandum of Understanding (MoU) to enhance advocacy efforts for the agricultural equipment industry. The agreement aims to create a positive legislative and regulatory environment across the Atlantic and globally, ensuring alignment on key issues impacting manufacturers in both regions.

The MoU establishes a framework for the two organizations to work together toward alignment, achieving mutual recognition, ensuring regulatory compliance, and harmonizing practices and standards in several key areas that impact agricultural equipment manufacturers today.

Signed last month at two major industry events — EIMA International in Bologna, Italy, and AEM's Annual Conference in Palm Springs, California, USA — the agreement formalizes the partnership between CEMA and AEM.

"With the signing of this Memorandum of Understanding, AEM and CEMA look forward to enhanced collaboration in order to address key issues of importance and ensure there is alignment between Europe and the U.S. as it relates to our two very important global machinery markets", said AEM Senior Vice President Curt Blades.

The MoU specifies several areas where the two organizations agree to increase cooperation:

- Engine emissions
- Autonomous equipment
- Cybersecurity
- Machine safety and technical requirements
- Advanced technology in agriculture
- Sustainability

"This agreement strengthens the transatlantic connection between AEM and CEMA, as we work together to support agricultural equipment manufacturers as they build the products that help feed our world", said CEMA Secretary General Jelte Wiersma.

By focusing on these shared priorities, AEM and CEMA aim to help the industry navigate global markets while advancing innovation, sustainability, and safety standards for the benefit of manufacturers and farmers alike.

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AEM Senior Vice President Curt Blades (center) and CEMA Secretary General Jelte Wiersma (on the right) shake hands after the MoU signature in Bologna, in the presence of CEMA Vice President Alessandro Malavolti (on the left)

About the Association of Equipment Manufacturers

[The Association of Equipment Manufacturers \(AEM\)](#) is North America's premier trade organization representing off-road equipment manufacturers and their value chain partners. With a rich history spanning over 125+ years, AEM serves more than 1,100 members companies across 200+ product lines in multiple sectors including construction, agriculture, mining, utility, and forestry. AEM supports an industry that contributes approximately \$316 billion annually to the U.S. economy while sustaining 2.3 million jobs. Through advocacy, market intelligence, and industry collaboration, AEM works to advance the interests of equipment manufacturers and their partners in the global marketplace.

About the European Agricultural Machinery Association (CEMA)

[The European Agricultural Machinery Association \(CEMA aisbl\)](#) is the association representing the European agricultural machinery industry. With 11 national member associations, the CEMA network represents both large multinational companies and numerous European SMEs active in the sector. CEMA represents about 1,300 manufacturers, producing more than 450 different types of machines with an annual turnover of about €40 billion and 150,000 direct employees. CEMA companies produce a large range of machines that cover any activity in the field from seeding to harvesting, as well as equipment for livestock management.



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