

PRESS RELEASE

**CEMA European Agricultural Machinery expands its Secretariat in 2013**

*New structure to reflect the growing role and tasks of the association in Brussels*

**Brussels, 30 January 2013** – CEMA, the European association representing the manufacturers of agricultural machinery, starts the year with a new and expanded Secretariat in Brussels. The team will be led by Dr. Ulrich Adam who has been appointed new CEMA Secretary General. Dr. Adam joins from consultancy firm Hill+Knowlton Strategies where he had been working for the past nine years, most recently in the position of Director EU Public Affairs. With Dr. Adam as new Secretary General, Senior Technical Adviser Ivo Hostens now working nearly full time for CEMA, Junior Technical Adviser Tim Hamers and a newly created post for a dedicated CEMA Communications Manager, the Secretariat team will grow to four.

Commenting on the new Secretariat structure, CEMA President Gilles Dryancour said: “Through the provision of cutting-edge technology our members enable farmers in Europe and worldwide to grow food affordably and sustainably and meet rising demand fuelled by global population growth. The new Secretariat structure will help CEMA to strengthen our dialogue with the EU Institutions and key stakeholder groups and work together on adequate solutions that will make sure the European agricultural machinery market remains the vibrant and competitive business sector that it is today.”

Until 2012, the CEMA Secretariat was administered jointly with the Secretariat of CECE, the Committee for European Construction Equipment. Mr. Ralf Wezel who had previously been serving as Secretary General to both CEMA and CECE, has been appointed full-time Secretary General of CECE and will oversee a separate Secretariat team of five. Future cooperation between CEMA and CECE will be governed by a joint protocol and overseen by both Secretaries General. Commenting on these changes, CEMA President Dryancour said: “I would like to thank Ralf Wezel for his long-standing service and commitment to CEMA and look forward to continuing the fruitful cooperation between CEMA and CECE on subjects of mutual interest also in the new organisational setting.”

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**About CEMA – European Agricultural Machinery**

CEMA is the association representing the European agricultural machinery industry. With 10 national member associations, the CEMA network represents both large multinational companies as well as the numerous European SMEs active in this sector.

CEMA represents more than 4,500 manufacturers, 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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