



PRESS RELEASE

Farm and construction equipment sectors call for 'smart' policy approach EU to unleash industry potential

Young Engineers showcase future machinery and research projects

Brussels, 24 September 2015 –To unleash the potential of the advanced European farm and construction equipment sectors and maintain their presence and growth in Europe, industry leaders call on EU policy makers to adopt a 'smart' approach to EU regulation, and open up funds from the Common Agriculture Policy and the European Investment Fund ('Juncker Plan').

The machines and equipment that are used in today's construction and agriculture sectors are increasingly 'smart', deploying the latest information technologies to deliver highest productivity to customers, improve safety and reduce waste, energy-use and emissions.

During the 'Smart Regulation for Smart Machines' Summit in Brussels, yesterday, organised by the European trade associations CECE (construction equipment manufacturers) and CEMA (agriculture equipment manufacturers), industry executives exchanged views with European Commission officials and members of the European Parliament to identify opportunities, challenges and solutions for strengthening the manufacturing sector in Europe, making the EU a more competitive economy in global perspective.

"Industry is a solution provider", said **Prof Martin Richenhagen, Chairman, President and CEO of AGCO**. "We need a smart EU policy framework to support innovation in the agricultural machinery industry in order to develop a coherent, forward-looking vision for European agriculture."

Peter Jahr MEP, member of the agriculture committee, said: "Precision farming systems are the way forward for large parts of the agriculture sector and the EU needs to work with industry to make the best use of available technologies and funds. Agriculture needs to make use of scientific progress, as it will contribute to a tremendous increase in sustainability of the sector."

Dominique Riquet MEP, chairman of the Intergroup for Long-term Infrastructure Investment added: "As legislators, whose main objective is to restore growth, we need to help the equipment sector be more competitive, by encouraging innovation and facilitating SMEs' access to finance. But our action should also target the sector's clients and aim at setting clear and modern yet stable rules."

"We still experience too often that different sets of regulation are inconsistent or contradict each other", said **Wolfgang Burget, Managing Director of Liebherr EMtec GmbH** and chairman of the CECE high-level technical policy advisory group. Burget cited emissions legislation as an example, where the EU sets harmonised exhaust limits for machines, but local authorities can opt to introduce additional measures. "This goes against the principles of the internal market. The EU should turn words into deeds and adopt a more holistic approach when designing new policy."

SMART REGULATION FOR SMART MACHINES



#2015CECECEMASummit

23 - 24 September, Brussels

The CECE CEMA Summit was held for the third time and attended by over 250 industry executives, technical experts, EU policy makers and academia.

Need for skilled professionals

As a special part of the programme, the Summit highlighted the opportunities for skilled professionals to seek a career in the machinery industry, reflecting the need in the sector to attract sufficient new talent.

A select group of young engineers showcased a number of highly innovative industry projects, showing what the future in the sector will look like. Their profiles and projects are available on the Summit website (www.cece-cema-summit.eu).

-ENDS --

About CECE & CEMA

About CECE - Committee of European Construction Equipment



The Committee of European Construction Equipment represents and promotes the European construction equipment and related industries in order to achieve a fair competitive environment via harmonized standards and regulations. CECE is a European network consisting of a secretariat in Brussels and national association offices in 13 different European countries. The industry behind CECE comprises 1,200 companies. In 2014, these equipment manufacturers had a total revenues of 25 billion € and employed 130,000 people directly. European construction machines represent around 20% of the worldwide production. Manufacturers include large European and multinational companies with production sites in Europe, but the majority of companies are small or medium-sized.

CECE aisbl – Committee of European Construction Equipment

Diamant Building
Boulevard A. Reyers, 80
B - 1030 Brussels
Tel.: +32 (0)2 708 8226
E-mail: info@cece.eu
www.cece.eu

About CEMA – European Agricultural Machinery



CEMA is the association representing the European agricultural machinery industry. With 11 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 EUR 26 billion. 135,000 people are directly employed in the sector, with a further 125,000 people working in distribution and maintenance.

CEMA aisbl - European Committee of Associations of Manufacturers of Agricultural Machinery

Diamant Building
Boulevard A. Reyers, 80
B - 1030 Brussels
Tel.: +32 (0)2 706 81 73
E-mail: secretariat@cema-agri.org
www.cema-agri.org