

PRESS RELEASE

Richard Markwell (AGCO) re-elected as CEMA President for another 2-year term

EU policies should support farmers & the industry on the path to innovation

Brussels, 25 July 2016 – Richard Markwell, Vice President and Managing Director Massey Ferguson in Europe, Africa and Middle East (EAME), has been re-elected as President of CEMA (www.cema-agri.org), the trade association representing the producers of agricultural machinery in Europe, for another two-year term.

The election took place during the meeting of CEMA's Board of Directors and General Assembly on 29 June 2016 in Brussels. Mr. Markwell has been serving as CEMA President since June 2014.

Commenting on his election, Mr. Markwell thanked the members for their confidence and said: "The European agricultural machinery industry is a global leader in innovation committed to making the best technology available to farmers worldwide. Thanks to rapid advances in Precision Farming and digital technology, modern agricultural machines can make a significant contribution to making farm operations more sustainable and productive in the years to come."

"The EU should support our customers and us on this important path: we need industrial policies that help our industry to stay innovative and forward-looking agricultural policies that help farmers to access and invest in the innovations we can offer. For this purpose, CEMA will work closely with the European Institutions and our partner organisations in the agri-food value chain in Brussels."

British-born Mr. Markwell joined Massey Ferguson in 1975 with degrees from universities in London, England and Aix-en-Provence, France. With widespread international experience, he has held a variety of senior European sales and marketing positions with AGCO. Since 2005, he is Vice President and Managing Director Massey Ferguson in Europe, Africa and Middle East (EAME). Prior to this, he was Vice President Customer Support, EAME with responsibility for Parts and Service across all AGCO brands.



Picture: Richard Markwell

The CEMA President is elected for a two-year mandate which can be renewed once.

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***CEMA** is the European association representing the agricultural machinery industry. The industry represented by CEMA includes 4,500 manufacturers of agricultural equipment employing directly 135,000 persons and indirectly in the distribution and service network another 125,000 persons. The companies are mainly small and medium-sized manufacturers according to the EU definition and in 2014 had a total turnover of 27 billion euro.*