

PRESS RELEASE

Michael Kohlem elected new Chairman of the CEMA Technical Board

Michael Kohlem (CLAAS) to lead the CEMA Technical Board, supported by Jeannot Hironimus (Kuhn) who assumes the position of Vice-Chairman.

Brussels, 17 March 2014 – The CEMA Technical Board has appointed a new leadership team for the next two years which will be a crucial time for the industry in light of the full implementation of the “Mother Regulation” for agricultural vehicles (167/2013) which will enter into force as of the 1 January 2016.

Michael Kohlem, Vice-President Research & Development and Member of the Management Board of the German company CLAAS, was elected Chairman of the CEMA Technical Board.

Jeannot Hironimus, Vice President Product Portfolio of the company Kuhn (France), has been appointed Vice-Chairman of the CEMA Technical Board.

Michael Kohlem said: “It is an honour for me being elected chairman of this selected group of experts representing the agricultural machinery industry in Europe. The Technical Board will ensure that innovation and R&D will be the cornerstones of our common strategy to face the challenges for our sector in the coming years”.

Jeannot Hironimus added: “In my position as vice-chairman I will support the decisions taken by the Technical Board and, together, we will work to put them forward to make sure EU legislation boosts our industry’s ability to innovate and keep its leadership role in a globalised market”.



Michael Kohlem

The CEMA Technical Board is a forum of high-level experts from the agricultural machinery industry in Europe that discusses and takes decisions about all technical aspects affecting the industry established by European legislation. The CEMA Technical Board sets up the strategies to follow and puts forward its expertise *vis-a-vis* the European Institutions to make sure EU legislation maintains a balanced and favourable regulatory framework for the industry.



Jeannot Hironimus

- ENDS--



European Agricultural Machinery

For further information, please contact:

Beatriz Arribas - CEMA

Tel. 0032 2 706 81 73

secretariat@cema-agri.org

CEMA (www.cema-agri.org) 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 2011 had a total turnover of 26 billion euro.