



**CEA Bounce Back Conference
Draft Programme
Sponsored by UK Trade & Investment**

Wednesday 25 March 2009 – One Great George Street, London

Morning Session	The CEA – what we are doing for your business
	BERR / FCO Ministerial Presentation
	The Outlook for the Global Economy – Robin Bew, Editorial Director Economist Intelligence Unit
	Market Spotlight – China Mr Yu Ju, Secretary General CCMA (the leading Chinese construction equipment trade association)
	How Government can help you – a panel of UK government experts including UK Trade & Investment, BERR and the regions on funding and grants.
Networking Lunch	Networking with Delegates, Speakers and a Mini Exhibition
Afternoon Session A - Markets	The Global Review of Construction Equipment Markets – David Phillips, MD, Off Highway Research
	Market Spotlight - Brazil – Brian Nicholson – author of the 2008 SOBRATEMA Brazilian construction equipment Market Study
	Market Spotlight – India – (speakers tbc)
	Market Spotlight Russia – Trevor Barton, Senior Vice President, Managing Director, Europe, The PBN Company
	Market Opportunities Panel
Afternoon Session B - Technical	The CEA BSI / ISO Standards Database Launch
	CONEQT – European Regulatory Road Map
	Global Markets - Technical Challenges
	The Low Carbon Agenda