

newsline

Bright horizons... conference

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PLANTWORX

the construction show
for the industry, by the industry
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Exhibitor open day

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DATES FOR YOUR DIARY		
2011	EVENT	VENUE
11 May	CEA Management Council meeting	JCB, London
12 May	CEA AGM Conference	One Great George Street, London, SW1
25 May	PLANTWORX Exhibitor Open Day	Stoneleigh Park, Warwickshire
16 June	CEA-General Technical Committee meeting	KAD Seating, Northampton
22 June	CECE Technical Commission meeting	Brussels, Belgium
23 June	CEA-CESAR Review Committee meeting	JCB, Rocester
27 July	CEA Management Council meeting	ibc
10-13 August	MTT Parts and Services Exhibition	Sao Paulo, Brazil
22 September	CEA Networking Event	ibc
22 September	CEA Management Council meeting	ibc
22 September	CEA-General Technical Committee meeting	ibc
22 September	CEA International Business Group meeting	ibc
29 October	CECE Technical Commission meeting	Brussels, Belgium
19-21 October	BICES Exhibition	Beijing, China
27-30 November	SITP Exhibition	Algiers, Algeria
30 November	CECE Technical Commission meeting	Brussels, Belgium
27-28 December	CEA-General Technical Committee meeting	Komatsu, County Durham
10 December	CEA Management Council meeting	ibc

Note: The above dates are subject to change. Please contact the CEA office for further details: Tel: +44 (0)20 8253 4502.

CEA
annual conference
Bright Horizons...
Thursday 12 May 2011
One Great George Street, Westminster, London, SW1

details on page 11

Showcase opportunity

for display package information

e-mail kim@admin.co.uk

From the President

Dear Members

Talking to CEA member companies, many have let out a collective sigh of relief that the overall demand for construction equipment seems to have been resurgent over the last few months. Certainly, lead times have been lengthening and there are now stories of shortages down the supply chain - something we last saw three years ago. However, I think we have to prefix all expressions of optimism with the word "cautious". World events and economic uncertainties keep us grounded in our expectations.

Hopefully we are not tempting fate with our annual conference theme this year, which is "Bright Horizons...". It is important to take a positive view and for the event we positively have our best ever array of industry leaders, experts and commentators to give us their perspectives on the future. If you have not already booked for the event at One Great George Street, Westminster, on 12 May, then please do not delay as we expect a record turnout. On the subject of Westminster, we have also launched a new initiative to get closer to our elected representatives in the House of Commons. Our members are responsible for thousands of jobs up and down the country and it is important that all our local MPs are aware of the value we give to the UK economy. The current Government professes intent to

"rebalance the economy" by building future success on manufacturing and exports. These are exactly our areas of achievement, together with the fact that we supply the equipment that, quite literally, can help rebuild our economy.

Since the last *Newsline* we have started something of a rebuilding of our own. Members told us last year that they were uneasy about the then current trade exhibitions scene in the UK - and the collapse of the long established SED show proved the point. The CEA team acted swiftly, with the result that we were able to announce a new trade show centred on working demonstrations of machines early this year. PLANTWORX will debut in May 2013 - with a schedule of lead-in events already being planned. On 25 May this year would-be exhibitors are invited to Stoneleigh Park for an on-site opportunity to, not only find out about the show, but to influence its format and content. We are serious in saying that this will be an event "for the industry, by the industry". We are looking forward to building a new and exciting showcase for our industry.

Peter Howe

Peter Howe CEA President



CEA Management Council

President:
Peter Howe
Komatsu UK Ltd

1st Vice President:
Nick Ground
GKD Technik

2nd Vice President:
Brian Heathcote
Terex Construction

Colin Wakeham
Bell Equipment UK Ltd

David Redhead
BSP International Foundations Ltd

Paul Ross
Caterpillar (UK) Ltd

Mike Hawkins
CNH UK Ltd

Rory Keogh
Gomaco International Ltd

Gerald Pratt
Hewitt Robins International Ltd

Yvette Henshall-Bell
JCB Sales Ltd

Nigel Baseley
Perkins Engine Co Ltd

Keith Dolbear
TriMark Europe Ltd

Val Ledden
Volvo Construction Equipment Ltd



An opportunity for our sector

by Rob Oliver
Chief Executive
Construction Equipment Association

Why PLANTWORX?

PLANTWORX is being organised "for the industry, by the industry". The selection of venue and format was a response to research amongst CEA members and others about what they wanted to see. The messages were clear, in that the requirements were for:

- A central England venue (close to transport routes).
- A venue allowing extensive equipment demonstration and "hands on" opportunities.
- A biennial event.
- A tightly focused quality visitor profile.
- A value for money trade show.

What exhibitors say:

"Making PLANTWORX a biennial event, alternating with Hillhead, makes perfect sense as well for the industry as whole and for capital equipment suppliers such as ourselves. PLANTWORX has our full support and we look forward to exhibiting at Stoneleigh Park in May 2013".
Val Ledden, Managing Director, Volvo Construction Equipment Ltd

"Merlo UK Ltd are delighted that we will once again have a centrally located 'showcase' event that will be accessible to all, with an excellent and proven infrastructure".
Glyn Stanton, General Sales Manager, Merlo UK Ltd

The idea of the CEA producing its own trade show took flight with the news that the annual SED event was no more. A number of leading construction equipment brands had approached the CEA with a plea that they wanted a more "back to basics" style trade show. Despite the power of the internet, the view was there is still no substitute for a good equipment demo where the potential buyer and user can get a feel for the capability of machines. When brands of the calibre of JCB, Volvo, Merlo, Manitou, Thwaites and many others tell you the same thing, then it is time to act. Since we went public on our plans, we have been bowled over by the level of media support and goodwill from all parts of our industry, including

other exhibition organisers. In developing PLANTWORX we will rely heavily upon input from our members and potential visitors to frame an event that will reflect our business priorities. Of course, although the first PLANTWORX is some two years away, there is much to do right now. This includes putting together a programme of PLANTWORX linked activities and events to be held on a regular basis between now and May 2013. If you have views on what you would like to see - or wish to be part of the several working and consultation groups that we will be putting together over the next few months - then please contact me at rob.oliver@plantworx.co.uk.

Event Profile

Frequency:	Biennial working construction exhibition.
Location:	Stoneleigh Park, Warwickshire, CV8 2LZ.
Size:	More than 80,000 sqm of exhibition space including live demonstrations.
Demonstrations:	PLANTWORX will feature a wide variety of live construction demonstrations and site applications - covering all aspects of construction. Exhibitors will be given the ability to demonstrate machine capability to its full capacity, without restrictions.
Dates:	14-16 May 2013.
Parking:	Adequate free parking and proven traffic management system.
Travel:	The site is situated very close to the main motorway network with the M1, M40, M42, M45, M6 and M69 all nearby.
More information:	Visit www.plantworx.co.uk .

PLANTWORX launched to wide acclaim

At the end of January the CEA confirmed its decision to organise a new event for the construction equipment sector. PLANTWORX was launched to general acclaim from the largest gathering of trade and business media representatives in the history of the CEA. The new trade show will be held on a biennial basis at the Stoneleigh Park exhibition venue, near Coventry, the first event being from 14 to 16 May 2013 - alternating with the well-established Hillhead (Buxton) show. The emphasis of PLANTWORX will be on equipment demonstration - which is possible due to there being no dig depth restrictions at the chosen site. CEA Management Council member and Volvo CE MD, Val Ledden, was one of the many leading industry figures providing his endorsement when stating, "PLANTWORX has the potential of being an excellent event, firmly putting the spotlight back on the plant sector.... and bringing a down to earth and hands on approach which has been lacking for some time". Representing a key customer group, Colin Wood, the Construction Plant-hire Association's Chief Executive, said, "I welcome the initiative to start a trade event for the industry. We will be working with the CEA to ensure that it is a show that provides maximum interest for the plant hire sector".

The site earmarked for PLANTWORX is over 11 hectares which equates to 80,000 sqm of exhibit and demonstration areas. This includes some 15,000 sqm



PLANTWORX has the support of many of the major OEMs and trade associations in the industry. Pictured above l-r: Colin Wood (CPA), Mark Gunns (Volvo) and Adrian Childs (JCB)

for digging and earthmoving demonstrations. The arrangements at Stoneleigh also allow for more exhibit space to be brought on stream, subject to demand. The permanent meeting and conference facilities at the venue also provide exhibitors with the opportunity to run their own events alongside PLANTWORX. Further explaining the venue choice, Director of Operations, Mike Coleman, commented, "Logistically Stoneleigh Park is ideal and sits only 15 minutes from a mainline train station (Coventry), has easy access to the Midlands motorway network and is just 30 minutes from the nearest airport (Birmingham). There is also no shortage of accommodation in nearby towns".

Would-be exhibitors are invited to come to see for themselves at an Exhibitor Open Day at Stoneleigh Park on Wednesday 25 May - to mark the two year countdown to the event (see back page for details).

Construction Minister
welcomes PLANTWORX



Construction Minister Mark Prisk (above) said, "I am very pleased that the Construction Equipment Association has announced plans for a new trade show. Support for PLANTWORX from across the sector is a clear signal that the sector is backing this new event in 2013. The UK's construction equipment industry is a key element of this country's engineering capability that's worth £8.5 billion to our economy. PLANTWORX will be a good opportunity to showcase the sector's capabilities and demonstrate its new and innovative products".

CECE National Associations:

Belgium: AGORIA
www.agoria.be

Czech Republic: SVSS
pavelurban@bobcat.com

Finland: The Federation of Finnish
Technology Industries
www.teknologiateollisuus.fi/en/branches/
ranch-groups-404.html

France: CISMA
www.cisma.fr

Germany: VDMA
www.vdma.org/construction

Italy: COMAMOTER
www.comamoter.it

Italy: UCoMESA/Anima
www.ucomesa.it

Italy: Unaceca
www.unaceca.org

Netherlands: FMIB
www.fme.nl

Poland: APCEMP
www.apcemp.pl

Russian Federation: AEB
www.aeb.ru

Spain: ANMOPyC
www.anmopyc.es

Sweden: SACE
www.sace-se.org

Turkey: IMDER
www.imder.org.tr

United Kingdom: CEA
www.coneq.org.uk

The Committee for European Construction Equipment is the voice of the European construction equipment industry. CECE represents and promotes the interests of this important sector - and liaises with other major construction equipment associations worldwide.

CECE targets communications

CECE has set up a Communications Task Force (CTF) drawn from experts throughout its membership. The group has been tasked with the responsibility of increasing the visibility of CECE to its 1,000 plus member companies across Europe - and building the image of our sector with the institutions in Brussels and at a national level. CECE Executive Committee member, Rob Oliver, explained, "The profile raising activities

aimed at MEPs and the European Commission are essential and, in effect, never ending. We are competing for the attention of officials and politicians that already have a full agenda, but we should not under-estimate the jobs and wealth we create as a sector. We contribute to the taxes that keep them in their jobs". What CECE aims to do dovetails with the CEA's own activities in this area.

Non-compliant equipment new study

CECE has launched a new study on the current size and nature of the lingering problem of non-compliant construction equipment at use and on sale in the EU. The Trade Policy Commission of CECE has been active on the subject for some time. The latest survey seeks to establish

evidence of non-CE marked, or wrongly CE-marked, equipment at local trade shows, advertised for sale or in use on construction sites. Manufacturers are also being asked for their approximation of the scale of the problem and machine types affected.

CECE business barometer

The latest CECE Business Barometer reports that the general feeling of construction businesses across Europe is positive and sales expectations for the next six months have never been so high. CEA members can receive full detailed monthly Business Barometer reports, free of charge, in return for contributing their input. To sign up, contact Kim Fitzpatrick at the CEA, kim@admin.co.uk.



CESAR

plant registration scheme



CESAR markings deter thieves



Sales of CESAR kits fast approaching 50,000

Sales of CESAR kits are fast approaching 50,000, which means the CEA/UK leads the world in the fight against plant and

machinery theft. Our partners, the AEA, are also ensuring increased sales in the agricultural industry.

Specialist Police unit database

PANIU, the specialist Police unit, totally funded by the insurance companies and from sales of CESAR kits, has a primary aim of reducing plant and agricultural theft across the UK. It does this by assisting Police identify stolen equipment and also by providing the industry with direct

access to a team of specialist Police officers. PANIU maintains the most accurate theft database known and receives daily data from Police and insurers. The database is the only one in the world considered accurate enough to be circulated to SOCA and Interpol.

CESAR scheme

The CEA is acting as lead organisation for the CESAR plant registration scheme at the invitation of the Plant Theft Action Group (PTAG) - and Datatag is the service provider. Registration, combined with Datatag's technology, both deters theft and makes recovery of stolen plant more certain. CESAR is a voluntary scheme and manufacturers can elect to fit the CESAR kit as standard or as an option for their customers. Alternatively, they may nominate their approved distributors to undertake the fitting on new equipment and that already in operation.



CESAR ID plate

CESAR enquiries

CESAR hotline: 08450 700440
E-mail: enquiries@cesarscheme.org

Latest developments

For all the latest CESAR information visit www.cesarscheme.org.

Meet the Members

Berco (UK) Ltd tracked vehicle components

Berco (UK) Ltd is a subsidiary of Berco SpA, manufacturers of tracked vehicle components, and part of the German multi-national company ThyssenKrupp. From its headquarters in Italy, Berco has expanded around the globe and today has subsidiaries in the UK, Germany, Bulgaria, USA, Brazil, China and India. In the aftermarket, it has a network of dealers in 72 countries. The UK operation (150,000 sq ft facility, in Spennymoor, County Durham) was established to give Berco a base closer to two of its main OEM customers and provide a springboard from which to expand into new market areas and better serve other UK-based OEMs. Berco (UK) Ltd supplies a wide choice of undercarriage components and systems for track type machines:

- ~ **Complete Track Systems:** Undercarriages for mining equipment, crushing and screening, large conveyors, pipeline handling, trenching, pavers, milling machines, forestry equipment, drilling and piling machines, etc.



- ~ **Track Shoes:** Hot rolled, cast and hot-forged shoes in more than 70 different profiles and 4,000+ configurations.
- ~ **Forged Idlers:** Cast, forged and fabricated in more than 500 configurations.
- ~ **Rollers:** Single flange, double flange and inner flange rollers in 1,500+ configurations.
- ~ **Track Chains:** Dry, greased, sealed and lubricated chains in more than 11,000 configurations.
- ~ **Sprockets and Segments:** Weld-on rim, bolt-on rim, full hub and segmented types in a wide range of configurations.

www.berco.co.uk

Hill Engineering Ltd attachments for hydraulic excavators

Hill Engineering, based in Newry, Northern Ireland, has been manufacturing attachments for hydraulic excavators for more than 16 years. Hill has an 85,000 sq ft manufacturing plant, fully equipped and certified to ISO 9001. Since 1995, the company has sold more than 30,000 of its highly successful Autoloc couplers. It has recently launched the new Tetra fully automatic, twin locking pin grabber coupler, with a patented and unique secondary locking Active Protection System, featuring the Hill



Smart Valve. Together with its Titan bucket range, Hill Engineering is able to offer excavator operators a range of couplers from 3 ton size class to 120 tons and buckets from 10 ton size class to 50 tons. The Tetra coupler is fully compliant with all current and expected future legislation and is one of the safest products currently available, as the attachment is always locked in place, with primary and secondary locking systems, unless the release sequence has been initiated and followed. www.hillattach.com

Tata Steel committed to providing innovative steel solutions

Tata Steel has steelmaking operations in the UK and the Netherlands. Its extensive product range includes:

- ~ Hot rolled sheet and plate designed for automated processing, including laser cutting and welding. This includes high strength and wear resistant grades.
- ~ An extensive range of track shoe sections.
- ~ Cutting edge profiles for wear part applications.
- ~ Tailor made sections to customer designs eliminating the need for fabrication or welding.
- ~ A range of steel tubes and speciality bar products.

Continuous investment in advanced downstream processing facilities at its service centres gives Tata Steel the capability to supply steel cut and finished to exact size, shape and specification - reducing the time it takes to get material into customers' production cycles and cutting operating expenses and material waste. It partners with many leading construction and excavating equipment manufacturers in the UK and around the world and is committed to providing innovative steel solutions that add real value to its customers - forming excellent working partnerships no matter how large, small or specialised the requirements are. www.tatasteelliftingandexcavating.com



One of Tata Steel's plate distribution facilities

CEA Mission

"To represent the interests of our members within the construction equipment industry, in a globally changing competitive environment".

CEA Vision

"To be recognised worldwide as the leading construction equipment trade association operating in the EU - and to offer a world-class range of services to the global construction equipment industry and related sectors".

In brief

Bell: new appointment

Bell Equipment UK has appointed Nick Learoyd as its new Sales and Marketing Manager for the UK and Ireland. This follows the departure of Josh Foster, who is now General Manager for Bell's operations in the Democratic Republic of Congo. www.bellequipment.co.uk

Enigma: e-touch immobiliser

Volvo has responded to the increasing tide of theft of small excavators by fitting Enigma Vehicle Systems' e-touch immobiliser, as standard, on their 1.5 to 2.0 tonne models supplied during the first quarter of 2011. www.enigmavehicle.co.uk

JCB: royals open academy

The £22 million JCB Academy was officially opened by Their Royal Highnesses The Prince of Wales and The Duchess of Cornwall. The Royal couple visited the facility in Mill Street, Rocoester where they met staff, students and supporters who have contributed to the success of The Academy. www.jcb.com

Powerscreen: showcase new products in India

Powerscreen, a provider of mobile crushing, screening and washing equipment, showcased the Powerscreen 1000SR and Powerscreen Metrotrak at the bCIndia exhibition in February. Both machines on display were manufactured at the Terex facility in Hosur, Southern Bangalore, reinforcing the company's commitment to the development of the local economy and infrastructure. www.powerscreen.com

New members

The CEA is pleased to welcome the following companies into membership since the last issue of *Newsline*:

Berco (UK) Ltd

www.berco.co.uk

BorgWarner

www.bwaturbos.co.uk

Hill Engineering Ltd

www.hillattach.com

Hyundai

www.hyundai-ce.co.uk

Tata Steel

www.tatasteelliftingandexcavating.com

How to join the CEA

Visit the CEA website www.coneq.org.uk - click on *About Us* and you will find all the information you require, including an application form - alternatively, e-mail membership secretary, Charlotte Harmer, charlotte@admin.co.uk.

CEA logo

CEA members are entitled to display the CEA logo on their company stationery, website and in their e-mail signatures. For a copy of the logo, e-mail cea@admin.co.uk.

Member Information



Notice of Annual General Meeting

The 2011 Annual General Meeting of the Construction Equipment Association will be held on Thursday 12 May 2011 in the Telford Theatre, One Great George Street, Westminster, London, SW1P 3AA, commencing at 09.15 hrs. CEA members only.

Press release request

Add CEA *Newsline* Editor, Kim Fitzpatrick, to your press release circulation list for your company news to be included in future issues. E-mail kim@admin.co.uk.

Conference breakfast

Our conference breakfast (coffee and rolls) this year is being sponsored by INTERMAT - the construction show taking place in Paris from 16-21 April 2012. In 2009 the exhibition welcomed 185,000 visitors from 162 countries and 1,470 exhibitors, 66 per cent international. 55 UK companies exhibited, of which 21 were on the UK Pavilion, organised by the CEA. For further information please contact Bryna Black - E-mail: bryna@promosalons.co.uk.

Export Handbook launch

The CEA Exporters' Handbook will be launched at the Bright Horizons... Conference on 12 May 2011. It is envisaged that the Handbook will become the initial reference point for all matters pertaining to exporting: market research,

promotion, agents and distributors, pricing, the contract, transport and getting paid. Significant changes to the previous edition include revisions for Incoterms 2010, bribery legislation and the information section with help sources.

Sign up for CEA e-bulletins

The CEA produces the following very useful and informative e-bulletins:

- ~ International Business (monthly)
- ~ Technical (quarterly)
- ~ NewsOnLine

Members not currently receiving these bulletins should e-mail kim@admin.co.uk to be added to the distribution lists.



Doing business in America

Members of the CEA's International Business Group were given a fascinating and entertaining insight into the perils and pitfalls of doing business in America by specialist corporate lawyer, Tom Thorelli, of Thorelli Associates, a Chicago law firm with offices in Paris. Tom covered areas such as finding, appointing and sacking a distributor, American contract law, intellectual property rights, getting paid, and adapting product and supporting literature for the US market. He highlighted the reliance of Americans on the legal system with the example that the population of France being around 64 million with only 55,000 lawyers and the

population of Chicago being six million and having 45,000 lawyers! Tom explained that the US mentality is to get the lawyers in at the beginning rather than waiting for a problem to occur. Tom is available to advise companies thinking of starting business with America. Contact the CEA for details. The meeting was kindly hosted by Gary Baylis, Business Development Manager of Westhaven Worldwide Logistics, in Shirley near Birmingham. Joanna Oliver, Richard Melton and Rory Keogh gave a presentation on Turkmenistan and the opportunities for construction equipment manufacturers.



the Construction Equipment Association

is pleased to invite you to the

Bright Horizons... conference

On Thursday 12 May 2011 (10.00 am to 4.30 pm)
at One Great George Street, Westminster, London, SW1P 3AA

"a positive view of the construction equipment industry"

The conference will take place in the Telford Theatre, with showcase exhibits and networking lunch in the Great Hall

This event is FREE to CEA members and guests (£225 ex VAT to non-members)
RSVP to cea@admin.co.uk - tel: 020 8253 4502

Programme

The construction equipment industry has come through a tough recession that has tested manufacturers and their suppliers to the maximum. Since the last annual conference we have a new Government with an intent to "rebalance the economy" and an expenditure cutting agenda - but we have also seen an upturn in many of our key markets. The time has now come to look forward - and see how we can meet and shape the future of our businesses.

Speakers include:

Sir Anthony Bamford (UKTI Business Ambassador & Chairman of JCB)
Gwenne Henricks (Vice-President of Caterpillar & President of Perkins Engines)
Angela Knight (Chief Executive of the British Bankers' Association)
David Phillips (Managing Director of Off-highway Research)

Moderator:

Nick Higham (BBC correspondent)

Showcase exhibits confirmed from:

CESAR - the plant registration scheme (Datatag)

Combined Industries Theft Solutions (CITS)

Intermat 2012

Plant & Agricultural National Intelligence Unit (PANIU)

Plantworx 2013

MP Filtri UK Ltd - Nylacast Ltd - RWS Group - Synchron UK Ltd - Tata Steel - Webtec Products Ltd

Coffee and breakfast rolls will be available from 8.30 am
sponsored by Intermat 2012
Networking lunch sponsored by Plantworx 2013



Technical Briefing

Raising the safety bar: EN 474 revision

The most important set of safety standards for the earthmoving sector is the twelve parts of EN474. These standards were last revised in order to take into account the new Machinery Directive and were published in 2009, but the changes were generally small and not too difficult to accommodate in the design of machines. It has been recognised in various countries that technology and expectations are moving forward and that a more thorough overhaul of the standards is due. To this end the European standards organisation, CEN, has launched the process of a full revision of the whole set, along with the addition of a new 13th part to cover rollers. In the UK the shadow committee for the CEN work is BSI committee B/513/1 and, in preparation for the debates within CEN, a special meeting was arranged in order to get the inputs of users of our sector's products and other interested parties. The UK input to the standards process has been mainly from the CEA and the HSE in recent years, with more limited input from the people who actually use our machines. On the other hand, the MPA (Mineral Products Association) went

their own way with their "Safer by Design" project which set up a purchase specification wish list beyond the requirements of the European Standards. The special day was intended to gain involvement of users by giving them a chance to have their voices heard in the standardising process. As well as the MPA, the CPA (Construction Plant-hire Association) and the HSE were invited to the meeting which was hosted by JCB in their Rocester facilities on 22 February. The Chief Executives of both the MPA and the CPA took part and around fifty people attended in total. BSI committee members felt that the day had been a great success in two ways. Firstly, important information had come to light about the needs of actual users, and secondly, there was a feeling from the users' associations that closer involvement in standardising would be beneficial to all. The BSI committee will review all the input received and take it forward for debate in Europe. The full revision process will probably take around three years and the CEA will keep members informed of progress and any major issues that arise.



CEA technical team

The CEA technical team is always on hand to answer questions and give advice, often drawing on the huge amount of our members' experience and expertise, as well as established contacts with all the relevant UK Government departments, enforcing authorities and European associations.

CEA technical advice

Malcolm Kent, the CEA's Technical Adviser is available to help CEA members with any technical aspects they need help with. For further information on how to set up a meeting with Malcolm, in the first instance please contact Tim Faithfull, tim@admin.co.uk.

Technical discussion forum

The technical forum is the place for CEA members to gather and exchange information on any technical issues of interest. The registration process is simple - so sign up now and join in the discussions. www.coneq.org.uk

Technical e-bulletins

CEA members not already receiving the quarterly technical e-bulletins should e-mail cea@admin.co.uk to be added to the distribution list.



Exhaust emissions: wobbly flexibility

Members will be aware that the CEA has been heavily involved in the progress of an amendment to the engine emissions directive which would bring a change to the "flexibility provisions". These provisions allow for a limited number of engines which comply with one stage of emissions control to continue to be supplied after the cut-off point for that stage. This is an important part of the directive as it allows manufacturers some flexibility in planning their development and production work in relation to the change-over schedule from one stage of emission control to the next. The number of engines which can be "flexed" is calculated as a percentage based on past sales volume, and as there was a catastrophic drop in sales in 2007 the numbers would be proportionately low for the coming transitions. Industry lobbied hard to have the flex ratio changed from 20 to 50 per cent because of this, and in recognition of the need to support industry the European Commission put forward a proposed amendment to the directive on those lines.

The proposal then went to the MEPs in the European Parliament for discussion and that set the sparks flying. Environmentalists were unsurprisingly opposed to increasing the allowance for "older" engines to stay on the market, and all possible shades of opinion have been expressed in the review stages both of "our" directive and the parallel amendment for engines used in tractors. A large number of amendments and counter-amendments were proposed and the CEA wrote two separate letters to each UK MEP on the committee to reinforce the industry request and position. The MEPs met in the ENVI committee and voted on 16 March with the result that a limit of 30 per cent flexibility was agreed rather than the existing 20 per cent or industry request for 50 per cent. Now, this ENVI committee decision will go to a plenary meeting of the European Parliament in May, and then on for discussion by the European Council and Commission. The CEA will keep members informed of progress.

New access systems standard: timescale set

The international standard for the safety of access systems on earthmoving machinery (ISO 2867) has been under revision for the last few years and is nearing its final stages before publication. The new standard will necessitate changes to many machine designs in relation to how operators get to their work station on machinery, and how people get to the routine service points. The current version of the standard (2006 edition) is harmonised in Europe, meaning that compliance with the standard confers a presumption of conformity with the access requirements of the Machinery Directive. One of the big questions in relation to this was how quickly the 2006 edition would officially expire when the new edition is published, because when it does it would no longer confer that presumption of conformity. If the expiry date was set shortly after the new edition became available the timescale for modification of machine production would be extremely hard to manage. However CEN have decided by majority vote that the Date of Withdrawal of the 2006 edition will be three years after the Date of Availability (basically publication) of the new edition. This is a good result as it will allow manufacturers to manage their development and production schedules in an orderly fashion.

International Business and Exhibitions



2011-2012 CEA international exhibitions and seminar missions

register your interest now: joanna@aslnorth.co.uk

The CEA will be running UK Pavilions at the following exhibitions:

~ **M&T Parts and Services**
Sao Paulo, Brazil: 10-13 August 2011

~ **BICES**
Beijing, China: 18-21 October 2011

~ **SITP**
Algiers, Algeria: 07-10 November 2011
(subject to political situation)

~ **Intermat**
Paris, France: 16-21 April 2012

Grants

We have applied for UKTI grant funding and hope to be able to award grants of £1,400 per eligible exhibitor.

The CEA visits Algeria

The CEA's Joanna Oliver carried out a scoping visit to Algeria in January, supported by UKTI and organised by the British Embassy in Algiers. Arriving the day after the riots ended, Joanna found the city calm and back to normal. The visit included Government ministries, public and private contractors, the UK's Defence Attaché and equipment dealers. Most expressed a desire to engage with UK manufacturers and said they were keen to work with new markets and explore opportunities for partnerships and new technology in addition to purchasing equipment. With vast reserves of natural gas (8th largest in the world and 2nd in

TUKTIC conference

The CEA is invited to send delegates to the forthcoming TUKTIC (Turkmenistan UK Trade & Industry Council) conference to be held in London in May (date tbc).

Seminar and trade mission

Seminar mission to Wuxi, China, following BICES and trade mission to Brazil during and after M&T Parts and Services. Speakers and missioners wanted - both OEM and component manufacturers welcome to represent the UK and your company at CEA seminars. The China Seminar Mission format is an excellent way to get your company known to an audience of invited Chinese manufacturers and end users. You will be given a 20-30 minute speaking slot in the morning, followed by pre-arranged one to one meetings in the afternoon. Places are limited to the first six applicants.

Africa after Nigeria) and huge mineral resources generating high national wealth, Algeria has much to offer exporters who are prepared to invest some time and energy into developing the market. The current five year plan (2010-2014) includes infrastructure projects including roads, rail, ports and housing - all generating a high demand for construction equipment. The CEA has applied for UKTI grant funding for exhibitors at the SITP Exhibition in Algiers 07-10 November 2011 and is investigating the possibility of a trade mission to coincide with the show. Contact Joanna for further information.

bCIndia: a new highlight on international exhibitions calendar

The bCIndia exhibition held in February at the Bandra Kurla Complex, in Mumbai, saw over 22,000 visitors from 69 countries attend the first edition of the show. The event is a joint venture between Messe München International (MMI) and the Association of Equipment Manufacturers (AEM). This well-run exhibition exceeded both the organisers' and the exhibitors' expectations, drawing

high-quality visitors from around India and the region. UK exhibitors' reported a good level of interest in their products and many have already arranged to return to India later in the year. The UK Pavilion comprised 15 companies and a number of other UK companies exhibited with local distributors. A total of 16 UK companies received a grant of £1,400 from UK Trade and Investment. An added bonus was

having an international standard hotel within a five-minute walk of the showground - especially one with rocker, Bryan Adams, staying in it, who was performing at the exhibition complex the night after the show closed! bCIndia looks set to become the leading exhibition in the Indian subcontinent. We look forward to returning in 2013.



CEA seminar mission to Pune

The CEA, generously supported by the UKTI Automotive Sector, ran a Meet the Buyer Seminar in Pune on 15 February. The seminar, organised by Continex, saw six UK manufacturers presenting to an audience of invited Indian end users, distributors, manufacturers, and other guests - followed by a networking lunch and one to one meetings in the afternoon. With the Indian Government committed to spending \$US 500 billion to 2012 in infrastructure improvements and more in



the 11th five year plan starting 2012, there are many opportunities for UK manufacturers in this vibrant market. India is already the world's largest market for backhoes, but demand for larger equipment is growing fast as road building gradually speeds up. The UK delegates also visited the Hyundai factory in Chakan - and were met by senior Hyundai personnel and given a briefing on the Pune factory. Each UK company gave an introduction to its products followed by a question and answer session and factory tour. The Hyundai engineers showed interest in many of the UK manufactured products and asked for follow-up meetings. The CEA is very grateful to Hyundai for this opportunity and we hope to return next time we have



an Indian Seminar Mission. Power, or rather the lack of it, is still an issue in Pune and the surrounding districts. That is there is no electricity on a Thursday! So factories, schools and houses must all either provide their own electricity generators or shut down for the day. This seems to be an on-going problem with no sign of it being rectified in the foreseeable future.

Travel tips on forum

"Travel Tips and Wrinkles" is a new and useful thread on the international discussion forum on www.coneq.org.uk. Once registered, CEA members can add any travel experiences, good or bad, that might benefit fellow members - or just have a look before your next overseas trip in case there is something worth knowing.

International e-bulletin

The CEA's monthly International e-bulletin lists the latest news of opportunities in overseas markets. It contains a wealth of information, including details of seminars, workshops, information sources, market reports, grant and tender information and construction projects. CEA members use this popular bulletin as a primary source for information on various markets.

CEA exhibitions diary

View our comprehensive exhibitions diary on www.coneq.org.uk. Details of exhibitions connected with construction equipment, cranes, mining and quarrying, road-building, demolition and recycling are listed, with hyperlinks to exhibition organisers. Please e-mail details of any shows not listed to cea@admin.co.uk.

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