

CEA *Bounce Back* Conference

Programme



Bounce Back

Beating the Global Recession

Wednesday 25 March 2009

One Great George Street, Westminster, London, SW1



CEA *Bounce Back* Conference

supported by
UK Trade & Investment
Wednesday 25 March 2009
One Great George Street, Westminster, London, SW1

from 09.00 hrs **Registration - tea, coffee and breakfast snacks**

Morning Session

10.00 hrs **The CEA - your association, working for YOU!**
Welcome from Colin Wakeham (CEA outgoing President) and Adam Shaw (Conference Moderator).

Ministerial address - subject to confirmation.

The Outlook for the Global Economy
Robin Bew (Editorial Director, Economist Intelligence Unit).

Market Spotlight - China
Yu Ju (Secretary-General, CCMA - the leading Chinese construction equipment trade association).

How Government can help you
A panel of UK Government and other experts on available assistance, funding and grants, including: Donald McNeill, UK Trade & Investment - Steve Martin, BERR - Sean Long, One North East and Rob Oliver, Construction Equipment Association.

12.45-14.00 hrs **Networking Lunch in the Great Hall**
An opportunity to network with other delegates and to view the Members' Showcase displays.

Afternoon Sessions

Concurrent Session Markets
14.00-17.00 hrs **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
Sandeep Garg (President, Punj Lloyd Ltd).

Market Spotlight - Russia
Trevor Barton (Senior Vice President, MD, Europe, PBN Company).

Concurrent Session Technical
14.00-17.00 hrs **The CEA BSI/ISO Standards Database Launch**
Malcolm Kent (Technical Consultant, CEA).

CONEQT - European Regulatory Road Map
Mark Ireland (External Standards and Legislation representative, JCB).

Mechanical Hybrid Systems
Doug Cross (Flybrid Systems).

Expert Technical Panel
Including: Laura Atkins, JCB - Mike Dodds, BERR - Phil Papard, HSE and Malcolm Kent, CEA.



Speaker Profiles



Colin Wakeham is the outgoing President of the CEA and Technical Director of Bell Equipment UK Ltd - where he is responsible for after sales, special projects and health and safety. Colin has been involved with the CEA, including the Technical Committee and Council, for over 25 years.

Sandeep Garg is the President of Punj Lloyd Ltd, looking after the Plant and Equipment Division. Punj Lloyd is one of the largest engineering construction companies in India, providing integrated design, engineering, procurement, construction and project management services for energy industry and infrastructure sector projects spread across the Middle East, the Caspian, Asia Pacific, Africa and South Asia. He has been with Punj Lloyd for the last 17 years.



Adam Shaw is an award winning financial reporter and presenter and is one of the best known financial experts on television and radio. He is currently the business presenter of BBC Radio 4's Today Programme. He previously presented BBC 2's Working Lunch for 13 years - and other well known business and financial television and radio programmes. Adam has written for a variety of newspapers and has written and co-authored a number of books. He is a highly skilled conference facilitator and after dinner speaker.

Trevor Barton is MD of the PBN Company's London office, a non-executive director of the Russo-British Chamber of Commerce, Chairman of the CIS Advisory Panel of International Financial Services London and a member of the Executive Committee of the Kazakh-British Trade & Industry Council. He previously worked in Russia and in 2001-2 he was seconded to the DTI and helped formulate and deliver the UK Government's strategy to promote Russia as an export market.



Robin Bew is the Economist Intelligence Unit's Editorial Director and Chief Economist. He is recognised for his commentary and interpretation of economic developments, presenting his views to media and business audiences. He also shares his perspectives in public forums, major business summits and private client gatherings alike. His particular expertise is on risk, global economy, world business environment and the financial services industry.

Malcolm Kent is a Chartered Mechanical Engineer. During his twenty year career in the design and development of excavators for Komatsu, he was also actively involved with the CEA (Chairman of the General Technical Committee for several years) and CECE. In 2007 he became a self employed consulting engineer - and CEA technical consultant.



Yu Ju is the Secretary-General of the China Construction Machinery Association (CCMA) - the leading Chinese construction equipment trade association. He previously worked as an engineer in the technology development department of the Qinghai Construction Machinery Factory and was also the Vice Director of the National Construction Machinery Quality Supervising Test Centre.

Mark Ireland is the External Standards and Legislation representative for JCB in their group Standards and Legislation department. He is also spokesperson for the CECE Better Regulation Project Team and a member of CECE's Machinery Directive Project Team. Mark is also leading the development of a new European standards project intended to harmonise the technical requirements of earthmoving machinery when used on the road and is the Chairman of ISO/TC 127 /SC1 who are responsible for developing the testing standards for earthmoving machinery.



David Phillips is MD, founder and owner of Off-Highway Research, a management consultancy that specialises in the research and analysis of international construction equipment markets. He previously held positions at the London Chamber of Commerce and the Economist Intelligence Unit. In 1981 he was made Manager of the EIU's Off-Highway Research Division. In 1986 he led a MBO of the Division, which became a limited company. Off-Highway Research has offices in London, Beijing and New Delhi.

Doug Cross started Flybrid Systems LLP with Jon Hilton in 2007 - a KERS company making flywheel based mechanical hybrid systems. Previously Doug has held positions at Ricardo Consulting Engineers, Toyota F1 in Cologne and later moved to Renault F1, where he was responsible for Renault's first 90 degree vee 10 engine (development use only). He then designed the first 19,000 rpm V8 engine.



Brian Nicholson is a British economic journalist and author who has lived in Brazil since 1976. He has worked as a foreign correspondent, business magazine editor, infrastructure research director and director of regional economic development plans. For several years he has been a consultant to Sobratema, the Brazilian Association of Technology for Equipment and Maintenance, and in 2007/2008 conducted Sobratema's Construction Equipment Market Survey.

UK Government Experts Panel



Donald McNeill
Head of
Advanced
Engineering
Sector Team,
UKTI



Steve Martin
Deputy Director,
Automotive Unit,
BERR



Sean Long
Senior Specialist
for Automotive &
Off Highway,
One North East



Rob Oliver
Chief Executive,
CEA

Expert Technical Panel



Laura Atkins
Senior Engineer:
Legislation and
Standards, JCB



Mike Dodds
Assistant
Director,
Mechanical
Engineering
Directives,
BERR



Phil Papard
Head of Product
Safety Section,
Safety Unit, HSE



Malcolm Kent
Technical
Consultant, CEA



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