



**CEA Bounce Back Conference – Beating the Global Recession  
25 March 2009, One Great George Street, London**

Our industry is suffering an unprecedented downturn – and markets have contracted fast. But which ones will recover first – and where are the opportunities for your business?

The CEA, with generous sponsorship from the UK Trade & Investment Advanced Engineering Sector, have launched the *Bounce Back Conference* aimed at highlighting opportunities in key markets and identifying where UK companies can go to try and boost their depleted order books. The conference, to be held at One Great George Street, Westminster (09.45-17.00 on Wednesday 25 March) features high calibre global speakers.

Highlights include:

- A global economic forecast will be presented by the Chief Economist and Editorial Director of the Economist Intelligence Unit, Robin Bew – a global expert on economic trends.
- An in-depth forecast of the construction equipment sector will be given by leading sector specialists Off-Highway Research's MD, David Phillips.
- Market sessions on the BRIC countries will be held and speakers include Mr Yu Ju, Secretary General of the China Construction Machinery Association (Beijing) and Brian Nicholson, author of the recently launched study of the Brazilian construction equipment sector on behalf of the Brazilian trade association, SOBRATEMA.
- Sessions on what the CEA and a range of government departments can do to assist your business through these unprecedented difficult economic times.

**You cannot afford to miss this conference – which is FREE to CEA members.**

Invitations and booking forms will be sent out shortly – but to make sure of your reservation, e-mail Lucy Scholefield - [lucy@aslnorth.co.uk](mailto:lucy@aslnorth.co.uk).

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