



Return to Growth - Going Global, not Local

Challenges for agricultural and construction machinery industry

Dear Industry Colleagues,

We will be "Back to Growth"! Our sectors have been hit by the global economic crisis, but we will continue to successfully sell our products, once the general economic climate has stabilized.

In the meantime it is important for our industry sectors, that global crisis management does not lead us back to a nationalistic and protectionist market policy around the world. We are all selling our products all over the globe and depend on open markets, fair competition and harmonized requirements.

CECE and CEMA have, therefore, decided to jointly organize a European Summit for the agricultural machinery and construction equipment industries - to discuss with high-level European politicians and legislators our needs and requests and inform them about our sectors.

This European Summit is a unique opportunity to meet the political decision-makers face to face, but also to enlarge your network of colleagues and competitors. After successful previous "construction equipment only" editions we have now decided to join forces to enhance our political visibility and increase our influence.

The complete programme and registration details will follow in due course. In the meantime please mark the dates in your diary.

By joining together at this unique event, we can send a powerful message, that the European construction equipment and agricultural machinery industries are dynamic, far sighted and competitive.

As Presidents of CECE and CEMA we would like to welcome you to Brussels in October.
Dr. Tim Leverton
President of CECE
Federico Corradini
President of CEMA

Thursday, 15. October 2009

14:00 to 18:00

"Return to Growth – Going Global, not Local" Public Forum

- **Keynote Speech** by the European Commissioner for Trade (tbc)
- **Global Markets**
A panel discussion about the need for open markets, market access in Russia, the EU and other areas
- **Global Products**
A look at the difficult road to developing a real global product for our sectors and the obstacles plus discussion with the legislators

18:00 to 22:00

Cocktail Reception and Networking Dinner

Meet the policy makers, your local Member of the European Parliament and of course your friends and competitors

Friday, 16. October 2009

09:00 to 12:00

"Return to Growth – Market Strategies 2010 +" 2 parallel sessions

- one for agricultural machinery and
- one for construction equipment

These will provide you with the latest outlooks on the equipment markets around the world and the factors influencing the demand. See when exactly we will return to growth!

09:00 to 12:00

"Finding the right Balance" Technical Forum

- How much safety do we need, how much can we afford and how to harmonize the requirements globally?
Discussion with European Commission, ISO and Industry representatives
- The green machine and its limits
A look at the different "eco"- initiatives of the EU and the future engine technologies and their consequences

To be sure to receive the full registration package please click here and submit your name and contact details.



Regular programme updates will be available at our website.

