

newsline

**Light at the end
of the tunnel?**

***Building
Business
Confidence***
CEA conference

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UK economy**

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| DATES FOR YOUR DIARY | | |
|----------------------|--|---|
| 2010 | EVENT | VENUE |
| 25 January | CEA International Business Group meeting Focus on Saudi Arabia | Leeds |
| 11 February | CEA Management Council meeting | Midlands |
| 16 March | CEA Management Council meeting | London |
| 17 March | CEA AGM Conference Building Business Confidence | One Great George Street, London, SW1 |
| 25 March | CEA General Technical Committee meeting | TBC |
| 19-25 April | Bauma Exhibition | Munich, Germany |
| 10-14 May | ISO/TC 185 Plenary meeting | Poland |
| 27 May | CEA Management Council meeting | North East |
| 09 June | CEA General Technical Committee meeting | TBC |
| 22-24 June | Hillhead Exhibition | Buxton, Derbyshire |
| 20 July | CEA Management Council meeting | East Anglia |
| 16 September | CEA Management Council meeting and Regional Dinner and Conference | TBC |
| 22 September | CEA General Technical Committee meeting | TBC |
| 20-22 October | CECE Congress | Barcelona, Spain |
| 23-26 November | Bauma China Exhibition | Shanghai, China |
| 06 December | CEA General Technical Committee meeting | TBC |
| 17 December | CEA Management Council meeting | London |

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

CEA AGM Conference

Wednesday 17 March 2010
One Great George Street, Westminster, London, SW1

Building Business Confidence

Expect to see around 150 industry leaders, experts and opinion formers at the event.

The timing, during the run up to the anticipated General Election, will provide an opportunity for us to underline the importance of our industry to the national economy.

Showcase opportunity

As usual, there will be an opportunity for CEA members to showcase their products.

To reserve a display area please e-mail:
cea@admin.co.uk

From the President

Dear Members

The past

This is the time of year when we reflect on the year just gone and try to look positively to the future, but what can we say about 2009 that has not already been said? It will surely go down in history as a turning point for the global economy. I suspect historians will say this was really the time when the economic power started to shift eastwards towards China. The catalyst of this change was, of course, the financial crisis, which went on to be a general economic crisis. In our industry the impact has been devastating in all except some very niche sectors. It is generally recognised that our sector has suffered a decline of anywhere between 30 and 80 per cent.

The future

So is 2010 going to be any better? This is an impossible question at any time, but particularly now as we are surrounded by so much uncertainty as to Government finances and the fact that a General Election will be held soon. The consensus view on the economy seems to be that we have bottomed out, but there is no recovery imminent - I think this is what is described as a "U" shaped recovery. It means that sales to final users will not increase so much, but hopefully manufacturers can increase production due to the fact that such large inventory reductions took place in 2009.

The CEA

Under these circumstances the CEA has remained active in lobbying Government to support our sector as much as possible. We have joined with calls from the EEF to promote manufacturing, via the Manufacturing Alliance, as a route to a more balanced economy. We also lend our voice to the wider construction interest in underlining how investment in infrastructure pays immediate dividends in jobs and longer-term benefits to social welfare and business efficiency. We will focus on some of these issues and our industry specific agenda at our AGM conference to be held on 17 March - at the now usual venue of One Great George Street, Westminster. A date to note in your new 2010 diary.

Our latest survey showed that one of the major things valued by members is the ability to network at CEA events. With this in mind, and also to ensure we keep as many of you up to speed with all the work we are doing, we are planning to hold a mid-year working conference and dinner (probably sometime in September). At this conference we plan a more detailed update on CEA activities - presented by your Association's directors and officers.

I wish everyone the best of luck for 2010, as I think we are going to need it. If there is anything you think the CEA can help you with, please contact us at anytime.

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

Light at the end of the tunnel?

Leading names confirm for annual conference

With the title *Building Business Confidence*, the programme for the CEA's annual conference will be available later this month (January). Top market analyst, David Phillips, the MD of Off-Highway Research, will be providing his expert take on construction equipment trends.

We will also be announcing at least two "big name" company leaders to offer their insights into our sector.

Greg Wood, recently the BBC's business correspondent in the US, has agreed to moderate the day's proceedings.



Building Business Confidence conference

Wednesday 17 March 2010

One Great George Street, Westminster, SW1

Our survey said

The 2009 survey

Thank you to all those members that contributed to our end of year survey. Your sales figures confirmed how tough 2009 was. From the CEA's standpoint, we gained a lot of useful information and, although we need to keep working, it was good to note that 95 per cent plus of respondents felt that CEA membership was positive value for money.

Services and activities

We asked about the services and activities that you most value for your membership investment. The top 5 were:

- ~ Networking with fellow members
- ~ The annual conference
- ~ International services
- ~ Lobbying
- ~ Technical services

Membership subscriptions freeze confirmed

The CEA's Management Council has confirmed a further freeze in membership subscription scales for 2010. This means that there has been no increase in subscriptions in real terms for three years. In fact, many members will pay less in 2010, as for most membership categories subscriptions decrease in relation to falls in sales. CEA members that have reported their latest turnover figures will have this reflected in their membership

New opportunities

These results have helped us set the programme for 2010 - which will include new opportunities to meet together to discuss business and key issues for our sector. We also aim to make sure that we have a clear voice on legislative and economic issues in the run up to the General Election.

CEA working for you

In an open question on what action you would like to see from Government that would benefit our sector, there were some very direct answers. These added up to the wish for the CEA to push even harder to ensure politicians and decision makers realise the true value of manufacturing and construction to the UK economy.

subscription assessments. Good news too for smaller companies, as the new maximum subscription for those with an average turnover below £2 million per annum, dips to just £595 (ex VAT) a year. Renewal invoices will be with members during January. Should you have any queries on your subscription assessment, please e-mail the CEA's Chief Executive, Rob Oliver - rob@asnorth.co.uk.

Market Trends

UK construction output third quarter 2009

The total volume of construction output in the third quarter of 2009 rose by two per cent compared with the second quarter of 2009. The rise in repair and maintenance of ten per cent was offset by a fall in new work of four per cent. The total volume of construction output in the 12 months to the third quarter of 2009 fell by eleven per cent compared with the previous 12 month period. The total volume of new work in the 12 months to the third quarter of 2009 was twelve per cent lower compared with the previous 12 months and was four per cent lower in the third quarter when compared with the previous quarter. The total volume of repair and maintenance work fell by eight per cent in the 12 months to the third quarter of 2009 compared with the previous 12 months, but was ten per cent higher in the third quarter of 2009 compared with the previous quarter.

Source: www.statistics.gov.uk

New number cruncher

The CEA welcomes Suzanne Huggill as our new book-keeper. Suzanne joined our secretariat at the end of November after gaining extensive experience in working with local businesses in a variety of accounts roles, including credit control. Part of her brief includes assisting in the better integration of our database and accounting records. To contact Suzanne e-mail suzanne@asnorth.co.uk.

Service providers

A new package of services has been agreed for service providers to the UK construction equipment industry. Companies offering research, publishing, advisory, financial and other services are now welcome to apply for membership at a new low set rate. Such members will qualify for coverage of their services in *Newsline*, our website and other on-line publications - as well as receiving invitations to our annual, and new half-yearly, conference. For details, e-mail Charlotte Harmer, charlotte@admin.co.uk.

Notice of Annual General Meeting

The 2010 Annual General Meeting of the Construction Equipment Association will be held on Wednesday, 17 March, at One Great George Street, London, SW1 at 09.15 hrs. CEA members only.

CECE

The voice of the European construction equipment industry

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

New CECE President takes office

The new President of CECE took office on 1 January. He is Jose Luis del Prim of ENARCO - the Spanish concrete machinery manufacturer. As a representative of the Spanish trade association, ANMOPyC, he steps up from the office of 1st Vice-President of CECE and succeeds Dr Tim Leverton. Mr Del Prim is particularly interested in ensuring the voice of SMEs is heard within Europe and he will host the 2010 CECE Congress in Barcelona (20-22 October).

Lisbon Treaty

means new challenges for CECE

After eight years of negotiation and stop-start the Lisbon Treaty came into force on 1 December 2009. The headline changes were the appointment of a permanent Council President (Herman Van Rompuy) and a High Representative of the EU for Foreign Affairs and Security (step forward Catherine Ashton). Whilst the European Commission retains the right to propose new legislation, the Treaty extends the involvement of both national parliaments and the European Parliament (EP) itself. National bodies have the right to comment on Commission proposals within an eight week timeframe - and if one-third of national parliaments reject a proposal it can be referred back to Brussels. Under the ordinary legislative procedure the EP has increased rights of co-decision making. Meanwhile the Council of Ministers can look forward to qualified majority voting - but not until 2014. Whilst the changes are fairly arcane, CECE has identified three challenges arising from the Treaty and the appointment of the new European Commission. The new Commissioner for Industry and Entrepreneurship is Antonio Tajani. CECE must forge strong relations with the Commissioner and his cabinet to

ensure that the CONEQT (Construction Equipment for Tomorrow) project and other key policies are progressed. Second, the growing role of MEPs needs to be reflected in CECE's priorities to develop contacts with key representatives on parliamentary committees and within the major power blocs. This is a difficult challenge - there are 498 parliamentarians under the new Lisbon rules, from 27 countries. However, the CEA can contribute to this by fostering relations with UK MEPs - something which will be a priority for us in 2010. The Lisbon Treaty also, for the first time, explicitly commits the EU to address climate change. In the construction equipment industry we are used to dealing with Commission concerns on machine noise and pollutants - but it is now likely that CO2 emission restrictions will rise to the top of the agenda. This is the third area where CECE must be prepared to lead new policy discussions. Whatever the decision making regime, we have learnt from experience that the drive for more regulation is a continuous process with which we must engage - at both European and UK level.

CECE reports increase in business optimism

When overall markets have been so bad in the last year or so, we have to welcome any sign of optimism. The latest CECE Business Barometer reports that most of the major European markets now seem to have bottomed out. In their latest monthly survey of construction equipment businesses across Europe, 37 per cent of respondents expected a sales improvement over the next half year (compared with 25 per cent a month earlier) - with "no change" predicted by 42

per cent (up from 34 per cent). 83 per cent felt that France had reached the bottom of the cycle, compared with 76 per cent for the UK and 73 per cent for Germany. Respondents were less confident about the Italian market. CEA members can receive full detailed monthly Business Barometer reports free of charge in return for contributing their input. E-mail Kim Fitzpatrick to sign up - kim@admin.co.uk.

In the Lobby

The CEA is committed to lobbying in the UK and Europe and working with the network of other trade associations, agencies and Government departments to promote the interests of the UK construction equipment sector.

Construction in the UK economy the benefits of investment

The UK Contractors Group (UKCG), under the auspices of the CBI, gained widespread coverage of their report on the benefits to the economy of construction spending. The CEA is helping to spread the word to politicians and opinion formers that construction remains one of the best ways of

stimulating economic growth and creating jobs. The report comes at a time when there has been widespread disappointment that the promised escalation of planned infrastructure projects does not seem to have occurred. For more information visit www.ukcg.org.uk.

Government investment in construction is the most beneficial use of stimulative public expenditure in both the short and longer term, and any reduction in construction expenditure would have significant, immediate and enduring negative consequences for the UK.

Impact on economic activity

Construction is one of the best ways of stimulating economic activity - not just in the construction sector, but across the economy as a whole, including troubled manufacturing sectors. It also has one of the lowest levels of imports, so the stimulus spending stays within the national economy.

Contribution to employment

Construction is the best sector for stimulating employment. The employment that construction provides benefits lower skilled and young workers who have relatively few alternative opportunities. Many regions are heavily dependent on construction jobs.

Benefits of investment

Construction is not only immediate economic production, it is also investment rather than consumption, which provides significant long-term economic and social benefits.

Assistance programme in the slow lane

HMG has admitted that the Automotive Assistance programme for car and construction equipment manufacturers has yet to approve its first loan deal. The CEA had warned that the tight rules for the scheme involving support for "green" technology projects was unlikely to yield

the type of shorter term support needed by our members. At the launch of the programme, the Minister responsible made it clear he was looking for the first deals to be struck "within weeks" - that was back in March 2009.

Pre-budget statement no surprises

The CEA joined forces with the EEF and other manufacturers' associations to provide input to the Chancellor before his Pre-Budget Statement (PBS). Steve Radley, Director of Policy at the EEF, commented, "The job of (the) statement was to outline how the structural shortfall in the public finances was going to be tackled. Instead, it went for the easy

targets and fudged the tough decisions necessary to achieve this. Whilst there are some helpful measures, such as deferring the increase in corporation tax for small firms, the failure to extend capital allowances for investment removes support at just the time in the cycle when firms could most benefit". www.eef.org.uk

Assistance for UK companies

The websites listed below contain useful information to assist UK companies:

www.businesslink.gov.uk/realhelp/finance
www.creditmanagement.org.uk
www.hm-treasury.gov.uk
www.supply2.gov.uk
www.traintogain.gov.uk
www.ukadvancedengineering.com
www.ukan.uktradeinvest.gov.uk
www.uktradeinvest.gov.uk

BIS - department for Business, Innovation and Skills:
www.bis.gov.uk

Real help for people:
www.direct.gov.uk

Real help for business:
www.businesslink.gov.uk

News and information from central and local Government:
www.info4local.gov.uk

Better Regulation Executive - making your life as simple as possible:
www.betterregulation.gov.uk

Meet the Members

Bell Equipment launches Mark VI ADT range in UK

Bell Equipment UK has launched the latest major upgrade to its range of D-Series Articulated Dump Trucks (ADTs) in a move which is set to provide another industry benchmark in terms of innovation and technology. The Mark VI upgrades focus largely on health and safety, electronic enhancements and machine security. Neville Paynter, Managing Director of Bell Equipment UK, said, "This upgrade represents a significant step forward in terms of ADT technology. Yet

again, Bell is leading the field. And launching the Mark VI machines in the current economic climate speaks volumes about Bell's commitment to improving the safety, reliability and efficiency that consistently provides our customers with the lowest cost-per-tonne production ADTs in the business". The Mark VI range is expected to be Bell's final D-Series upgrade before it launches a new E-Series range in the next few years. www.bellequipment.co.uk



Cab Glazing Services

Cab Glazing Services supplies curved and flat safety glass for specialist vehicles including most plant and agricultural machinery. The company operates under the strict control of stringent industry quality assurance standards ensuring that all glass supplied by Cab Glazing Services is of the highest standard obtainable. The experienced team at Cab Glazing Services are experts in safety glass, whatever the shape or size requirement they are able to provide the best quality solution. They are happy to share their knowledge and expertise to ensure you have the right glass for the job. Cab's reputation is built on 25 years of delivering a high quality product and exceeding their customers' expectations. The diverse range of skills within the team



include laminating and working with bullet proof and heated applications. They have worked on an extensive variety of special projects so to discuss your specific needs please contact them to find out how they can help. www.cabglazing.com

Hewitt Robins International crushing and screening

Hewitt Robins offers a complete range of mobile and static crushing and screening equipment for the quarrying, mining, recycling, iron and steel industries. Formed in 1891, Hewitt Robins has become the end-users first choice for robust, long life efficient machinery. Recent design innovations have seen Hewitt Robins being able to supply vibrating screens in excess of 3m in width and 10m in length in triple deck configurations, an achievement no other supplier can boast. Advancements in remote monitoring technology has allowed Hewitt Robins' engineers and customers to monitor oil temperatures, running times, oil levels, vibrations and

noise from any geographic location. This advancement has led to greater machine life, lower operator cost and reduced down time. www.hewittrobins.co.uk



The Hewitt Robins Banana Screen driven by the new Quad-Z vibrator mechanism.

Friction Marketing Co

Friction Marketing Company (FMC) was started in the UK in 1991. With the specific goal of providing a product and service to a standard that had previously been unavailable to the construction, earthmoving and mining markets. Key personnel were drawn together from various backgrounds who collectively had many years of expertise covering:

- ~ Supply and maintenance of various items of heavy plant.
- ~ Supply and distribution of many products including clutch, brake and transmission plates.
- ~ Design and specification of new applications for both 'Dry' and 'Oil' immersed friction materials.

FMC has a wide and unique range of friction materials, which have been developed primarily for original equipment use, but also fine-tuned in the aftermarket on problematic applications.



Typical uses include:

| | |
|-------------|---|
| Forklift | Transmission and Brake |
| Marine | Transmission and Winch |
| Excavator | Swing and Travel Brakes |
| Military | Specialist Products |
| Bus | Transmission and Retarder |
| Agriculture | Brake, PTO and Shuttle Transmission |
| Mining | Torque Limiter, Transmission and Brake |
| Motorsport | Limited Slip Differential |
| Earthmoving | Master and Steering Clutch, Wet Brake, Differential Units and Powershift Transmission |

There is an ongoing programme to upgrade existing materials as well as continuing pressure to develop new ones. www.frictionmarketing.co.uk



In brief

Fozmula

local boy returns

Leamington Spa based Fozmula, manufacturers of sensors, gauges and switches for the automotive and industrial markets, are delighted to welcome back their protégé, Paul Holtby, as Head of World Sales. Paul's previous role at Fozmula was as Sales Manager during the early to mid 90s with a very successful track record whilst he was with the company. Since then, he has forged a successful career in sales and business development, assuming senior roles for several international companies, involving extensive travelling throughout the world. He rejoins Fozmula bringing with him a wealth of knowledge and experience that will serve him well in his new role.

www.fozmula.com

GKD Technik

new appointment

GKD Technik welcomes Peter Rudland, who has joined the team as Engineering Manager. With his extensive product design and development experience, Peter strengthens the engineering team in the company's electronic control system design.

and new premises

GKD relocated to larger, refurbished, premises on the Ferndown Industrial Estate, on 1 January 2010:

GKD Technik
17 Cobham Road - 1st Floor
Ferndown Industrial Estate
Wimborne
BH21 7PE
Tel: +44 (0)1202 861961 (unchanged)
Fax: +44 (0)1202 861361 (unchanged)
www.gkdtechnik.com

News to share?

We are always pleased to hear from CEA member companies with news they would like to share with other *Newsline* readers. *Newsline* is sent to all CEA member company contacts, senior personnel of selected non-member companies, all HMG Overseas Posts, UK Business Links, named Government contacts and related trade associations. Copies are also distributed at construction equipment exhibitions in the UK and overseas. Please add the Editor, Kim Fitzpatrick (kim@admin.co.uk), to your press release circulation list.

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.

In brief

SEM new name for PMJ

Contract Journal and contractjournal.com have closed but *PMJ* will continue to be published in both hard copy and electronic forms under the new name of *SEM (Site Equipment Manager)*. Colin Sowman remains the editor and he has assumed responsibility for a website called SED365.com which also features plant-related stories. Contact details remain unchanged and any information, press releases or invitations, should be addressed to colin.sowman@rbi.co.uk or via telephone on +44 (0)20 8652 4858.

Construction News new supplement

The CEA is a contributor to the first issue of a new regular *Construction News* supplement launched this month (January). Titled *Plant, Vehicles and Tools* it will feature construction equipment news and views.

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".

ComeSys Europe advanced electronic control systems

ComeSys Europe designs and manufactures advanced electronic control systems for all types of vehicle and industrial applications. The company works closely with both OEM and Tier One customers to deliver innovative solutions which provide advanced electronic control of modern low emission vehicles and advanced industrial machines. ComeSys Europe has total commitment to delivering high performance products designed for manufacture and built using the latest lean techniques offering unrivalled service and value for money.

www.comesyseurope.com



Powerscreen strengthens crusher range with two cutting-edge additions

Powerscreen, one of the world's providers of mobile crushing, screening and washing equipment, has revealed details of two new next-generation crushers designed to deliver reliability and results in the toughest of applications. Powerscreen operations worldwide are part of the Terex Corporation. The Powerscreen Pegson XH320 and

Powerscreen Pegson XH500 impact crushers, which complements the Powerscreen Pegson XH250, are the latest in a series of major product innovations that demonstrate Powerscreen's commitment to providing superior machines that set the standard for performance, reliability and fuel efficiency. www.powerscreen.com



Gate 7

Gate 7 is a dynamic and innovative company specialising in the supply of decals and other components to the off-highway machinery market. Gate 7's overriding philosophy of business is to improve the product and reduce the cost. Their success in this has led to the development of long-term business partnerships with major clients in North America, Europe, and the Far East. Gate 7 has extensive experience in meeting the needs of the off-highway market. Products include:

- ~ Decals and labels, including safety-critical warnings
- ~ VIN/PIN plates
- ~ Documentation packs, including operation manuals
- ~ Control/instrument/switch panel fascias
- ~ Nameplates
- ~ Data-rating-serial plates
- ~ Dial fascias
- ~ Vehicle and body livery, including styling lines and logos
- ~ Membrane switch covers
- ~ Signs
- ~ Dead-front panels
- ~ Electroluminescent and back-lit panels

Gate 7 can supply any combination of items to you in the way that is most suited to your logistics and production processes. They can manufacture in a wide range of materials and can supply products that withstand the harsh work environments in which machines operate. The basic applications for decals can be divided into:

- ~ Interior decals (controls, warnings and others)
- ~ Exterior decals (logos, warnings and styling marks)
- ~ Engine compartment decals (component labels and warnings)

Application papers can be easily included depending on the design of the decal and the installation process.

www.gate7.co.uk



Linde Hydraulics

Based in Abingdon, Oxfordshire, Linde Hydraulics is responsible for sales and service in the UK and Ireland, and offers a comprehensive range from stock of new pumps and motors, together with a full spares, repair, and reman service. Linde holds an extensive stock of spare parts, offering a rapid turnaround of repairs, minimising down-time. The company is capable of repairing all other manufacturers' piston pumps and motors. All repairs are fully bench tested and carry a 12 month warranty. Linde Hydraulics has also been appointed sole representative for Bondioli and Pavesi in the UK and Ireland for piston pumps and



motors, gear pumps and motors, pilot controllers and coolers.

www.lindehydraulics.co.uk

In brief

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.

Discussion forums

There are three discussion forums on the CEA website www.coneq.org.uk for the exclusive use of members - Technical, International and Business. Once registered, members can share and exchange information. The registration process is simple, but should you run into any problems, please either e-mail cea@admin.co.uk, or call Kim Fitzpatrick on +44 (0)20 8253 4502.

CTT 2010 and CONEXPO Russia join forces

1-5 June 2010

CTT and CONEXPO Russia have agreed to hold an expanded construction equipment exhibition this year in Moscow. CONEXPO Russia at CTT will provide reduced expense and increased value for manufacturers and visitors by focusing resources on a single event in 2010.

www.ctt-moscow.com
www.conexporussia.com

SED 2010 postponed

SED 2010 has been postponed due to the current economic environment. The exhibition will return on 17-19 May 2011.

www.sed.co.uk / www.sed365.com

Technical Briefing

Exhaust Emissions: potential increase in OEM flexibility

The construction equipment industry, together with engine manufacturers and agriculture, has identified an increase in the flexibility allowance from 20 to 50 per cent (at least) as a priority for Stage IIIB requirements which start in 2011. The Commission has agreed to an accelerated procedure to present a proposal to the European Parliament and CECE has urged national associations to lobby governments to press for the change. Flexibility was one of the four

requests discussed with Commission Vice President Verheugen in March 2009, following the CECE letter about immediate actions that could be taken to assist the construction equipment industry in the current economic climate. Commission Services are known to be preparing the proposal for an amending Directive to increase OEM flexibility. CECE has engaged with Commission and provided considerable input. The proposal has met some resistance within

Commission and the Commission Services did not complete the necessary internal review and sign-off the proposal before the term of office of the previous College of Commissioners ended on 31 October 2009. The proposal cannot now be adopted by the Commission and released to Council and Parliament until after the new College of Commissioners is confirmed, the earliest being the end of January 2010. As such, the outcome of the co-decision is not likely to be known

before the third quarter of 2010 - and any change in law would be unlikely before 2011. So the increase, if agreed, will still be on time for Stage IIIB. However, even if the proposal is sent to Parliament and Council, a positive outcome is not assured. At a suitable point in time it may be necessary for the CEA to advocate to MEP's the importance of this amendment, in order to maximise the probability of a positive vote in the European Parliament.

Standards database

The CEA standards database is accessible from www.coneq.org.uk. It is restricted to CEA members only - and will be regularly updated to include the latest information on relevant CEN and ISO standards.

Technical discussion forum

The technical forum on www.coneq.org.uk 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.

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.

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.

Exhaust Emissions: in-service conformity (PEMS or OBD - on-board diagnostics)

Following the requirements of the 2007 technology review to assess the need for in-use compliance tests, the Commission has initiated a test programme. This will assess the use of PEMS (portable emissions measurement systems) equipment to measure emissions of the engines installed in non-road mobile machinery (construction and agricultural) during the real working day. The USA is currently ahead of the EU in developing a non-road in-use test programme and it is anticipated that proposed rules will be published this year, requiring all engine manufacturers to take part in a pilot programme. PEMS are complex, costly and sizeable devices and have already been developed for the on-highway truck sector, but the operating requirements are very different for the off-road sector. In order to perform a measurement the PEMS system would be temporarily connected to the exhaust system of the

machine being tested. Although PEMS are aimed more at engine performance than the equipment to which they are attached, equipment manufacturers have expressed concerns about safety aspects of mounting PEMS on in-use equipment. PEMS can affect visibility and place very hot exhaust systems near operators. There are also doubts about the durability of PEMS in construction site situations. No proposals of how a future EU non-road in-use conformity programme using PEMS could be managed have yet been made, but the Commission is obliged to report to Parliament and Council on this issue when they next make amendments to the Directive. The CEA will work with the CECE Emissions PT to develop a position paper to explain why PEMS is not the right method to address the intent of the Directive on in-service compliance, using feedback from an industry pilot exercise conducted during 2009.

Exhaust Emissions: retrofit DPFs and London Best Practice Guide (BPG)

The Greater London Authority (GLA) is responsible for the Best Practice Guide (BPG) on reducing dust and engine emissions on construction sites. It requires diesel particulate filter systems (DPFs) to be fitted to new or existing non-road machinery above 37 kW, even though the reduction in particulates provided by DPFs will, in any case, be required by Stage IIIB from 2011. The CEA has played an important part in the long-running discussions that have voiced industry concerns about safety, fuel resources, costs to companies, warranties, etc. The CEA has also explained that the PUWER regulations would be put at risk when DPFs are fitted. The CEA raised the profile of the industry case in a press release following the Energy Industries Commission (EIC) letter to the DfT minister to seek nationwide acceptance of the BPG scheme. This explained the CEA's support for improving

air quality, but pointed out that there is a lack of evidence to show that construction site equipment is a significant contributor to diesel particulates, as EIC contends. Ongoing safety after retrofitting has not been guaranteed and the CEA continues to support the increasingly tough EU stages of engine emissions reduction that are leading to orderly technology developments and which will provide lower emissions with proven technology. The Olympic Delivery Authority (ODA) has recently decided to conduct its own study into the costs and benefits of fitting DPFs. This will comprise an exercise to calculate the theoretical costs and emissions reduction followed by a practical test in the Olympic Park to see whether fitting DPFs was beneficial. The trial is expected to start this year and could last up to 12 months. There does not seem to be much implementation of this aspect of the BPG on other major sites.

Machinery Directive: new regulations for 2010

Machines placed on the market from 29 December 2009 must comply with the provisions of Directive 2006/42/EC, which replaces 98/37/EC. There are a number of requirements of concern to CEA members, but the most critical ones have been favourably treated in the Commission guidance following prolonged input from CECE and other industries. These include a new requirement for fixed fastenings on guards and a new requirement for every item of equipment used for lifting to undergo a static and dynamic test. A large part of the Commission guidance has been completed and was launched at a Machinery Conference held in Brussels on 9 December. A 2nd Edition will be completed by March 2010 and the whole guidance will be subject to review and amendment as considered necessary. However, there are still two important subjects for the CEA and CECE to resolve. One is the classification of attachments used for earthmoving machines within one of three categories - basic attachments or tools, interchangeable equipment and partly completed machinery (pcm). The definition and status of pcm remains a complicated issue and the CEA has input some text to CECE to help clarification, particularly with regard to quick couplers. The second issue is regarding the requirement for information on vibration emissions to be included in sales literature for machinery. However, as there is no agreed testing procedure, every manufacturer designs and conducts its own tests according to what it feels is appropriate for the machine and likely duty cycles. This means that there is no direct comparison possible, although customers are likely to favour machines for which a lower value has been declared.

International Business and Exhibitions



IBG focus on Saudi Arabia Monday 25 January - Leeds

The next CEA International Business Group meeting will be organised in partnership with UK Trade & Investment, ABMEC (mining association) and Yorkshire Forward. The meeting will focus on the many lucrative opportunities in this rapidly developing market. The meeting will include a presentation from leading Saudi mining company Ma'aden (open cast and deep mines). Full details to be confirmed soon.

Discussion forum

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

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.

2010-2011 grant aided exhibitions

UK Trade & Investment grant funding for UK exhibitors at overseas shows has been confirmed for:

- ~ **Bauma (Munich, Germany)**
19-25 April 2010
- ~ **Bauma China (Shanghai, China)**
23-26 November 2010
- ~ **bC India (Mumbai, India)**
08-11 February 2011

Applications are now being taken for grants at Bauma of £1,000 per eligible company. Grants are limited to the first 30 eligible exhibitors and full details and an application form can be found on the CEA website www.coneq.org.uk. So don't leave it too late - get your application in NOW! Electronic scanned forms only please.

The CEA at Bauma UK Pavilion Lounge Pass display, relax and meet

The CEA UK Pavilion at Bauma, like the show itself, is sold out. However, if you are planning to visit Bauma, the CEA is able to offer a special package to UK manufacturers. For just £195 ex VAT (£250 ex VAT to non CEA members) you can:

- ~ Distribute your brochures (up to 100 of any one kind) from the CEA UK Information Centre.
- ~ Receive one Bauma exhibitor pass, which allows free travel on the Munich public transport network.
- ~ Participate in UKTI sponsored Meet the Buyer Events.
- ~ Leave and collect messages at reception.

- ~ Use the CEA lounge / refreshment facilities.
 - ~ Receive one invitation to the CEA International Networking Reception. Lounge Pass participants will be listed in the UK Group brochure, which is distributed to global trade associations, international press editors and UKTI Business Links. Places are limited so apply early to Joanna Oliver.
- Note:** The package is for one person and one set of brochures. Further packages are available at an additional £50 ex VAT (£75 ex VAT to non CEA members) not including an exhibitor pass (available at €33 each). E-mail joanna@asnorth.co.uk for further information.

CEA meet the buyer seminars

The CEA will run (subject to confirmation of UKTI support) Meet the Buyer events in Changsha (Sunward, Sany, Zoomlion) and Liuzhou (LiuGong) in November 2010 following Bauma China - and in Pune in February 2011, preceding the bC India exhibition. These events provide excellent opportunities to promote your company in a generic setting, showcasing

the best of British expertise. Participation is free - although you do need to meet your own travel costs - and all the organisation is done by the CEA. If you are interested in participating in either the Chinese or Indian seminars, please e-mail joanna@asnorth.co.uk. Reserve your place early as speaker slots are limited.

BICES : Beijing, China 03-06 November 2009

Despite an unexpectedly early blizzard, which stretched into a week-long freeze in a new exhibition centre with no heating - BICES was an excellent show. Held at the Jiu Hua International Exhibition Centre just outside Beijing, a purpose-built, if not entirely completed, exhibition complex featuring a 4,000 room hotel and offering "hot springs with billiards", BICES 2009 saw over 900 exhibitors taking 150,000 sqm of exhibition space. A great achievement in these times of economic downturn. It was disappointing that the UK Pavilion was very small - only four exhibitors, plus two companies taking Export Pods. However, we were still given a prime location right by the main entrance and made the most of our presence by flying the flag for UK manufacturing. Four companies also benefited from a £1,400 grant at BICES. The CEA, generously supported by UK Trade & Investment, hosted a networking dinner during the show. BICES featured an exhibition celebrating 60 years of



UK Pavilion at BICES

Chinese construction equipment. As well as a fascinating insight into the genesis and development of the Chinese sector, it was great to see Off-Highway Research and the KHL Group featured in the exhibition. On a personal note, I was humbled to find myself included in four photos in the exhibition at various opening and signing ceremonies over the years that the CEA has been helping UK companies to do business in China. It's good to be part of history! **Joanna Oliver**

Meet the buyer seminar and factory visits Xiamen, China

Supported by UK Trade & Investment and organised by the CEA and Off-Highway Research, six UK manufacturers participated in the 2009 China Meet the Buyer Seminar. At the invitation of the Fujian Special Machinery Association, we visited Xiamen in Fujian Province in the south-east of China, opposite Taiwan and one of China's premier seaside resorts. After a weekend spent warming up after BICES, the UK group visited the very large XGMA plant, Xiamen Wheeled Loaders, who entertained us to an excellent lunch and showed us round their factory and the impressive Linde Lift Trucks factory. We are grateful to all these companies for giving up their time and for listening to the UK manufacturers. We hope some good business will arise from these meetings. The seminar was held on 10 November and well attended by almost 50 delegates. UK companies, including Perkins Engines, GKD Technik, Trelleborg and Off-Highway Research, as

well as Alan Woods from BIS (UK Department of Trade) and James McGuire from UKTI in Guangzhou, made presentations in the morning session. This was followed by a networking lunch and one to one meetings in the afternoon. Speakers reported the seminar as being very valuable in meeting new contacts and in raising their own company profile by being associated with an official UK Government event.



Excon : Bangalore, India 25-29 November

15 UK manufacturers exhibited on the CEA organised UK Pavilion at Excon - a record UK presence in India and well up on the four UK companies that exhibited at Excon 2007. 14 UK companies received UKTI grants of £1,400 each. The exhibition saw around 30,000 visitors over the five days and 400 exhibitors, making it the largest event for our sector currently held in India. It is always a challenge for the CEA as group organisers to run a Pavilion in India, and this year's Excon was no exception - but that is why we offer the service as part of the CEA benefits - and judging by the comments received from exhibitors, we did our job and made it easy for Pavilion participants.

Meet the buyer seminar Bangalore, India

With support from UK Trade & Investment, the CEA were able to run a Meet the Buyer Seminar on 24 November at the Golden Palms Conference Centre in Bangalore. Nine UK companies made presentations to an audience of over 50 Indian manufacturers, distributors and contractors. Speakers were the CEA, GKD Technik, JCB, Miller UK, MIRA, Off-Highway Research, Spiroll, Telectack, Trelleborg and Webtec. The Seminar was held in a rather curious venue after the hotel double booked the conference suite. It was supposed to be an Italian restaurant - but immediately renamed the Harry Potter Enchanted Forest thanks to the twelve ceiling height plastic trees that lined the walls and a waterfall in the corner. Everyone expected to see Hagrid emerge with a baby dragon tucked under his arm at any moment! The seminar was organised with the help of Indian consultants, Continex, who also assist manufacturers looking for Indian partners or to source components. Thanks to Continex, a large backdrop was installed and the room became slightly less "Potter-esque". The seminar proceeded without a hitch and was well received by both delegates and speakers alike.



CESAR

plant registration scheme

CESAR review

The CESAR review committee works to develop and improve the CESAR scheme. The statistics are now beginning to show clear advantages to joining the scheme. Committee members include the police, insurers, CEA manufacturers and staff, the scheme providers, Datatag, and the AEA (Agricultural Engineers Association). The last meeting, held at Perkins in Peterborough in early December 2009, discussed clearer procedures and expansion of the scheme in the UK and Europe.



l-r: Chris Evans (AEA), Roger Lane-Nott (AEA), Rob Oliver (CEA), Ian Elliott (Met Police), Kevin Howells (Datatag), Colin Wakeham (Bell & CEA) and Keith Dolbear (TriMark & CEA)

McCormick tractors to be protected by CESAR

Farmers and contractors buying a new McCormick tractor in 2010 can enjoy lower insurance premiums and their machines are less likely to be stolen thanks to joining the industry-leading initiative. From January 2010, all new McCormick tractors will be registered with CESAR, the construction and agricultural equipment theft deterrence and vehicle identification scheme, free of charge.

"We're appalled at the growing number of farm tractor thefts and the cost to owners in terms of inconvenience, distress and rising insurance premiums," says Ray Spinks, General Manager, "so we're taking the initiative to safeguard our products by registering ownership details of all new McCormick tractors with CESAR".

Kubota fit CESAR to star in security initiative

Kubota, of the UK mini-excavator market, has announced that it is to fit the CESAR registration and security system to two of its popular excavator models. The machines are the U17-3, a 1,650kg mini-excavator, and the KX080-3, a 8,300kg

mini-excavator. As a consequence of the move both machines now qualify for the recently introduced 3 star security rating from the Insurance Industry Research Establishment, Thatcham.

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
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Latest developments

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