

The Voice of the UK Construction Equipment Industry



# newsline

## CEA technical services

finding a way through  
the maze of legislation

**Waste batteries  
regulations**

pages 4-5

**Technical briefing**

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[www.amcinstitute.org](http://www.amcinstitute.org)

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DATES FOR YOUR DIARY		
2009	EVENT	VENUE
03 September	CEA General Technical Committee meeting	Volvo, Duxford
22-23 September	CEN/TC 151 Construction Equipment	Eastern Europe
01 October	CEA International Business Group meeting India	London
12-15 October	ISO/TC 127 Earthmoving Machinery	Seoul, Korea
15-16 October	CECE Summit	Brussels, Belgium
03-06 November	BICES Exhibition	Beijing, China
03 or 04 November	CEA Networking Reception at BICES	Beijing, China
09 November	Factory Visits	Fujian Province, China
10 November	China - Meet the Buyer Seminar	Xiamen, Fujian, China
24 November	India - Meet the Buyer Seminar	Bangalore, India
25-29 November	Excon Exhibition	Bangalore, India
09 December	CEA General Technical Committee meeting	To be confirmed
17 December	CEA Finance Committee and Management Council meetings	Komatsu UK, Birtley
2010		
19-25 April	Bauma Exhibition	Munich, Germany
10-14 May	ISO/TC 195 Plenary meeting	Poland
22-24 June	Hilhead Exhibition	Buxton, Derbyshire

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

## New discussion forums on [www.coneq.org.uk](http://www.coneq.org.uk)

The CEA website now features brand new discussion forums. There is a general one for anyone to use - and three more specific forums just for CEA members to share and exchange information: Technical, International and

Business. The registration process is simple - and fairly self explanatory. However, if you do run into difficulties, please either e-mail [cea@admin.co.uk](mailto:cea@admin.co.uk) or telephone Kim Fitzpatrick on +44 (0)20 8253 4502.



# From the President

Dear Members

This is my first *Newsline* article since succeeding as President last March at our 2009 *Bounce Back* conference held once again at the popular venue of One Great George Street, London.

### Sticking together

I would like to thank all members for attending what was a very successful conference, even if most of the news regarding the general economy and our sector in particular was not encouraging. In these difficult times it is even more important that we stick together as an industry and help each other through what are acknowledged to be some of the biggest economic challenges in the last 80 years. I will do my best to ensure the CEA continues to support members in all ways we can.

### Technical services

One of the core services of the CEA are the technical services we provide - a lot of members think the annual subscription is worth it for this alone - and we have recently improved these services further with the issue of the new on-line Standards Database - details of which are covered on page 13. It is worth noting that at any time our General Technical Committee has an agenda of anything between 20 and 30 live topics to progress, so it is always a busy area and many of them are covered in this issue of *Newsline*.

### Trade press briefing

Members of the CEA Management Council, including myself and the Chief Executive, Rob Oliver, recently met with members of the trade press in order to brief them on current CEA activities and the current state of the market. The press are acutely aware of the current economic environment and are facing their own challenges with the downturn. We were able to remind the press of our involvement in matters at a European level (through CECE) to request an increase in flexibility provisions regarding engine emission regulations and discussions to harmonise the various road regulations. There is also an initiative to persuade the EU to have a *time out* on new EU regulations that affect our products except, of course, for matters clearly relating to health and safety.

### Final thought

Working as I do for a Japanese company I sometimes get certain Eastern philosophical insights and I would like to share the latest with you, which is that when the word crisis is written in Japanese it consists of two characters; one signifies *danger* and the other *opportunity*. Meaning of course that the current situation will present many new opportunities along the way, we just need to be ready to take them.

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

## Waste batteries regulations

by Tim Faithfull  
CEA Director of Member Services  
tim@admin.co.uk

### Technical awareness When it all gets too technical - the CEA can help

The CEA General Technical Committee monitors and evaluates a host of directives, regulations, safety issues and standards to provide the UK industry input to all critical authorities, helping to reduce the impact on members and enabling them to plan ahead. Quarterly technical e-bulletins keep members briefed on key developments - often acting as an early warning system on proposed legislation. With increased pressure to meet environmental and health and safety targets, manufacturers and suppliers need to keep ahead of the game. Our technical service offers members the chance to meet and discuss the key issues with fellow industry experts - and to help champion their cause on product specific issues. See the Technical Briefing section in this issue of *Newsline* (pages 12-13) for a small selection of other ongoing technical issues.

A new set of regulations governing batteries will have consequences for CEA members and their UK and European dealers. The EC Directive on Batteries and Accumulators (2006/66/EC) has been transposed into the UK as the Waste Batteries and Accumulators Regulations 2009 and entered into force on 5 May this year, although first actions are not required until 16 October 2009.

These regulations set out requirements for waste battery collection, treatment, recycling and disposal for all battery types, including arrangements by which the UK intends to meet waste *portable battery* separate collection targets of 25 per cent by 2012 and 45 per cent by 2016. The initial perception of the regulations was that it was targeted at battery producers and suppliers and thus CEA members would not have any responsibilities, but this has proven not to be the case.

In contrast to other product directives familiar to CEA members (machinery, EMC, engine and noise) which define compliance responsibilities according to whom first placed the product on the EU market, the Batteries Directive and its implementing measures are much more local, placing obligations for compliance on the entity first placing the battery in a

given country, whether or not already incorporated in a product. If this act of supply is not complicated enough in determining responsibility, there are also different requirements depending on whether the batteries in question are automotive, industrial or portable batteries.

An **automotive** battery means a battery of any size or weight that is used for the starting or ignition of the engine of a road-going vehicle or for providing power for any lighting used by such a vehicle. This includes such batteries used in vehicles that are of a road-going nature but not actually used on public roads. This would therefore include the batteries in *wheeled* machines.

An **industrial** battery means a battery or battery pack of any size or weight which is: designed exclusively for industrial or professional uses; used as a source of power for propulsion in an electric vehicle or a *hybrid* vehicle (even where they also provide power for starting, ignition or lighting for the vehicle); unsealed but is not an automotive battery or accumulator; or sealed but is not classified as a portable battery. This would therefore include the batteries in *tracked* machines.

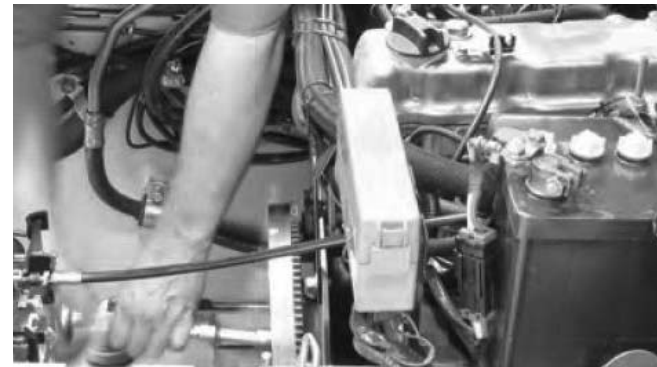
A **portable** battery means any battery

or battery pack which is: sealed; can be hand carried by an individual person without difficulty; and is neither an automotive battery or accumulator, nor an industrial battery. Small batteries incorporated into machines that could be hand carried might however be classified as industrial batteries if there is evidence that the battery has been designed (its shape composition and performance) exclusively for professional use.

Due to the complexity of the regulations the CEA has sought guidance from both BIS\* (implementer of the regulations and enforcement authority for automotive and industrial batteries), and

the Industry Council for Electronic Recycling (ICER), to gain an understanding of our members' obligations. A further meeting with BIS will take place soon, but it is currently our understanding that CEA members and their dealers will, as a minimum, need to register themselves as either, or possibly both, automotive and industrial battery producers, with the requirements as industrial producer being the more onerous of the two.

\* BIS - Department for Business, Innovation and Skills, superseding BERR, which superseded DTI.



### Market Trends

#### UK construction output first quarter 2009

The total volume of construction output in the first quarter of 2009 was nine per cent lower compared with the fourth quarter of 2008. New private housing work was ten per cent lower and new public housing was eight per cent lower over the same period. All new work fell by ten per cent while repair and maintenance fell by nine per cent. The total volume of construction output in the 12 months to the first quarter of 2009 fell by six per cent compared with the previous 12 month period. The total volume of new work in the 12 months to the first quarter of 2009 was nine per cent lower compared with the previous 12 months and was ten per cent lower in the first quarter when compared with the previous quarter. The total volume of repair and maintenance work fell by one per cent in the 12 months to the first quarter of 2009 compared with the previous 12 months and was nine per cent lower in the first quarter of 2009 compared with the previous quarter.

Source: [www.statistics.gov.uk](http://www.statistics.gov.uk)



Committee  
for European  
Construction  
Equipment

[www.cece-eu.org](http://www.cece-eu.org)

## CECE The voice of the European construction equipment industry

CECE is the Committee for the European Construction Equipment industry. It represents and promotes the interests of this important industry sector on a European level and in close co-operation with its sister associations in North America, Japan and Korea - and also worldwide.

## No signs of improvement just yet

The July 2009 CECE Europe-wide *Business Barometer* survey indicated no signs of improvement in either today's economic climate, or over the next six months. Over half the participating companies reported that their incoming orders from Europe were 40 per cent or more below last year. Recent studies by both the European Construction Industry Federation (FIEC) and Euroconstruct came to similar conclusions - that the construction industry would continue to fall in 2010, with a gradual recovery expected in 2011.

## CECE Summit 2009 Return to Growth - Going Global, Not Local

15-16 October 2009 - Brussels

A gathering of around 250 European construction equipment senior representatives is expected at the 2009 CECE Summit.

### Political forum

The event will include a large political forum, which is being organised in co-operation with CEMA, the European association of the agricultural machinery industry. The focus will be on common challenges of the mobile machinery industry. It will help to put our sectors in the spotlight and explain to European politicians and legislators what the challenges for our industry are and learn from them what solutions they have to offer.

### Access to global markets

There will be a discussion panel session on access to global markets - to include open markets, market surveillance and fair competition.

### Global manufacturing

Another session will look at the idea of manufacturing a global product, barriers

and possible solutions - from non-harmonised requirements for using public roads in Europe to diverging national and international standards, exhaust emission legislation, etc.

### Market outlook

The popular CECE Economic Forum will focus on the market outlook for 2010, with experts looking at the European and global markets for construction equipment and try to look forward to the end of the economic crisis.

### Technical forum

The Technical Forum will have a deeper look at topics like future engines and their emissions, the use of references to ISO standards in European legislation and many other technical and legal challenges for mobile machines.

### Details and updates

Full details, including registration forms, will be sent out in September. In the meantime, programme updates will be posted on [www.cece-eu.org](http://www.cece-eu.org).

## Safeguarding jobs

The President of CECE, Dr Tim Leverton (JCB), has written to European Commission President, Mr Barroso, to ask for his support for an initiative which will help the sector to safeguard jobs in Europe and survive the global economic crisis. This follows an agreement with Vice President Verheugen to allow manufacturers extended flexibility for the next stage of the directive for exhaust emissions from non-road mobile machines (2004/26/EC). This proposal is planned as part of the economic recovery

plan devised by CECE which will allow European manufacturers an opportunity to help offset the unprecedented drop in sales by deferring the huge engineering costs that are necessary for the redesign of products. Whilst the short term effect on the environment is negligible, the proposal will allow for the staging of development costs which will be particularly helpful for smaller companies and is regarded by the Commission as a valuable part of the EU recovery plan.

## 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 industry promotion brochure

When CEA members travel to overseas markets we often meet UK Embassy Commercial Officers who do not fully understand exactly what construction equipment is and what it is used for. As these are the people charged with promoting our sector in their markets and answering queries from the public - this is rather worrying! Additionally, our sector is often perceived by people outside the industry as an old fashioned metal bashing sector with little interest in R&D and innovation. To redress this knowledge gap, the CEA has obtained generous sponsorship from BIS (the Government's new Business, Innovation and Skills department) to produce a layman's guide to our sector. A brochure has been designed by an industry working group and produced by Dark Arts Marketing. It will be sent to all UK Embassies, High Commissions and Commercial Officers with responsibility for construction equipment promotion around the world to let them know the size and scope and all round excellence of our sector and the multitude of uses to which construction equipment is put. With an



introduction from the Secretary of State for Business Innovation and Skills, Lord Mandelson, the brochure will also be used to educate staff in the Regional Development Agencies, Devolved Assemblies, Chambers of Commerce and Business Links in the UK. Thanks go especially to Steve Martin and Alan Woods at BIS for sponsorship and to Nick Ground (GKD Technik), Ian Davies and John Kavanagh (JCB), Jacqueline Anderson (Terex) and Vince Porteous (Komatsu) for all their hard work in getting the brochure to fruition. The brochure will also be available on the CEA's website, [www.coneq.org.uk](http://www.coneq.org.uk), for general information for anyone interested in finding out more about our vibrant sector.

## Enterprise Europe Network

This network of contact points provides information and advice to EU companies on EU matters. Supported by the European Commission and available in all UK regions, the network provides practical answers to specific questions from businesses, particularly SMEs. Services available include:

- ~ A brokerage service: using partner search databases and international networking events.
- ~ A one stop shop enquiry service: for information on European legislation, policies and market opportunities.
- ~ Assistance to tap into EU funding programmes.
- ~ A means to get your voice and concerns heard in Europe.

[www.enterprise-europe-network.ec.europa.eu/countries/theunitedkingdom\\_en.htm](http://www.enterprise-europe-network.ec.europa.eu/countries/theunitedkingdom_en.htm)



## BIS : the new Government department for Business, Innovation and Skills

The Government has created a new department for Business, Innovation and Skills, whose key role is to build Britain's capabilities to compete in the global economy. The department has been created by merging BERR and DIUS - creating a single department committed to building Britain's future economic strengths.

BIS - department for Business, Innovation and Skills:  
[www.bis.gov.uk](http://www.bis.gov.uk)

Real help for people:  
[www.direct.gov.uk](http://www.direct.gov.uk)

Real help for business:  
[www.businesslink.gov.uk](http://www.businesslink.gov.uk)

News and information from central to local Government:  
[www.info4local.gov.uk](http://www.info4local.gov.uk)

Better Regulation Executive - making your life as simple as possible:  
[www.betterregulation.gov.uk](http://www.betterregulation.gov.uk)

# Meet the Members



## New members

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

E J Bowman (Birmingham) Ltd  
[www.ejbowman.co.uk](http://www.ejbowman.co.uk)

Hydra-Perm-Co Ltd  
[www.hydra-perm.co.uk](http://www.hydra-perm.co.uk)

Westhaven Worldwide  
Logistics  
[www.westhavenww.co.uk](http://www.westhavenww.co.uk)

## News to share?

We are always pleased to hear from CEA member companies with news that 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](mailto:kim@admin.co.uk)), to your press release circulation list.

## Hydra-Perm-Co Ltd

hydraulic products for mobile applications

Hydra-Perm-Co can supply a range of hydraulic products for mobile equipment, as well as many other general industrial applications. It is the sole UK agent for the range of Permco gear pumps, motors and flow dividers. The products are particularly suited for equipment destined for the construction, offshore, agriculture, mining, forestry and waste reclamation industries, where they are designed to meet the most demanding of project specifications. Displacements range from 6cc up to 199cc with a variety of shaft and mounting options available. The roller bearing pumps and motors have passed NCB tests and can be supplied in a range of



gear widths for speeds of 2,400 rpm (maximum 2,000 rpm for motors) and pressures up to 3,000 psi. A sleeve bushed series, suitable for higher speed and pressure ratings (up to 4,500 psi), includes the latest 1:8 taper shaft with European DIN mounting flange. With a customer list that includes many major international companies, the company has an established reputation for high quality service. A large stockholding of parts is maintained so that replacement components can be offered from stock for a wide range of applications, including agricultural machinery, cranes and fork lifts, together with tunnelling, mining and drilling equipment.  
[www.hydra-perm.co.uk](http://www.hydra-perm.co.uk)

## Westhaven Worldwide Logistics

solutions for exporters and importers on a global basis

Westhaven Worldwide Logistics offers comprehensive logistics solutions for exporters and importers on a global basis. The company specialises in the shipment of goods within Europe mostly on the basis of back loading vehicles. This arrangement offers daily services, rapid delivery (usually on the same vehicle) and very competitive door to door freight prices. In addition to standard road vehicles, it also has available specialised equipment such as flatbeds and low-loaders for larger pieces of equipment. Staff speak fluent French, Spanish and German and maintain daily contact with their European partners. For shipments to and from areas outside Europe they provide a complete range of services for



shipment by ocean and air freight systems. As a full member of the World Cargo Alliance, a worldwide network of more than 2,000 shipping agencies, Westhaven benefit from local representation in almost every country in the world. Westhaven is a small, friendly team of professionals - always accessible - taking the time to speak at length with clients to explain the sometimes complicated requirements of international shipping. With an accumulated total of 80 years' experience in the shipping industry, Westhaven is happy to use its knowledge to help both experienced shippers and those new to exporting and importing.  
[www.westhavenww.co.uk](http://www.westhavenww.co.uk)

## Full of Eastern promise?

Westhaven recently came to the aid of the Football World Club Cup by handling an urgent shipment of ground preparation equipment to a stadium in Abu Dhabi. The equipment had to be transported overland - three trucks travelled from the UK to Abu Dhabi, successfully delivering the goods ahead of schedule.

## Milsco accredited with ISO14001 status

Milsco's manufacturing location, based in Coventry, has recently been accredited ISO14001 status. This is a reflection of its progression and intent. The company aims to provide a world-class product based upon the backbone of world-class manufacturing and robust management processes. This is the next step of its commitment to quality and environmental controls to ensure that it operates within the very highest standards of expectation on a daily basis. The company sees this accreditation as an essential part of global manufacturing today. [www.milsco.com](http://www.milsco.com)



Joe Keeley, Milsco's Vice President for Global Manufacturing, presenting Stephen Forrester, MD for European Operations, with the certificate of accreditation for ISO14001.

# WORLD CRANE AND TRANSPORT SUMMIT 2009

AMSTERDAM  
22-23 OCTOBER, 2009

The World Crane and Transport Summit will take place on 22-23 October 2009 at the famous Hotel Okura in Amsterdam. The Summit is an exciting new networking business information and social event for the leaders of the world crane and specialized transportation industries, their suppliers and manufacturers. It will comprise a top-level, two day conference and formal business dinner, which will

bring together senior executives from around the world. Approximately 300 senior executives are expected to attend and more than half of the available places have already been reserved. The Summit has been created by International Cranes and Specialized Transport magazine and its publisher, KHL Group, with the support of companies and associations worldwide.  
[www.khl.com/wcts](http://www.khl.com/wcts)

## In brief

### Brigade

launches nationwide service and support programme

Brigade Electronics can now offer customers the complete package of quality products and exceptional service through the launch of a nationwide support programme. The Brigade Service Partners (BSPs) are a network of experienced technicians who provide service and support for anyone who has purchased Brigade products.

[www.brigade-electronics.com](http://www.brigade-electronics.com)

### Off-Highway Research

Indian database launch

Off-Highway Research is delighted to announce the launch of its Indian Database Service. This new service offers subscribers the clearest view of developments in the rapidly changing Indian market for construction equipment.  
[www.offhighway.co.uk](http://www.offhighway.co.uk)

### Syncron

helps Volvo reduce carbon emissions

Syncron's state-of-the-art supply chain planning technology is helping Volvo CE reduce the requirement to *emergency* deliver parts using air freight. Over the past five years, the proportion of Volvo aftermarket parts transported by air has decreased by almost 30 per cent.  
[www.syncron.com](http://www.syncron.com)

### Weston Body Hardware

new lift-off moulded hinge

Specifically created to prevent dirt and debris entering between hinge halves and pin - a common problem when used on construction sites or in heavy manufacturing environments.

new weatherproof paddle latch

WBH has created a new weatherproof paddle latch, which is acoustically quiet and prevents water entry.

[www.wbh.co.uk](http://www.wbh.co.uk)

## In brief

### How to join the CEA

Visit [www.coneq.org.uk](http://www.coneq.org.uk) - click on *About Us* and you will find all the information you require, including an application form - or e-mail [charlotte@admin.co.uk](mailto:charlotte@admin.co.uk).

### 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](mailto:kim@admin.co.uk) to be added to the distribution lists.

### Discussion forums

Join in our discussion forums on the website: [www.coneq.org.uk](http://www.coneq.org.uk). Technical, International and Business are for members only. This is the perfect place to exchange and gather information. Further details on page 2.

### 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".

## Bell Equipment

### launches wheeled loader for waste and recycling industry

Heavy plant manufacturer Bell Equipment has launched a range of wheeled loaders that have been custom-designed for the waste and recycling industry. The move follows the launch last October of Bell's new range of seven high-specification E-Series wheeled loaders, representing the company's first venture into the UK loader market. The waste-specification loaders will be fitted with belly guards, cab screen

guards, solid rubber tyres, high-lift arms and high-tip buckets - all as standard - as well as its state-of-the-art QuadCool system, which prevents dust and other airborne debris from entering the machine's cooling system, thus reducing downtime and prolonging the life of the engine and other internal components. [www.bellequipment.co.uk](http://www.bellequipment.co.uk)



## Fozmula peak performance for Fozmula charity climb

Leamington Spa based Fozmula, supplier of liquid level measurement and pressure and temperature sensing equipment, set the challenge for nine of its staff, family and friends to climb Snowdon in support of Prostate Cancer Research earlier this year ([www.snowdon500.co.uk](http://www.snowdon500.co.uk)). All was going well until foul weather halted their progress just below the summit ridge. The original planned route had to be abandoned as storm force winds, gusting to more than 70mph on the dangerous summit ridge with driving rain and hail, forced the organisers to call a halt to proceedings and instruct climbers to finish their intended climb at just below the ridge and make their return down the mountain via the less treacherous Pyg Track. Despite everything the mood was fantastic as everyone obeyed instructions



and happily turned the challenge from a climb into a strenuous eight mile trek, with everyone returning safely to base. The *Fozmula nine* played their part and managed to raise £1,500 towards the overall sum of £150,000! [www.fozmula.com](http://www.fozmula.com)



### New Business Membership

The Institute is offering CEA members its new Business Membership at a discounted rate. It has been designed with the small business manager in mind. The benefits include an on-line mentoring service, help desk for any questions, extra discount on training courses, legal, financial and insurance advice, access to members' area, new on-line TV channel, education and professional qualifications in international trade and much more.

**For all membership enquiries contact Lyn Fulcher**  
Tel: +44 (0)1733 404410 or e-mail [lyn@export.org.uk](mailto:lyn@export.org.uk)

### International Trade Training

The Institute offers a Short Course Training Programme providing essential, up to date knowledge and skills development opportunities to those engaged at all levels and in all areas of international trade.

### Exclusive Discount for all CEA Members

Book your place on one of the Institute's Short Course Training Programmes and receive an exclusive ten per cent discount. All details are on the website. Tailor-made seminars can also be designed to your own specifications, delivered in-house for four to ten people by professionally accredited trainers.

### Distance Learning Courses

Offering professional qualifications in international trade which are available via distance learning courses. For more information visit [www.export.org.uk](http://www.export.org.uk) under professional qualifications.

**For more information contact Rowena Morgan**  
Tel: +44 (0)1733 404400 or e-mail [rowena@export.org.uk](mailto:rowena@export.org.uk)

[www.export.org.uk](http://www.export.org.uk)

## Government measures

### to assist UK companies in the current economic downturn

HMG is serious in providing assistance to help companies get through the current economic downturn and lay solid foundations for recovery when the upturn comes. Listed below are some websites with useful information:

[www.bis.gov.uk](http://www.bis.gov.uk)  
[www.businesslink.gov.uk](http://www.businesslink.gov.uk)  
[www.businesslink.gov.uk/realhelp/finance](http://www.businesslink.gov.uk/realhelp/finance)  
[www.creditmanagement.org.uk/berrguides.htm](http://www.creditmanagement.org.uk/berrguides.htm)  
[www.hm-treasury.gov.uk/d/pbr08\\_chapter4\\_136.pdf](http://www.hm-treasury.gov.uk/d/pbr08_chapter4_136.pdf)  
[www.hmrc.gov.uk/pbr2008/pbrn2.pdf](http://www.hmrc.gov.uk/pbr2008/pbrn2.pdf)  
[www.ogc.gov.uk/news\\_2008\\_8804.asp](http://www.ogc.gov.uk/news_2008_8804.asp)  
[www.supply2.gov.uk](http://www.supply2.gov.uk)  
[www.traintogain.gov.uk](http://www.traintogain.gov.uk)  
[www.ukadvancedengineering.com/](http://www.ukadvancedengineering.com/)  
[www.ukan.uktradeinvest.gov.uk](http://www.ukan.uktradeinvest.gov.uk)  
[www.uktradeinvest.gov.uk](http://www.uktradeinvest.gov.uk)



## The Queen's Award 2010

The deadline for submitting applications for the 2010 Queen's Awards for Enterprise is 2.00pm on 30 October 2009. Winners in the International Trade category of the 2009 Awards included: JCB Earthmovers Ltd, JCB Heavy Products Ltd, Powerscreen International Ltd [www.queensawards.org.uk](http://www.queensawards.org.uk)

## LinkedIn

**business oriented social networking**  
UK Trade & Investment has a newsgroup on LinkedIn which promotes international trade. LinkedIn is free and only takes a moment to sign up. [www.linkedin.com/groups?home=&gid=1769629&trk=anet Ug\\_hm](http://www.linkedin.com/groups?home=&gid=1769629&trk=anet Ug_hm)

## Advanced manufacturing: building Britain's future

A £150m package of measures to help UK manufacturers seize the opportunities provided by emerging technologies has been launched by Business Secretary Lord Mandelson. [www.bis.gov.uk/advanced-manufacturing](http://www.bis.gov.uk/advanced-manufacturing)

## Construction sector events

In co-operation with UKTI regional and overseas offices and accredited trade associations, the UKTI Construction Sector Team runs a series of events promoting the UK construction sector's expertise. [www.uktradeinvest.gov.uk/ukti/constructionevents](http://www.uktradeinvest.gov.uk/ukti/constructionevents)

# Technical Briefing

## Noise

Construction equipment has had to comply with the requirements of Directive 2000/14/EC on the Noise of Equipment used Outdoors, since 2002. It aims to remove technical barriers to trade arising from differing laws across the EU and helps to control noise emissions in the environment through limits, measurement methods and labelling requirements for about 60 categories of equipment. As with a number of directives it is subject to frequent amendment and the imposition of tougher requirements on

manufacturers. The CEA is providing the UK industry input to BIS (Government department for Business, Innovation & Skills) and CECE (Committee for European Construction Equipment) on proposals in the latest amending directive to publish noise data, consider changes to the list of included equipment and to the actual noise limits. It is also important that the European Commission and member states are reminded to consider other ways of reducing noise from outdoor equipment.

## Engine emissions

Measures to control pollution caused by non-road mobile machinery were introduced in Directive 97/68/EC and supplemented in amending Directive 2004/26/EC. It applies limits to the gaseous and particulate emissions of compression ignition (diesel) engines between 18 kW and 560 kW with application dates staggered according to engine size. Stage IIIA, now in force for all engine sizes, and Stages IIIB and IV, call for large reductions in NOx and particulate emissions. Stage IIIB will need big changes to diesel engine and exhaust layouts and costly after-treatment technology. The CEA has been working with CECE, along with CEMA

(agricultural) and Euromot (engine) manufacturers' associations, to ensure that the current requirements and any amendments to the directive take proper account of technical developments. The main issues for industry are to seek an increase in flexibility allowances (20 to 50 per cent), ensuring the availability of low sulphur fuel (needed for Stage IIIB particulate emission levels to be met), introducing Stage IV emission limits for engines between 8 and 19 kW and in-use emissions tests. An important aspect is that introduction dates and the emission levels align with the USA so that the same product can be sold in EU and US markets.

## Quick couplers

The industry will be aware of the CEA efforts to help improve the safety of semi-automatic quick couplers following a number of fatalities over the last two years. This has included providing expert input to the Strategic Forum for Construction Health and Safety Task Group, which addresses industry-wide issues, and its Plant Safety sub-group; representation on the BSI and ISO standards committees which are addressing the safety issues for new couplers; ad hoc meetings with the HSE and attempts to bring the coupler manufacturers into a cohesive group. We

recently issued a press release to clarify some misunderstandings about the safety of different types of quick coupler and what may be required in the future. It seems that this was well received and has helped to calm the situation, as there now seems to be a general acceptance that twin-lock systems are not the only safe solution and that the fully automatic pin-grabber type of coupler has a proven safety record. There is also ongoing work to inform all parties about the safe maintenance and operation of those thousands of semi-automatic couplers already in use.

## Machinery safety

Most machinery supplied or imported into the UK, or safety components supplied separately, has to satisfy a list of essential health and safety requirements (EHSRs) laid down in the Machinery Directive (98/37/EC). Manufacturers have to carry out risk assessments to determine which EHSRs apply and follow conformity assessment procedures to demonstrate compliance. The manufacturer, or his authorised representative, must issue a Declaration of Conformity and affix the CE mark to the machine. Alternatively, where the machinery is intended to be incorporated or assembled with other machinery, a Declaration of Incorporation must be issued. The European Commission chairs the Machinery Working Group (MWG) which meets about four times a year to discuss issues

and establish guidelines on complying with the requirements. The CEA inputs to the MWG through meetings with BIS and the HSE, which represent the UK. A new Directive (2006/42/EC) has been agreed and transposed into the national regulations of all EU member states and will replace the existing Directive and national law from 29 December 2009. The CEA has been participating in the drafting of the all-important official guidance which will explain and clarify the intentions and meaning of a multitude of issues arising from the Directive. Industry is pushing for this guidance, which will be web-based, to be concluded and available as a matter of urgency so that manufacturers can plan and execute the necessary changes.



## Operator visibility

The CEA and the Health and Safety Executive have had many discussions over the years on how to enhance visibility for operators of equipment such as dump trucks, excavators, loaders and telehandlers. We have obviously supported improvements to safety but also need to ensure that visibility problems are fully understood, that the root causes for accidents are established and that the available technologies are evaluated before new requirements are introduced. The CEA also considers that, by assessing the risks and satisfying the Machinery Directive requirements, particularly by following the appropriate harmonised EN standard, equipment is

safe. To avoid a barrier to trade, any new requirements introduced in the UK will need to apply equally in all EC member states. The revised ISO 5006 on operator visibility has been published and has been applicable since earlier this year. The standard provides an evaluation method close to the machine so that visibility aids can be prescribed. Appropriate site rules and control procedures are also addressed in the standard but the HSE wants to see further changes to the standard and has submitted some proposals to ISO. The HSE also has concerns with telehandlers which are currently under discussion with the industry.

## CEA standards database

The new CEA Standards Database is now accessible from the CEA website - [www.coneq.org.uk](http://www.coneq.org.uk). It is password protected and an authorisation code has to be generated to allow members to download the file to a particular PC. In order to ensure that this new benefit is restricted to CEA members only it will not be possible to copy, print or send the file. The database will be regularly updated to include the latest information on relevant CEN and ISO standards and should prove an invaluable tool. Full details on how to use the database is included in an information tab on the file. By using drop down arrows and filters, members can access information on standards by subject area (eg Access, Electrics, etc) and affected machines (eg Earthmoving, etc). Of course, due to copyright, we are not allowed to provide the actual standard, but can record the stage of development, the purpose of any changes, our own comments, current issues and the next steps.

## Technical discussion forum

Another new feature on the website - [www.coneq.org.uk](http://www.coneq.org.uk) - is the discussion forums. The technical forum is only accessible to CEA members - and, after completing a simple registration process, members will be able to gather and exchange information on any issue of interest. Further details on all the forums appear on page 2 in this edition of *Newsline*.

## Technical e-bulletins

CEA members already receiving these quarterly e-bulletins, find them extremely useful. If you are not already on the list, contact the CEA offices to be added. E-mail [cea@admin.co.uk](mailto:cea@admin.co.uk) or telephone +44 (0)20 8253 4510.

## CEA technical information

Part of the CEA technical service is to produce fact sheets, summary papers, position papers and guidance notes. Fact sheets are a one page overview of a topic, giving background information, requirements, developments and current issues, as appropriate - basically an executive summary. There are currently eight topics covered including noise, engine emissions, the Machinery Directive, operator visibility, vibration, optical radiation, road regulations and operator manual languages for the new Machinery Directive. A recent summary paper was on machine marking relating to towing points and a CEA position paper in April covered the dating of machinery that is modified to meet new regulations, which is particularly relevant with the introduction of the new Machinery Directive on 29 December this year. Guidance notes have also been published regarding object handling requirements for excavators and for backhoe loaders.

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.

# International Business and Exhibitions



## Bauma : Munich, Germany 19-25 April 2010

### UK Pavilion almost sold out!

The CEA is holding space at Bauma for a UK Pavilion. If you have not already sent in your application form, please do so now. The exhibition is sold out and we only have a limited amount of space left on the UK Pavilion. UKTI have confirmed grant aid for eligible companies - but not yet set the level (but expected to be £1,000). A prospectus is available from the CEA or on our website, [www.coneq.org.uk](http://www.coneq.org.uk).

## Iraq is there business for you there?

We are hearing reports that our competitors from Spain, Germany and France are now travelling to Iraq and picking up good business. The US Corps of Engineers is rebuilding the infrastructure - but does not only purchase US manufactured equipment. The CEA is considering how best to exploit the opportunities in Iraq - would you be interested in a trade mission to visit the market? To help us assess potential interest please e-mail [joanna@asnorth.co.uk](mailto:joanna@asnorth.co.uk).

## Discussion forum

CEA members can now gather and exchange information on the new International discussion forum on [www.coneq.org.uk](http://www.coneq.org.uk). Further details on page 2.

## BICES : Beijing, China - 03-06 November 2009

### Beat the recession with an Exporter Pod and get a £1,400 UKTI grant and Free Flights

As the recession continues to bite, the CEA is looking for ways of reducing costs for UK manufacturers wanting to exhibit in China. We are very much aware that the recession has had a serious effect on companies' marketing and export budgets. However, you cannot afford to baton down the hatches and stay at home in the hope that orders will just come to you. To let your customers know you are still in business and ensure your continued export success you need to be out in the

markets raising your profile. If you are finding the cost of exhibiting at BICES too high, but would still like a presence at the show, why not take a CEA Exporter Pod.



Photo courtesy of JCB China

Eligible Pod exhibitors will also get a UKTI TAP grant of £1,400 per company. Pod exhibitors benefit from graphics panels, a meeting table, shared use of an interpreter,

entry into the British Group brochure and BICES catalogue, assistance with travel, accommodation and visas and an invitation to the CEA Networking Event.

## Meet the Buyer Seminars 2009 : China and India

- ~ Xiamen, Fujian Province, China : 09-10 November 2009, following the BICES exhibition - including factory visits in Fujian
- ~ Bangalore, India : 24 November 2009, preceding the Excon exhibition

The CEA will hold **Meet the Buyer Seminars** in China and India to introduce UK manufacturers to end users, distributors and potential partners. The seminars comprise a group of six UK companies, each making a presentation to an audience of targeted delegates, followed by a networking lunch. In the afternoon, speakers have a series of pre-arranged one-to-one meetings with delegates. This year's theme is Advanced Engineering - Excellence from the UK. We are particularly interested in recruiting speakers from transmission, engine, hydraulics, electronics and instrumentation manufacturers. Companies promoting low carbon and

"green" products are especially welcome. Although there is no direct funding for speakers in China, the CEA will cover the seminar costs, coach travel, a VIP dinner and factory visits. Some assistance via the Market Visit Scheme may be available from your International Trade Advisor at your local Business Link. However, for the India seminar 10 free British Airways Business Class Flights (subject to availability) have been ring fenced for seminar speakers. Thanks to generous UKTI sponsorship, no charge is made for participation in either of these seminars - although speakers will be required to meet their own costs for travel, accommodation and subsistence.

## Brazil : land of opportunity?

The CEA's Joanna Oliver recently visited Brazil on a two week UKTI supported scoping visit. Joanna visited OEMs, leading contractors, distributors, environmental and community based schemes, trade associations and government officials. Despite continued high import duties and a tangled red tape web of regulation, there would appear to be opportunities for UK manufacturers - especially those interested in joint manufacturing ventures, with niche products not presently manufactured in Brazil and in materials handling,

environment and recycling. An additional problem for manufacturers considering setting up in Brazil is the localisation rule, stating that a minimum of 60 per cent of all components must be made in Brazil. However, with an established automotive supply chain base, high quality components are readily sourced. Erika Azevedo at the British Consulate in Sao Paulo proved very helpful during the visit - and is looking forward to assisting UK companies interested in doing business in the market ([erika.azevedo@fco.gov.uk](mailto:erika.azevedo@fco.gov.uk)). Joanna's report will be available soon.

## M&T Expo : Sao Paulo, Brazil

As part of the Brazil scoping visit, Joanna Oliver attended the M&T Expo exhibition in Sao Paulo. In the eight years since last attending, she was struck by the great increase in the size of the exhibition, now covering 52,000 sqm - and by how vibrant and positive the show's atmosphere was given the current global recession. However, the most striking thing about the show, was that of the 424 exhibitors well over 100 of them were Chinese, nearly all in official pavilions run by two different

Chinese trade bodies. This highlights the increasing commitment of the Chinese Government to support their exporters at overseas trade show - and must be a wake up call to UK exporters to redouble their efforts in the BRIC countries. With 42,000 visitors, (4,000 from overseas) M&T Expo is now Latin America's premiere exhibition for the construction equipment sector. The next edition will be in May 2012.

## UKTI event and trade mission to Brazil

UK Trade & Investment will be running a high level conference and marketing event in Sao Paulo in October, to promote the UK's capability as a centre of excellence for the Advanced Engineering sector (see panel below). The event will comprise a conference with showcase table top exhibition and a number of sectoral outward missions. The CEA has

been asked to put together a construction equipment focused mini mission. It is envisaged that participants will receive either a free BA flight to Brazil, or a travel grant to assist with expenses, plus assistance with setting up market meetings. Missioners will also be able to exhibit at the showcase event and attend the conference.

## UK Advanced Engineering: Partnering with Brazil October 2009

Showcase event date: Thursday 15 October 2009  
Trade Mission dates: Tuesday 13 - Friday 16 October 2009

Be part of this high profile, UK Trade & Investment supported event designed to showcase UK Advanced Engineering expertise and bring UK and Brazilian companies together to form successful partnerships in the Advanced Engineering sector.

To find out more and to register your interest in attending, visit [www.ukaeinbrazil.uktradeinvest.gov.uk](http://www.ukaeinbrazil.uktradeinvest.gov.uk)  
E-mail: [marlena@btob.co.uk](mailto:marlena@btob.co.uk)

## IBG focus on Algeria and Libya

The tremendous potential of the Algerian and Libyan markets excited much interest at the CEA's June International Business Group meeting. Presentations were made by Rory Keogh (Gomaco), who was just back from Algeria, Patrick Massardy (JCB), who spoke about the opportunities and pitfalls of doing business in Libya and Colin Steel of Neba Freight - specialists in getting goods to market in North Africa and the Middle East. The event was generously hosted in Leicester by Nylacast Ltd and our thanks go to Mussa Mahomed and Mo Leader who worked tirelessly to make the day a success - and put on a scrumptious lunch.

Rory Keogh gave the main presentation on Algeria and reported that Algeria is the world's fifth largest gas producer and seventh largest oil producer. It exported US\$ 59.3 billion of oil and gas in 2008 and is spending much of this revenue on infrastructure improvements. His presentation can be found in the Members Only area of [www.coneq.org.uk](http://www.coneq.org.uk).

## SITP : Algiers

16-19 November 2009

SITP is now in its 7th edition and is the main exhibition in North Africa for our sector. The CEA will be visiting the exhibition to assess the show and the options of taking a UK Group to the next edition. CEA members are welcome to visit the exhibition and letters of invitation can be arranged.

## Focus on India

The next CEA International Business Group meeting will be in London on 1 October - with the main topic of India. All CEA members are welcome to attend - please let us know if you are not already receiving invitations to IBG meetings and would like to do so.

## More information?

For information on any of the CEA's international events, contact Joanna Oliver, CEA Director of Global Programmes - [joanna@asnorth.co.uk](mailto:joanna@asnorth.co.uk).



# CESAR

## plant registration scheme

### CESAR review good start, but still more to be done

That was the verdict of the CEA Review meeting held to check on the progress of the CESAR scheme - which is coming up to its second anniversary. Hosted by Yvette Henshall-Bell, the UK & Ireland Sales Director of JCB Sales, the meeting received a report back from CESAR delivery partners Kevin Howells and Chris Harrison of Datatag ID Ltd. Ways of improving the level of CESAR retrofits to machines already in operation were discussed - as well as the development of

the scheme overseas and in new product sectors. Whilst the current tough trading conditions have restricted the sales of new equipment (and hence the take up of CESAR), the meeting concluded that there remains terrific scope to grow the scheme. If any readers are still not familiar with CESAR, take a look at the video that was prepared last Autumn for the CEA hosted CECE Congress at [www.youtube.com/watch?gl=GB&hi=en-GB&v=2mDz24a9A7o](http://www.youtube.com/watch?gl=GB&hi=en-GB&v=2mDz24a9A7o).

### Plant unit prospers

CEA Chief Executive, Rob Oliver, paid a visit to the London headquarters of the Plant & Agricultural National Intelligence Unit (PANIU). Backed by leading insurers and the CEA (via the CESAR scheme), the Unit has enjoyed an excellent first few months of operation. Rob commented, "It was good to see what goes on behind the scenes and to appreciate the painstaking work that goes on to bring about detections and convictions. After only a

few months of operation, the Unit is getting some terrific results - which is underlined by the increasing commitment of the insurance sector. DI Young and his team are really getting to grips with the plant theft issue. As so much of the plant stolen in the UK finds its way overseas, it is good to know that the Unit is developing excellent links with other police forces via Interpol".

### Hot plant

Data for the early part of this year shows a clear *Top 5* of types of equipment being reported stolen. The CEA supported Plant & Agricultural National Intelligence Unit (PANIU) stolen equipment shares are:

Mini/micro excavators 27 per cent  
Tractors 14 per cent  
Site dumpers 10 per cent  
Telehandlers 10 per cent  
Backhoe loaders 8 per cent

### Hot spots

PANIU have also identified particular plant theft hot spots. These include the M3 and M4 corridors, Greater Manchester and South Yorkshire. The Unit, which has been operational since October 2008, can now use the growing amount of accurate

data now being collected to target resources - and further improve detection rates. Already CESAR marked equipment has been shown to be 500 per cent more likely to be recovered than unmarked machines.

### 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.

### Welcome to the AEA

The CEA has been pleased to offer the Agricultural Engineers Association partnership status in the promotion of CESAR in their sector. Several agricultural equipment suppliers already support CESAR and the formal recognition of this via the AEA was a natural progression. The AEA will input to the development of the programme and help the CEA in ensuring the continued quality and integrity of the scheme. The expansion of CESAR into other sectors has led to the dropping of the old full name of the project which specifically referred to *construction equipment*. Future promotions will concentrate on the CESAR name and brand alone. The CEA remain owners of the scheme on behalf of the Plant Theft Action Group, as endorsed by the Home Office.

For all the latest information visit the CESAR website [www.cesarscheme.org](http://www.cesarscheme.org)