

# newsline

## Plant theft time to act

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# From the President

It is hard to think that we have already reached the mid-point through the year and are moving into the traditional holiday period. It has been a busy second quarter for the CEA and the wider industry in general. We have held the 2006 AGM Conference, have returned from Intermat and still see a buoyant market in most areas. Pundits and industry experts predict that this is likely to continue for the immediate future and we must all ensure that we are able to take full advantage of every opportunity.

## 2006 AGM Conference

We returned to One Great George Street, Westminster, for this year's AGM Conference and had a packed programme with a diverse selection of speakers. During the day we heard from industry experts on topics ranging from North American opportunities to specific civil engineering projects planned for the UK. Having launched our new strategy the previous year, it was also an ideal time to reflect on the progress that has been achieved and some of the challenges that still have to be worked. To this effect, members were given an overview of our past twelve months' activities and hence could see our strategy in action. As in previous years, the Management Council would like to thank all those who attended for their support and look forward to the same levels of commitment throughout the coming twelve months.



*l-r: Frank Manfredi and Barry Gardiner MP. The launch of the CEA's UKTI sponsored North America - Channels to Market report.*

## CECE

The CEA continues to work hand in hand with CECE (the Committee for European Construction Equipment) towards common goals and to ensure that the EU provides both a competitive base for manufacturing and presents continued opportunities for all of us. With the degree of regulatory requirements that are currently being worked, our technical resources are being pushed hard and are at the forefront of representing our interests. It should be noted that the annual CECE Congress will be held in France (Cannes) later this year (4-7 October) and it would be good to get increased UK support there.

## Intermat

Everyone will agree that Intermat was an impressive exhibition with an air of optimism and a "can do" attitude. Most of our participants reported a good level of activity and felt their presence was well worthwhile. Coupled with the prevailing global economies, this was an excellent

stage for displaying new and current products to a wider audience.

## Market and Economy

The global equipment market continues to thrive and many manufacturers are seeing record results on a quarterly basis. The key drivers of China and North America continue to push the industry to new levels but areas closer to home, such as Europe, also show record levels of sales volume. When considering all of this activity, the message has to be one of participation at all levels across all territories and with an attitude that anything can be achieved.

## CEA Liaison

The first half of the year has seen an increased level of promotional activity within the CEA and we have been favoured with a wide coverage of press editorial. We continue to work with our

counterparts within other associations and trade bodies and, as such, are at the front of most of the industry debates. This level of activity will continue throughout the year to ensure that we are able to present the loudest voice of representation in our industry.

From all of our ongoing activities I am sure you will agree that we have a busy period on our hands, but one that presents unrivalled opportunity. We must ensure that collectively we maximise this unique period, but also ensure that we do not become complacent and unprepared for any industry adjustments that may be on the horizon. Finally, may I wish every one of you continued success throughout the remaining year and hopefully a well deserved break as we approach the holiday season.

**Paul Ross** CEA President



## CEA Management Council

**President:**  
Paul Ross  
Caterpillar (UK) Ltd

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Bell Equipment UK Ltd

**2nd Vice President:**  
Peter Howe  
Komatsu UK Ltd

David Redhead  
BSP International Foundations Ltd

Nick Ground  
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HR International Crushing & Screening

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Mike Francis  
Perkins Engine Co Ltd

David Osgerby  
Terex Compact Equipment

Alan Williams  
Volvo Construction Equipment (GB)

Brian Sugden  
West Alloy Ltd

# Plant theft time to act

by Tim Faithfull  
CEA Director of Member Services

The Home Office Plant Theft Action Group (PTAG) and the Metropolitan Police Service have joined forces to launch a new initiative to combat the problem of plant theft and the low recovery rates. This follows a letter from PTAG Chairman, Kevin Clancy of construction company Clancy Docwra, to Police Commissioners across the UK earlier this year which highlighted the issues.



The Metropolitan Police admitted that, in the past, it has had neither the resources nor expertise to tackle the problem. However, the scale of construction activities for the 2012 London Olympics and the huge number of people that will be on site will create the potential for criminal, security and safety implications. The PTAG had pointed out that the increased demand and supply for plant would inevitably lead to an increase in plant theft which, the police acknowledge, is in the most part the target for organised criminal groups that could also have a link to terrorist activities.

The CEA has been a member of the PTAG since its inception many years ago

and was fundamental in developing the six point Code of Practice that manufacturers should follow to make plant more secure and, in the event of theft, aid recovery. However, even with better security measures and increased use of tracking systems the recovery of plant still languishes at an incredibly low 5%. The Equipment Register (TER) stated at a recent PTAG meeting that it received reports from the police, insurers, owners, etc, of 4,324 thefts in 2005 (20% up on 2004) with a recorded value of £43 million (13% up on 2004). Of these, excavator theft alone accounted for 27% by number and 45% by value.

At the CEA AGM Conference in April, Barry Gardiner MP, then the DTI's Parliamentary Under Secretary of State for Competitiveness, recognised that the



2012 Olympics will be a chance to showcase what the UK can do. The Minister said, "The Olympics will see the UK industry - and the UK construction industry in particular - in the public eye as never before, on both national and international stages. It is essential that

we all make the most of this focus of attention". Whilst he was referring to the commercial opportunities, rather than to tackling crime, it is nevertheless an opportunity to finally develop and implement a strategy and procedures that will go a long way to resolving the problem of plant theft. As such, the CEA is organised a meeting in July between major manufacturers, officers from the Specialist Crime Directorate of the Metropolitan Police, and the Chairmen of both the PTAG and the CITS (Construction Industry Theft Scheme) to talk through the proposals, which include the registration of all plant, a national database and the new five digit unique plant identification number (UPN) that will allow the police to identify specific equipment.

Although the proposals will inevitably push more cost on to manufacturers they will also offer the opportunity for increased sales, especially if construction project contracts associated with the Olympics specify that all plant will comply with the voluntary provisions!

gone!

# Conference best yet say delegates

Attendees at the CEA AGM Conference held at One Great George Street, Westminster, voted it the best yet. Feedback from the 130 plus delegates showed their approval for the venue and programme of speakers.

CEA President, Paul Ross (of Caterpillar (UK)) opened the conference with a summary of progress on the Association's Forward Plan which he had launched in 2005. He reported good progress on building the profile and activities of the organisation. He presented a scorecard which showed that the CEA is hitting its targets in a number of areas, particularly in its international and technical work and its overall policy co-ordination. DTI Minister, Barry Gardiner MP, formally launched the CEA's UKTI sponsored North America - Channels to Market report researched and presented by US market expert Frank Manfredi. His report is available to CEA members via the Members Only part of our website ([www.coneq.org.uk](http://www.coneq.org.uk)) - or on disk free of charge via e-mail to [cea@admin.co.uk](mailto:cea@admin.co.uk).

A world markets overview was presented by JCB economist, Richard Sharp, who had been invited back by popular demand. He was able to share statistics, trends and views on what has happened and may happen in key overseas markets. Closer to home, Geoffrey Spanner gave a talk on the SnOasis project planned to provide a tourist attraction in Suffolk. Subsequent to our conference the project cleared initial planning hurdles and may be set to

be a major construction project, for completion in 2009.

Service partners within the CEA's *Excellence Network* were introduced at the conference - and afternoon workshop sessions were held, further exploring North American markets and the impact on product design of trans-Atlantic safety initiatives in the quarrying industry.

Overseas guests during the day included CECE Secretary General, Ralf Wezel, and CECE Technical Commission President, Jan Mimer (of Volvo). Former CEA/FMCEC Presidents Malcolm Miles and Neil Allen were also welcomed, together with our former Director General, David Barrell.

The attraction after this year's AGM Conference was a short stroll across Parliament Square for tea and cream cakes with The Rt Hon. the Lord Tebbit CH at the House of Lords. Lord Tebbit found time to talk to a number of CEA members - and to comment on both past political events and current times. He proved to be an excellent host and many guests commented on how much they enjoyed the experience.



## In brief

### Come in number six

Alan Johnson MP completed exactly one year as the Secretary of State (SoS) at the DTI before a wholesale reshuffle of the Department in May. The new SoS is Alastair Darling MP who becomes the sixth incumbent in that position since 1997. *Newsline* will offer a small prize to the reader that can name the other five without recourse to Google. The supporting Ministers in the new DTI team are:

**Malcolm Wicks MP**  
Minister of State for Energy

**Margaret Hodge MBE MP**  
Minister of State for Industry and the Regions

**Jim Fitzpatrick MP**  
Parliamentary Under Secretary of State for Employment Relations and Postal Services

**Ian McCartney MP**  
Minister of State for Trade, Investment and Foreign Affairs (joint with the FC)

**Lord Sainsbury of Turville**  
Parliamentary Under Secretary of State for Science and Innovation

### CECE Congress in Cannes confirmed

This year's CECE Congress (Committee for European Construction Equipment) will be staged in Cannes, France on 4-7 October, hosted by the French manufacturers' association CISMA. The programme will include meetings of the various TECHNICAL, ECONOMIC and STATISTICS groups - plus special speaker sessions with perspectives from leading MANUFACTURERS and USERS. The Congress is a great opportunity to catch up with what is happening in Europe. Full details available soon - e-mail [cea@admin.co.uk](mailto:cea@admin.co.uk) for advance registration details.

## Minister highlights globalisation challenge at CEA annual conference

*Barry Gardiner MP, then the DTI's Parliamentary Under Secretary of State for Competitiveness, addressed the CEA's annual conference in April. Here is an abridged version of what he had to say.*



### The challenge

Globalisation is changing the face of manufacturing and how UK companies must adapt to meet this challenge. There is no doubt that manufacturing is undergoing a global revolution. Opportunities and challenges alike arise from the emergence of new technologies and from the increased internationalisation of the world economy.

Since 1985 China's economy has grown by 9% a year. India's by 6%. Between them they produce four million graduates a year. And projections tip China to overtake the United States as the world's largest economy by 2045. Not since the industrial revolution has there been such a period of fundamental change in global economic activity.

And of course, as we all know only too well, these nations have labour costs that are a fraction of ours. And we continue to face intense competition from developed nations too - America's productivity remains higher than that of the UK and the rest of Europe. Similarly on business investment in R&D American investment is 1.8% of GDP, and 1.5% in Germany, compared to 1.3% in the UK.

### Meeting the challenge

I know that UK manufacturing has been through some difficult times. It has declined as a percentage of the UK's GDP as it has in every part of the developed world in recent years, but it remains crucial to our economy. It accounts for a sixth of our national wealth, over two-thirds of our exports, provides work for 3.7 million (3.1m direct employee jobs) and supports 2 million service sector jobs.

Industry must commit to skills development, to investment, to best practice and to higher value and we must make more of our strong science base. We must use it for competitive advantage. Turning research and development into marketable products. I know that many companies in this industry are working to do this and I recognise the efforts of those involved. The UK construction equipment industry remains at the forefront of the development of new and innovative products and services, designed and built with its customers and users in mind.

We need to embrace innovation and change, build on our strengths, and not romanticise the past. Companies of all sizes are competing on the international stage. We need to look outward for opportunities, not retreat inwards.

### So what is Government doing to help?

On Budget day, the Chancellor announced the establishment of a new International Business Advisory Council which underlines Government's commitment to addressing the challenge of globalisation. The Council will include some of the world's leading business people, including Bill Gates of Microsoft. It will be advising both the Chancellor and the Secretary of State for Trade and Industry on how to respond to the challenges and opportunities of globalisation - to ensure that the UK continues to be one of the top locations for international companies' high value-added activity.

In this new fast-changing global economy the DTI sees its mission as "creating the conditions for business

success; and helping the UK respond to the challenge of globalisation". A key element of this is setting the right regulatory and business framework.

### Regulation

Regulation is necessary to promote competition, protect health and safety and the environment and to ensure fairness at work. The UK has one of the best regulated environments for business in the developed industrial world. However, we recognise that regulation must be appropriate and genuinely useful. Better regulation is a top priority for the DTI. We are aiming to deliver £1 billion of reductions in regulatory burdens by 2010.

With 75% of the UK's construction equipment production being exported, the international context is clearly important for the competitiveness of your companies. Better EU regulation is also a top priority. During the UK's Presidency of the EU last year, we pushed EU regulation to the top of the agenda. At the end of the UK Presidency, all Member States signed up to a common programme for EU Better Regulation. The DTI is helping ensure that all EU proposals are robustly tested for impact on economic competitiveness. With the CEA and UK industry at the heart of the Committee for European Construction Equipment (CECE), your sector too has a leading role to play in this area.

### Manufacturing strategy

The work of the Manufacturing Advisory Service (MAS) and, more recently, the Supply Chain Group programme has linked in very well with the joint CEA/DTI *Manufacturing Excellence* initiative - launched at this event in 2001 by Alan Johnson. This £2.2 million project has identified savings and improvements worth over £20 million to UK companies in this sector - set against a project target of £8 million. I should like to take this opportunity on behalf of the DTI to congratulate the CEA project team and the Association's members who went through the programme for their enthusiasm and commitment to ensuring its success. I am, therefore, delighted

that the CEA is planning to build on this initiative

### Opportunities

There will also be opportunities - such as the 2012 Olympics. 2012 will be a chance to showcase what the UK can do. The Olympics will see the UK industry - and the UK construction industry in particular - in the public eye as never before, on both national and international stages. It is essential that we all make the most of this focus of attention. That is why we are encouraging early and effective engagement with industry. To secure maximum benefit both to the local communities and more widely, Alun Michael has already set up a 2012 Construction Olympic Task Group under the Chairmanship of Peter Rogers. This has produced a commitment to best practice, which is in the process of being agreed with the Olympic Delivery Authority and the London2012.com website is up and running - intended to be a single hub for business to find all Olympic-related information. The opportunities will be there. Make the most of them.

### Conclusion

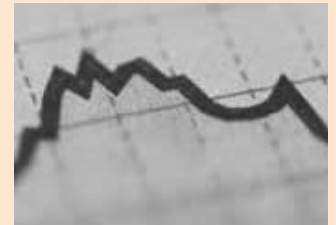
Finally, let me leave you in no doubt about this Government's determination to ensure that manufacturing remains at the centre of the UK's economy. But success will depend on you - the industry. Nothing is going to change the nature of our environment back from a tough, challenging, fast-moving, worldwide environment. The competition will sharpen and accelerate rather than slacken. You will only succeed if your industry in the UK is the best in the world. And we want to help you meet the challenges ahead. As Charles Darwin said, "The species that survived were not the most intelligent - they were the most adaptable to change".

The full text of this speech is available to CEA members on [www.coneq.org.uk](http://www.coneq.org.uk).

## In brief

### Market Trends

UK construction output first quarter 2006



The total volume of construction output in the year to the first quarter of 2006 fell by one per cent compared to the previous year. Overall new work was unchanged over the same period, with increases in private commercial, private industrial and private housing being offset by decreases in public non-housing, infrastructure and public housing output. Repair and maintenance fell, with an increase in public non-housing being more than offset by decreases in private and public housing. Output in the first quarter of 2006 rose by one per cent compared to the fourth quarter of 2005 in volume terms and by two per cent in current prices. The total volume of new work in the year to the first quarter of 2006 was unchanged compared with the previous year and remained unchanged 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 year to the first quarter of 2006 compared with the previous year, but was three per cent higher in the first quarter of 2006 compared to the previous quarter. Source: [www.dti.gov.uk/sectors/construction/ConstructionStatistics/OutputandEmployment/quarter106/page29702.html](http://www.dti.gov.uk/sectors/construction/ConstructionStatistics/OutputandEmployment/quarter106/page29702.html).

# Meet the Members

## ComeSys Europe Ltd

ComeSys Europe Ltd, the North East based vehicle control systems manufacturer, is delighted to have joined the Construction Equipment Association. The company is currently experiencing rapid growth as their patented high performance drive by wire technology is adopted by many of the world's major commercial vehicle OEM's. ComeSys Europe specialise in providing electronic accelerator pedals and control systems to commercial vehicle manufacturers. With the introduction of new legislation to reduce vehicle emissions, the company has seen demand for its products soar in the past twelve months, especially in the construction equipment sector. "Not only do we have a technically superior product – we can also offer client's a full design and support service with rapid project turn around at a very competitive price. We have engineering and design resource both here in the UK and also in Asia, which gives us a full 24 hour working cycle. This means that we can offer client's bespoke solutions much faster



than our competitors, whilst allowing their engineers to carry out more value added activities like new product design. Our Asian manufacturing operation allows us to be very competitive too, whilst our operation in the UK also provides manufacturing facilities which are used to eliminate any risks from the supply chain and cope with sudden additional volume requirements".

**For further information contact:**  
**Jon Aitchison**  
**Tel: +44 (0)1670 707040**  
**jon.aitchison@comesyseurope.com**  
**www.comesyseurope.com**

## Katmex Ltd

Katmex Ltd, based in Stockton on Tees, is part of the Katsushiro Matex Corporation (founded 1962). The company is a steel plate processor, which specialises in supplying the heavy earthmoving, construction and other similar industries, with oxy-fuel, laser and plasma profiles, together with secondary operations and fabrications. To ensure full support to their customers, Katmex look to invest in the most up-to-date equipment and employ a staff of skilled and experienced technicians to enable efficient and high precision processing.



Katmex were formed in 1999, initially supplying parts to Komatsu in Birtley, and employed 50 staff. In 2006 they employ over 100 people and have various customers. They now not only manufacture parts but also act as a distribution unit, utilising the Katsushiro group of companies to supply product around Europe. Being part of the Katsushiro group allows Katmex to tap into the extensive processing knowledge and sophisticated technology required to give a high level of customer support. Katsushiro's global expansion is evidence of their reliability and customer satisfaction.

**For further information contact:**  
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**E-mail: dmitchell@katmex.co.uk**  
**www.katmex.co.uk**  
**www.katsushiro.co.jp**

## Hidromek

Hidromek, established in 1978 as a small workshop for making hydraulic cylinders and backhoe loader attachments to farm tractors, is today manufacturing backhoe loaders and hydraulic excavators with its own brand name. In addition to its main factories in Ankara and Izmir, Hidromek has recently started to build its excavators in a new assembly plant in Ankara. Another new steel construction plant in Ankara is planned to start production by the end of 2006. Hidromek currently has over 750 employees.

The HMK102B backhoe loader is a rigid chassis machine with 4x4 drive, a turbo diesel engine and a full power-shift transmission. The HMK102S is a 4x4x4 machine, having the same engine and transmission, provides 4-wheel steering. Both machines can be equipped with many different attachments, such as hydraulic breakers, clamshell buckets, grading blades, augers, etc, thus making them real multi-purpose machines for different needs.

The HMK220LC – 22 ton crawler excavator and the HMK200W – 20 ton wheeled excavator are also working with great performance in the world markets.



Hidromek plans to launch its 30, 36 and 16 ton excavators in the near future.

Hidromek regularly participates in the major exhibitions such as Bauma (Germany), Intermat (France), Samoter (Italy), Conexpo (USA) and Smopyc (Spain) in order to become a familiar name in the international markets - and exports to over 40 countries in Europe, Africa and the Middle East.

**For further information contact:**  
**Anil Bingol**  
**Tel: +90 312 2671260**  
**E-mail: info@hidromek.com.tr**  
**www.hidromek.com**

## TowerLight down under

TowerLight plc, the South Wales based portable lighting specialists, have strengthened their international operations by appointing CompAir (Australasia) Ltd as their exclusive dealer for Australia and New Zealand. CompAir (Australasia) are based in Mount Waverley, Victoria, and are a division of the international pneumatic tools group, CompAir Ltd. CompAir (Australasia) will be promoting the complete line of TowerLight products, which includes the VT-1 SuperLight, the MiniTower and the LinkTower. TowerLight supply industrial lighting equipment to European rental organisations.

**For further information contact:**  
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**E-mail: sales@towerlight.net**  
**www.towerlight.net**



## In brief

### How to join

For information on how to join the Construction Equipment Association, visit [www.coneq.org.uk](http://www.coneq.org.uk) - in the section "about us" you will find all the information you require, including an application form. Alternatively, e-mail [cea@admin.co.uk](mailto:cea@admin.co.uk) or telephone +44 (0)1883 334499.

### Support helpline loses support

The CEA has announced the ending of its *Business Support Helpline* provided by Croners. This free legal and tax helpline had been little used by members in the last year or so. CEA Chief Executive, Rob Oliver, commented, "Those that used it found the helpline to offer a good service but we found that many members have access to similar facilities via their local Chambers of Commerce and suchlike. We haven't ruled out reinstating the service in the future but it just wasn't economic to keep it on at the moment".

### Meeting room facilities competitive rates

Meeting room for hire at the CEA's Caterham offices:

- ~ Maximum 14 boardroom style
- ~ Close to Junction 6 of the M25
- ~ Easy parking
- ~ 15 minutes drive from Gatwick
- ~ Close to mainline station
- ~ Discounted rates for CEA members

For details e-mail [cea@admin.co.uk](mailto:cea@admin.co.uk).

### New members

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

**ComeSys Europe Ltd**  
[www.comesyseurope.com](http://www.comesyseurope.com)

**Hidromek**  
[www.hidromek.com](http://www.hidromek.com)

**Katmex Ltd**  
[www.katmex.co.uk](http://www.katmex.co.uk)

**Nylacast Ltd**  
[www.nylacast.co.uk](http://www.nylacast.co.uk)

### 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."

## In brief

### Queen's Awards for Enterprise

Among the winning recipients this year were JCB (two Awards) for the Earthmovers and Heavy Products divisions and Fintec Crushing and Screening. The deadline for next year's Queen's Awards is 31 October. For further information visit [www.queensawards.org.uk](http://www.queensawards.org.uk).

### Sign up for CEA e-bulletins

The CEA currently produces two e-bulletins:

- ~ Technical (quarterly)
- ~ International business (monthly)

Members who do not currently receive these useful bulletins, should e-mail [kim@admin.co.uk](mailto:kim@admin.co.uk) to be added to the database. Both bulletins are also available in the Members Only area of the CEA website [www.coneq.org.uk](http://www.coneq.org.uk).

### Team building

Mark Wingfield of MW Sigma offers:  
~ International sales and marketing consultancy

- ~ 6 sigma training and project management

- ~ Corporate self defence training

Mark speaks fluent German and good French. He is a certified 6 sigma black belt. His other black belt in karate and experience in self defence enables him to offer team building sessions with a difference!

**For further information contact:**

**Mark Wingfield**

**Tel: +44 (0)1332 258870**

**E-mail: [mw@mwsigma.com](mailto:mw@mwsigma.com)**

**[www.mwsigma.com](http://www.mwsigma.com)**

## TEREX Finlay bolsters impact crusher range

Continually developing their philosophy of supplying reliable, productive and cost-effective machinery, TEREX Finlay have further strengthened their crushing, screening, washing and recycling range to include the I-1310R impact crusher. Fitted with a 1,000mm x 1,000mm (40" x 40") Krupp Hazemag APP1010GA impactor chamber, the I-1310R is mounted on a heavy-duty undercarriage for ultimate strength and on-site mobility. Incorporating a hydrostatic drive system, this provides continuous monitoring and accurate control of the rotor speed. The I-1310R is also fitted with an advanced

CANBUS compliant electronic control system. The five simple operating modes and graphical user interface all add to the simplicity of use. Of robust design and construction the I-1310R weighs in at 34 tonnes and is powered by a CAT C9 engine; its compact size provides ease of transport and rapid set up time. Further models will be added throughout the year to the Finlay impact crusher range.

**For further information contact:**

**TEREX Finlay**

**Tel: +44 (0)28 8241 8700**

**E-mail: [sales@terexfinlay.com](mailto:sales@terexfinlay.com)**

**[www.terexfinlay.com](http://www.terexfinlay.com)**



## North East Network Event

Thursday 20 July 2006

14.00 - 18.00

at

Komatsu UK Ltd, Durham Road, Birtley, Chester-le-Street, DH3 2QX

### Briefings include:

UKTI	International Business Advisors - your export toolbox
CEA	Evolving legislation - what you need to know
SMMT	The changing automotive market
Komatsu	Managing supplier relationships
IP21	Intellectual property challenges
Metals Industry Competitive Enterprise	Lean manufacturing - business benefits

**FREE OF CHARGE**

Bookings to - [joanna@aslnorth.co.uk](mailto:joanna@aslnorth.co.uk)

## Book reviews by Pam Hyde

### 40 Years a Salesman

By Dick Lloyd

This is a very interesting read, written by Dick Lloyd, the past Export Chairman of the FMCEC (the CEA's former name) from 1974 to 1984, who at that time worked for the Priestman crane company. Dick Lloyd was an excellent Chairman, a great enthusiast of the industry and always had entertaining stories to tell about his trips to uncomfortable places which are much easier to reach nowadays. His book - which details his personal memoirs from his first job as export trainee in 1957 - is highly entertaining, being full of anecdotes of the goings-on in the sales field. Dick gives surprisingly candid opinions on colleagues and dealers and, as an independent spirit, gives colourful stories of sales lost or secured, often by sailing very close to the wind. However, the book also touches on the golden days of the UK crane industry and the mistakes which were made by management and



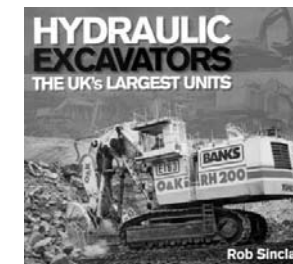
trade unions in bringing about its demise. Those in our industry who have to market overseas might well learn lessons from Dick Lloyd's experiences in how to promote and sell in every kind of situation to all kinds of cultures and different personality types. Above all, you will have fun reading about how sales were achieved in the days before e-mail.

**Available from: Maygreen Publications**  
**Tel: +44 (0)1548 531068**

### Hydraulic Excavators the UK's largest units

By Rob Sinclair

This book is a pleasure to read because of Rob Sinclair's clear personal interest and deep knowledge in his subject. I would recommend it to all those concerned with this product. The author provides an overall view of how and why the UK hydraulic excavator market has evolved to become what it is today and the significance of this for manufacturers. He also explains the machine's evolution in terms of size and technology plus the typical applications for the machines. There is a section dedicated to the hydraulic excavator's more critical systems and components so as to give a benchmark to the descriptions, specifications and terminology. The author also gives his personal opinions on the machines. Although the text is in-depth, it is well written, well structured and easy to follow, making this knowledgeable account the definitive reference to heavy hydraulic excavators



in the UK. The book has 168 powerful photos of different machines working in various situations. I am sure that all manufacturers engaged with this product would learn something new about the workings of the machine and gain an insight into competitive products.

**Available from: Japonica Press**  
**Tel: +44 (0)1377 270209**  
**E-mail: [info@classictractors.co.uk](mailto:info@classictractors.co.uk)**  
**[www.classictractors.co.uk](http://www.classictractors.co.uk)**

## In brief

### Export sales the solution

- ~ Do you have a good product or process?
- ~ Would you like to export it but don't know how?
- ~ Have you considered exporting but can't afford the staff to do it or their global travelling cost?

### The solution:

Nesaru Consulting can develop your export markets in a highly cost-effective way by providing either specific skills or functioning as an "off-site" export marketing department. In partnership with your company, Nesaru Consulting will provide a range of expertise to complement your in-house skills.

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### The Editor .....

would like to hear from CEA members. If you have any news you would like to share with other *Newsline* readers, please add me to your press release circulation list. *Newsline* is sent to all CEA member company contacts, senior personnel of selected non-member companies and key industry contacts in the UK and overseas. Copies are also distributed at construction equipment exhibitions. Contact Kim Fitzpatrick, *Newsline* Editor ([kim@admin.co.uk](mailto:kim@admin.co.uk)).

## Safety in quarries moves in right direction

The Quarries National Joint Advisory Committee (QNJAC) has circulated its final draft guidance document on reducing the risk of accident by the safe design of mobile plant used in quarries. The initiative began some years ago but, more recently, the QNJAC has widened its scope to include the Atlantic Alliance which gets input from US, German, Eire, Northern Ireland and other sources. The guidance covers access, egress, visibility, cab noise and many other safety issues. Broad principles are described but the document lacks any detailed design requirements or indication of machine size to be included.

The CEA maintains that workable design changes to improve safety can only come about by proper consideration of the appropriate standards. Tim Faithfull has co-ordinated a global industry response to the QNJAC initiative, first by presenting the industry view to

CECE and then to the Joint Technical Liaison Meeting (JTLM) in Kyoto in April. The result has been that the JTLM has written on behalf of CECE, AEM and CEMA to the Atlantic Alliance to ask the group to increase its involvement in standardisation activities. Another letter from the Chairman of ISO TC 151 has invited the group to participate in the revision of ISO 2867 on access systems.

The CEA also presented the industry case to an Atlantic Alliance conference in June pointing out the legal requirements that manufacturers have to satisfy in regard to, for example, the Machinery Directive and to the way in which the EU arrives at harmonised standards acceptable to all stakeholders. The next step is for CEA technical experts to meet with the quarry users to go through the guidance and reach some agreement on the way forward.

## PRECIS scheme lacks detail

The Partnership in Reducing Emissions from Construction Industry Sites (PRECIS) continues to be active in setting up a scheme to move ahead of Stage IIIB of the Engine Emissions Directive (required in 2010) by reducing particulate emissions from non-road mobile machines this year. The scheme is set out in broad terms in the Greater London Authority (GLA) Best Practice Guidance (BPG) for construction sites.

The BPG has recently been finalised and is expected to be available for reference by local authorities in October. The CEA is concerned that the details of the scheme have not been completed. In particular, annexes on the accreditation of the approval scheme and on technical guidance are still being worked on. Perhaps more worryingly, information has come to light that Diesel Particulate Filter (DPF) technology is not as advanced for

non-road application as the manufacturers of this equipment would like to believe. On fuel, the GLA believe that the essential low sulphur fuel is gradually becoming available although European legislation to make this a certainty is not in sight. The environment industries believe ordinary fuel can be used with DPFs but this is not the experience of construction equipment manufacturers.

All in all the scheme is ill thought out. The CEA has pointed out that the issue of who approves equipment that has been modified by fitting DPFs needs to be addressed. It will continue to press for recognition that modified equipment must remain compliant with legislative requirements of safety, visibility, noise, vibration, etc, and that CE marks and warranty undertakings must not be invalidated.

## New Machinery Directive

The final text of amending Directive 2006/42/EC has at last been published. The industry view is that the changes are not great and some simplification, the main object of the exercise, has indeed materialised. Member States must have regulations in place by 29 June 2008 and the new provisions apply from 29 December 2009. The focus of attention will now move towards providing guidance for manufacturers and suppliers of machinery. The CEA will input to this process via CECE which will attend a Commission working group. The CEA is very keen to get a comparison of the old and new documents and has asked both CECE and the DTI to start work on this.

## Slowdown for Noise?

The success of the amending Directive 2005/88/EC on noise of outdoor equipment is somewhat overshadowed by the Commission review of the parent Directive 2000/14/EC. Present indications are that the spate of meetings held by new working groups, formed by the stakeholders to consider the various initiatives, has slowed. This is at least partly due to the fact that the Commission's main report that it has to prepare for the Parliament and Council is unlikely to be ready by the required date. However, industry will still need to involve itself in on-going Commission activities relating to data handling, conformity assessment and market surveillance.

## Networking event a success

Around 20 CEA representatives supported the very successful International Business Group Networking Event held jointly with the SMMT (automobile association) and the MIA (motorsports industry) in Birmingham on 13 June. The event was sponsored by the Automotive Sector unit of UK Trade & Investment. All the presentations were extremely pertinent and very well received. However, undoubtedly the star of the show was CEA Exhibitions Manager, Joanna Oliver, who gave a presentation on "How to make an Exhibition of Yourself". One delegate wrote: "...the presentation by Joanna Oliver was one of the best that I had ever seen. Her delivery was excellent and

*mixing it in with a good balance of humour which more than kept the interest going. The points Joanna made were very valid and she made several points which I have to admit to being ignorant on and also highlighted some others that I have taken for granted. Whilst I am no expert and have been doing exhibitions for a few years, albeit on a very tight budget it was a good presentation".* The presentations can be found in the Members Only area of the CEA website ([www.coneq.org.uk](http://www.coneq.org.uk)). We plan to have a second Joint IBG event in a year's time. In the meantime, please pencil 20 September in your diary for the next CEA IBG meeting.

## EU and China a strategy for trade and economic relations

The CEA took responsibility for gathering and collating evidence from the European construction equipment industry for a public consultation on China as requested by the EU Commission. The CEA wrote this paper for CECE (the Committee for European Construction Equipment) as part of its remit in providing the Secretariat for the CECE Economic Commission, chaired by Richard Sharp of JCB Sales. The CECE paper deals with future EU strategy regarding the trade relations between the EU and China - and deals with two questions:

- ~ What are the most important opportunities for Europe in China's economic growth and greater weight in international trade? What should the EU do to grasp these new opportunities?
- ~ What are the challenges and risks for the EU from China's rise? How should the EU respond to these challenges and risks?

The paper can be found in the Members Only area of [www.coneq.org.uk](http://www.coneq.org.uk). For further information contact Pam Hyde ([pam@admin.co.uk](mailto:pam@admin.co.uk)).

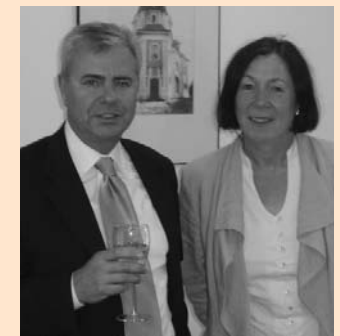
## Congratulations to Ken Hunt



Many of you will know Ken Hunt, UK Trade & Investment Automotive Sector International Business Advisor for India. His remit is to help companies to develop their international business strategies and to find new opportunities in overseas markets. Ken was awarded an OBE in the recent Queen's Birthday Honours List for his services to British business interests in India. You can contact Ken by e-mail: [kenv.hunt@bopenworld.com](mailto:kenv.hunt@bopenworld.com).

## Czech Republic

CEA International Business Group Manager, Pam Hyde, recently met with Jiri Kulis, Advisor to the CEO for Trade Fairs Brno in the Czech Republic. Brno is the trade fairs capital for Central and Eastern Europe and a well known centre of technological and engineering expertise. The CEA is investigating whether the Brno Construction Fair would be useful for members to attend. Contact Pam Hyde for further information.



## Discount on courses

The CEA has arranged a 10% discount for members taking Institute of Export courses. Course details can be found on [www.export.org.uk](http://www.export.org.uk).

# Exhibitions

## Bauma China : Shanghai, China

21-24 November 2006  
[www.bauma-china.com](http://www.bauma-china.com)

### Grants available up to £1,800

The CEA will again run a high profile British Pavilion at Bauma China with cost-effective fully fitted turnkey stands. Space on the British Pavilion is almost sold out, with only two stands left as we go to print. Under the new 2006/07 UK Trade & Investment (UKTI) grant scheme rules, grants of up to £1,800 are available to British companies exhibiting in China who are either new to exporting or new to the Chinese market. The UKTI definition of *New to Market* is "a business not having exported to the country where the exhibition is taking place within the previous 12 months and normally having no established representation there". For further information and to book your space, contact Joanna Oliver NOW ([joanna@asnorth.co.uk](mailto:joanna@asnorth.co.uk)).



### CEA new exporter / new to market pod

The CEA can offer an Export Pod on the CEA information stand to companies who qualify for the UKTI new exporter or new to market grant. The pod gives you a graphics panel and literature display, plus an information desk, shared use of an interpreter as well as full use of the CEA information centre and refreshments. The package is available from just £990. Contact Joanna Oliver for details.

Bauma China has established itself as one of the leading exhibitions for construction equipment in Asia. After an outstanding premiere in 2002 it exceeded all expectations again in 2004. With 738 exhibitors and around 50,000 trade visitors from all regions of China and all continents in 2004, Bauma China has proved itself as the industry's marketplace in China for business and contacts. Bauma China is your exhibition platform for construction machinery, earth-moving machinery, building material machinery and building site plant, construction equipment and tools, road and railway machinery as well as accessories and equipment.

## New for 2007 - Infrastructure Vietnam

Messe Munchen, the Bauma people, are launching a new infrastructure show in Vietnam. Acting on interest from our members, the CEA is hoping to take an information stand at the show, to be held in Ho Chi Min City in November 2007. The CEA will also assist any British companies wishing to exhibit at the show - and is applying for UKTI grant aid to assist exhibitors. The exhibition, which already has the support of the British Embassy in Vietnam, will focus on:

- Building and Construction Equipment and Materials
- Infrastructure Services
- Construction Consulting
- Power Generation
- Environmental Protection
- Renewable Energy
- Transport and Port Equipment

For further details or to register your interest, e-mail [joanna@asnorth.co.uk](mailto:joanna@asnorth.co.uk).

## 2006 China Road Show

27 November - 01 December 2006

China remains the fastest growing and most exciting global market for construction equipment. Whether you are looking to export, manufacture, source, find a partner or JV or even start a WOFE (wholly owned foreign enterprise) there are almost certainly opportunities for you in China. We have been advised by Chinese manufacturers that they are especially interested to meet with UK manufacturers of hydraulic parts, engines and transmissions. Chinese companies are also keen to meet with British manufacturers who would like to source from China and those wishing to invest in China and looking for local co-operation.

Following the two successful CEA trade missions to China in 2004 and 2005 we have decided to do something a bit different this year. Working in partnership with UK Trade & Investment and Off-Highway Research, the CEA will be running a road show and seminar programme in the week following the Bauma China exhibition, presenting to key personnel from leading Chinese OEMs and demonstrating what the UK can do. The road show will be based in Shanghai, plus one other city where we will visit leading Chinese OEMs.

The road show will give UK companies:

- ~ Presentations to Chinese OEMs.
- ~ One to one meetings with Chinese manufacturers.
- ~ Factory visits.
- ~ Market research and advice from China experts Off-Highway Research.
- ~ Briefing by Commercial Officers and local trade experts at the British Consulate in Shanghai.
- ~ Visit to Bauma China - China's leading construction equipment exhibition.
- ~ VIP networking reception during Bauma China.
- ~ Free entry onto the CEA's interactive CD Rom *Business Tracker* - translated into Chinese.
- ~ Pre-event publicity in the trade press and on the CEA website.
- ~ Publicity in the CEA British Brochure for use during Bauma China and the road show.

Although government grant aid for missions has ceased, funding may be available under the Market Visit Scheme through local Business Links - contact your International Trade Advisor. The CEA is negotiating with UKTI for some financial support for interpreters. For further information contact Joanna Oliver.



## Bauma : Munich, Germany

23-29 April 2007  
[www.bauma.de](http://www.bauma.de)

The CEA has reserved the same high profile location for the British Pavilion at Bauma as in 2004. Space is selling fast - over three quarters is now sold. Planning and organising an exhibition stand at a show the size of Bauma can be a logistical nightmare, tying your key staff up for months. The CEA can take away the headaches of organising your stand and its construction. Just leave everything to us and concentrate on what you do best - selling. So, don't get lost in the mass of over 2,800 stands - make an impact and join the British Group. For a prospectus and booking forms contact [joanna@asnorth.co.uk](mailto:joanna@asnorth.co.uk).

### Grants

We are hopeful that the government will extend the new exporter grants to Bauma 2007 - which would mean a grant of £1,800 for any company meeting the conditions. We should know more in the autumn. Watch this space!

## Excon : Bangalore, India

Following on from a successful scoping visit to Excon in 2005, the CEA will be taking a British Group to India's leading construction equipment fair - Excon. Held biennially in Bangalore in Southern India, Excon features all the leading global and domestic OEMs together with component manufacturers and service providers. Both indoor an outdoor space is available. In addition to the UK, Excon is likely to see national pavilions from Germany, Italy, Spain, France and the USA. Although the dates have not yet been announced it is likely that show will take place in late November/early December 2007. Contact Joanna for more details.

## Solo exhibition grant funding

A limited amount of government funding for new exporters or companies new to market in India and China, of up to £1,500 per company, is available to companies attending exhibitions that do not have an organised British Group. If you are planning to attend such a show, and think you qualify for a grant, please contact your local Business Link for an application form and further details of the scheme. Please remember though - you will only be eligible for three grants in total globally under the new scheme. The grants for shows with an organised British Group - like Bauma China or Bauma are higher, at £1,800.

## Exhibitions diary

View our comprehensive exhibitions diary on [www.coneq.org.uk](http://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. If you know of any shows which are not listed please e-mail details to [kim@admin.co.uk](mailto:kim@admin.co.uk).

## On the road again

One of the most enjoyable parts of my job is to meet with members, and potential members, to see their products and hear about their business plans and aspirations in their own factories and offices. My contacts are at their most relaxed within the businesses that they have created, where they can literally "show and tell" their story. I've made a number of such visits in the last few weeks and all have been fascinating, each in their own way underlining that enterprise and enthusiasm is still very much alive and well in British engineering. For example, new members Nylacast Ltd and ComeSys Europe are two very different companies but each with the benefit of enthusiastic leadership. In Leicester you will see a rash of Nylacast signs on a range of industrial buildings, testament to how the company has mushroomed over the years as it finds more and more applications for its engineered polymers. The afternoon I spent with company MD, Mussa Mahomed, was a real education for me and a masterclass in how to build a business through developing real partnerships with customers - something that is easier said than done. Up in

Northumberland, I met with Jon Aitchison who is charged with growing the business of ComeSys Europe in the field of drive by wire vehicle controls. From a modest start up, the company now has blue riband customers in our sector and has ambitious plans to develop new markets. He was put in touch with us by One North East (one of the oft criticised RDAs) and, as a result, we were able to organise an exhibition stand for ComeSys at Intermat as a first step to introducing their products more widely into Europe. It is always good to see members make good use of CEA services - so it was particularly pleasing to make a long overdue visit to Gate 7, the company that have made their name as decal and signage suppliers to our industry. The company approached us a few years ago to help with overseas promotion - from initial tentative steps they are now regular exhibitors at international shows and last year won a coveted Queen's Award for Enterprise for their international efforts. They also embraced our *Manufacturing Excellence* scheme to good effect and came with us on one of our China trips. Again, a small company growing bigger through enthusiastic leadership, so plaudits to



Keith Wickham and Paul Crilley. We will be making more forays from the CEA offices in future weeks, let us know if you would like us to stop by.... I'm sure you have a great story to tell!

**Rob Oliver** CEA Chief Executive

## Expofreight introduce on-line ordering



Expofreight have introduced on-line ordering to their website, [www.expofreight.net](http://www.expofreight.net), enabling you to save valuable time placing orders for their services to events. This is one of the many ways they can save you time and hassle when organising your logistics to your next show.

### Why choose Expofreight?:

- ~ They have extensive experience in worldwide construction trade shows and events.
- ~ They provide cost-effective shipping methods.
- ~ They have their own personnel on-site throughout build-up and breakdown.
- ~ They have over 10 years experience of working with the CEA, providing 24 / 7 contact.

**Tel: +44 (0)8700 660 303 - E-mail: [info@expofreight.net](mailto:info@expofreight.net) - Website: [www.expofreight.net](http://www.expofreight.net)**