



PRESS RELEASE

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ROYAL RECOGNITION FOR EXPORT EFFORTS

CEA Director of Global Programmes, Joanna Oliver, awarded MBE



The Queen's Birthday Honours list recognised the construction equipment industry in a very direct way with the award of an MBE to the CEA's Director of Global Programmes, Joanna Oliver. She is one of a select few of recipients recognised for their services to industry – and is rewarded for a 16 year plus effort in promoting UK exports. Joanna has organised British exhibition groups, trade missions and research visits to over 20 countries, on six continents, in that period. In recent times she has cultivated trade links with countries as diverse as

Turkmenistan and Algeria. Campaigns are planned for Brazil, Mongolia and China this year, so there will be no letting up her efforts on behalf of the construction equipment industry.

Joanna's comment on the award was; "My first reaction was surprise as I know there are so many of my industry friends that have done so much for international trade. So I'm more than happy to accept the recognition both for myself and our intrepid band of exporters. Hopefully, in a practical sense it will help me in getting the right contacts abroad and maybe even the occasional flight upgrade!". To contact Joanna for details of the CEA's international programme, email joanna.oliver@admin.co.uk.

Ends

Note for Editors:

Photos attached.

The CEA is the recognised trade association for manufacturers and importers of construction equipment in the UK and their component and accessory suppliers. It has around 100 members.

The construction equipment industry is worth an estimated £8.5 billion to the UK economy - with companies exporting an average of 75% of their production - and employs some 50,000 people.

Further information is available from:

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