

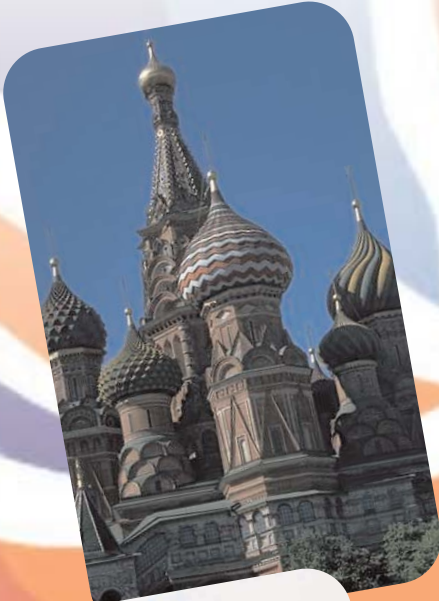
Newsline

THE VOICE OF THE UK CONSTRUCTION EQUIPMENT INDUSTRY

Volume 12 No 2

Spring 2003

CEA going Global



 The Construction
Equipment
Association

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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

Accreditation Won

Trade Partners UK (TPUK) have introduced formal certification for Sponsors organising officially supported British Groups at overseas events (under the SESA scheme). The CEA submitted its application for certification earlier this year and was one of the 10% of applicants selected for face-to-face audit. It has now been announced

that the CEA has been successful in this application and we are now duly "certified". CEA exhibition team members have been at the forefront of the consultation exercise concerning the revamping of the SESA scheme and rejection for certification would have been a major (and unexpected) reversal.

Partnership with Automotive Groups on Overseas Shows

TPUK's insistence on pigeon-holing all industries into a limited number of defined "sectors" for grant aid purposes, caused much behind the scenes negotiation for the CEA. For the purposes of SESA (trade show) grant allocation it seemed we were to be assigned to the construction sector - a broad church covering building materials and services as well as equipment. However, after guidance from our Management

Council, we successfully lobbied for inclusion with the automotive sector. This means that we will be working with automotive trade associations (such as the SMMT) to set priorities for British Groups at overseas shows. Our "customer" companies will see little difference and we will continue to work on a co-operative basis with our contacts in the newly defined construction sector.

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Public Sectors

www.publicsecta.com contains lists which link direct to every public body you can think of - UK and worldwide.

Canadian Construction Contractors

Heavy Construction News On-Site is a national magazine with an editorial content focusing on the owner/operator of construction firms in Canada and could help you reach Canadian construction contractors.

Contact: David Skene
e-mail dskene@on-sitemag.com

CECE Re-Sets Congress Dates



The Committee for European Construction Equipment (CECE) has confirmed its annual congress dates. The yearly gathering will be held a little later than originally planned from 8 to 11 October 2003. The venue will be Sorrento, Italy. Full details will be available in the early Summer. Register for programme details via cea@admin.co.uk.

Best Practice

www.cbpp.org.uk gives access to a range of best practice services and activities and provides access to the Best Practice Resource Centre.

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From the President

It would be appropriate to start my first *Newsline* article with a tribute to our outgoing President, Neil Allen. Neil held the post for a period of two years and has done an excellent job and on behalf of you, the members and Management Council, I would like to thank him for his sterling work.

For me it is an honour to hold the post of President. BSP were one of the founder members of the FMCEC and on a historical note, I find that I am the fourth President supplied by the company.

As you will know, BSP is an SME and for the past 30 years I have been involved in the export of our company's products. In addition, I have just completed a year as President of the Suffolk Chamber of Commerce. I hope, therefore, with this experience I am able to bring some additional qualities to the position with my understanding of the difficulties that small companies face.

Although I suspect we are all getting a little weary of the "wall to wall" coverage of the situation in Iraq, we should be vigilant in keeping our eyes on future business when the rebuilding commences. It was reported at the beginning of April that US contractors KBR, Fluor Daniel, Bechtel, Louis Berger, Parsons and Stevedoring Services were already in the frame for some contracts. We must keep close to the game and be in touch with these companies for potential equipment sales, as well as actively pressing the UK Government to ensure British

contractors get some of this work. I would refer you to the article on page 6, where we detail what the Association has been doing on your behalf.

Further afield regarding business prospects, I am of the opinion that we could be in for a bumpy ride in the first half of the financial year.

There is concern, particularly at the Engineers Employers' Federation (EEF), about the manufacturing industry. With a less than half a percent growth in output in the last Government figures released and a gloomy forecast of weak results in the early part of the year in manufacturing, we seek encouraging signs. It will be particularly interesting to see the effect on the next set of figures in light of the Middle East situation.

Domestically it is felt that there will be good opportunities but it is in the export fields that we require an upturn in demand, but from where?

Generally the EEF feel that the world economy is very much dependent on US recovery. This fact was borne out when I was at Condex in San Diego in January. At that time optimism there was based on a quick end to any Middle East conflict.

So if the USA gets back on track, we must also hope that the "local" large Euro zone also improves. Here we look to Germany which is having a difficult time. If Europe, where a number of our major competitors are based, is having a tough time, we can expect them to



David Redhead - CEA President

make strong efforts in our domestic area and to be very competitive in our export markets.

Hard work ahead indeed but nothing that the products and skills of our members cannot meet head on successfully. Last year we exported around £2 billion, thus proving it can be done. Remember, the CEA staff are there to help us all to succeed in this quest.

Finally, I would like to wish success to all of you that are attending Intermat. The BSP stand forms part of the British Pavilion and I will be there for the duration. Please feel free to discuss any matters with me or the CEA staff during this time.

**David Redhead
CEA President
Managing Director
BSP International Foundations
Ltd**

CEA Management Council

President:

David Redhead

BSP International Foundations Ltd

1st Vice President:

Paul Ross

Caterpillar (UK) Ltd

2nd Vice President:

Colin Wakeham

Bell Equipment UK Ltd

Gerald Pratt

HR International Crushing & Screening Ltd

Neil Allen

Representing JCB

Peter Howe

Komatsu UK Ltd

Mike Francis

Perkins Engine Co Ltd

Chris Taylor

Thermo Electron Corp - MEi Load Indication Systems

Bob James

Truflo Air Movement Ltd

Alan Williams

Volvo Construction Equipment (GB) Ltd



Manufacturing Excellence

Moving forward into Year Two

Many 'Trained' Hands Make Light Work

People development and realising potential at all levels within your business is a key factor in the modern office. Developing and nurturing all skill levels to make highly developed working relationships is as important as changing the environment and surrounds in a business.

The CEA's part DTI funded Manufacturing Excellence project focuses on training and asserting the workforce. In Year One, a record number of people were assisted through a succession of purpose built MasterClasses.

The programme boasts the

development of:

- 28 Change Agents
- 24 Managers
- 231 Shop Floor Employees
- 1 Graduate Placement

Year Two plans to be even greater in its improvement programmes. Realise the potential of your staff by upgrading your training and development and employing verve back into the work place.

For further information on all the CEA's Manufacturing Excellence activities, contact Ray Golson or Jo Rutter.

Manufacture in Excellence with the CEA's Promoting Performance Campaign

You could receive up to 50% grant aid through the CEA to drive and obtain sustainable improvement within your business, we offer assistance in:

- ~ Process improvement
- ~ Supply chain development
- ~ Team Leader and Change Agent training and development
- ~ Value stream mapping
- ~ Real time workshop
- ~ ISO14001 / TS16949
- ~ Lean manufacturing
- ~ QCD issues
- ~ Project support
- ~ Marketing your product
- ~ Business structure to support continuous improvement
- ~ Shop floor improvement activities
- ~ Sector and cross sector studies
- ~ Graduate placement

Contact Ray Golson or Jo Rutter to find out more



Manufacturing Excellence Contacts

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r.golson@talk21.com



Jo Rutter
Manufacturing Excellence Project
Administrator
jo@admin.co.uk

Hillhead
Buxton, Derbyshire
24-26 June 2003
www.hillhead.com



The CEA will be exhibiting at the Hillhead International Quarrying and Recycling Exhibition in June. Stand number P98 in the Pavilion will be dedicated to all areas of the CEA's current activities. A main feature will be to launch the second year of our Manufacturing Excellence campaign. For further details contact Jo Rutter.

Help is at Hand

Smith-Consulting, based in North Yorkshire, offers support in the implementation of ISO9001:2000, TS16949 and ISO14001

Contact Colin Smith
Tel: +44 (0)7931 368493
www.smith-consulting.co.uk

Web Design and Maintenance

The Internet is the largest most accessible form of information to date and is becoming ever more popular. Blue Halo Technologies gives you complete control over your web site. They not only design them, but also provide a system that allows you to:

- ~ Update your web pages without any technical knowledge.
- ~ Add new web pages.
- ~ Edit your web site easily.
- ~ Add pictures and link them to other web sites.
- ~ Update online catalogues; add departments and products.

Contact Blue Halo Technologies for a no obligation quotation.

Tel: +44 (0)845 458 9680
www.BlueHalo.co.uk

People Development Services

Reg Hardy, of Hardy Coutts, Hammersley, is working with the CEA to offer strategic advice to companies on personnel development. Reg was at the forefront of the turnaround of Leyland Trucks in their management techniques. His services may be eligible for Manufacturing Excellence grant support. For further details e-mail Ray Golson or Jo Rutter.



A Continuing Strategy for Export Development

Sustaining and Continuing the Existing DTI Assisted Programme

The CEA's Export Marketing Group agreed the following programme for the year starting in April 2003:

- ~ Company visits by the Trade Promotion Manager, Grant Shannon, to advise on developing export strategies.
- ~ Work on the Target Markets of USA/Mexico, France/Benelux, China and Russia. This includes: A sector report following Expo Construcción, Mexico, March 2003. Intermat, Paris, 13-17 May 2003 and a CEA reception at Intermat for companies and potential clients. China Day on 13 May at Intermat and a visit of Chinese manufacturers to the UK during the following week. BICES, Beijing, 14-17 October 2003 - the most important construction equipment event in China this year. The CEA has negotiated discounted space rates and will be taking a British Pavilion.

- CTT, Moscow, 20-25 May 2003, and follow up seminar on Russia.
- ~ Export publications including completion of the CEA Gold Book of Support for Exporters and the CEA Standard Documents. Additional sector publications agreed by the Steering Committee are a Manual of Exporting Advice and Fact Sheets on target markets and on important topics such as locating Tender Information.
- ~ Training - including two further sector training days in conjunction with the Institute of Export: one on documentation and one on finance.



New Aspects of the Programme Proposed for 2003 / 2004

- ~ Additional Target Markets:
 - Japan:** Conet exhibition, 4-6 September 2003. TPUK construction mission to Japan, October 2003.
 - Spain:** Smopyc exhibition in February 2004; possibility of arranging reduced exhibition space fees for exhibitors, possible Export Explorer or outward mission.
 - Iran and Iraq:** Special research on these markets. Seminar on aid funded business to be arranged in June 2003.
- ~ Possible Export Explorer mission to the international exhibition, Bauma 2004, in Munich.
- ~ Work with TradeUK to obtain more meaningful and useful leads for construction equipment by revising the headings used for our sector.
- ~ Establish, in conjunction with partnership trade associations, construction champions in each of the Regional Development Agencies. We could look to these champions for assistance and achieve an ongoing resource for the CEA, thus sustaining the work from the Primed for Export project.

Export Contacts



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Web: www.coneq.org.uk

A Successful Conclusion to the Year

The first ever CEA **training day**, in conjunction with the Institute of Export, was sold out. Attendees rated the training as either very good or excellent.

The CEA **seminar on China** was also well attended - with first rate presentations.

Over 60 came to the **Intermat exhibitors' meeting** and the **seminar on France and Benelux**.

Together with a useful meeting of the Export Marketing Group, a successful conclusion to the year.

We look forward to meeting Export Marketing Group members at our next meeting, which will be on **aid funded business**, on a date to be arranged in June.

Reconstructing Iraq

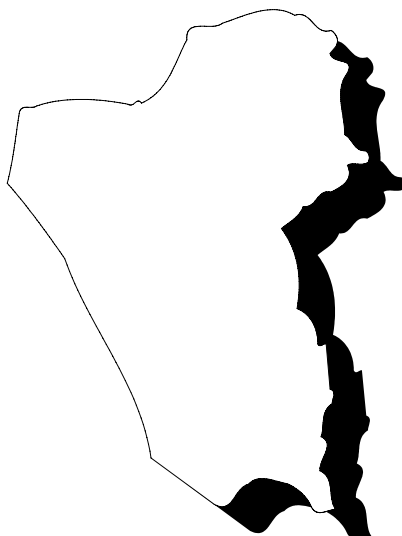
by Joanna Oliver - CEA Exhibitions Manager

Firm details of plans to reconstruct Iraq remain shrouded in the "fog of war" as we go to press and the constitution of a new administration is, at best, nebulous. The respective roles of the United Nations, European Union and World Bank are not determined - but the USA is taking the lead on the awarding of contracts.

The US plans to build 'New Iraq' in just 18 months, committing initial re-construction funds of US \$2.5 billion. US\$ 900 million of contracts are currently being let to US main contractors (for further information see www.usaid.gov/iraq/about_reconstruction.html). US\$ 10 billion of investment is planned in building, supplies to, and management of, schools, hospitals and clinics, roads and bridges, airports, sea ports, water, power, and other humanitarian projects. A further US\$ 3 billion will be invested within three years in the oil and related sectors as part of a required US\$ 30 billion investment programme. Overall costs of re-building Iraq is estimated to be US\$ 200 billion.

The Oil for Food (OFF) programme has been reactivated, initially for a period of 45 days, for humanitarian relief.

The Crown Agents, one of the four procurement agents of the UK Government's Department for International Development (DFID), have already won a contract in Iraq through USAID, and are currently asking companies wishing to register their interest in supplying goods and services to the region to do so on www.crownagents.com. You can register your company's interest by e-mail, via gulfprocurement@crow



agents.co.uk. Details of DFID aid projects can be found on www.dfid.gov.uk under "contracts" and "procurement of goods and services".

The Iraq Unit at Trade Partners UK (TPUK) is the lead Government department for UK companies who would like to become involved with the reconstruction of Iraq. The CEA have registered with the Iraq Unit as an interested party and will be the conduit for information on projects and initiatives in the months to come.

It would appear that whilst major contracts awarded to date have gone to US companies, TPUK is hopeful that British companies will be able to tender for sub-contracts or will benefit from sales to the major American contractors.

Head of the TPUK Iraq Unit and Deputy Director of International Group 1, Keith Allan, is preparing regular e-bulletins to update interested companies. Please e-mail Pam Hyde (pam@admin.co.uk) if you would like to receive these bulletins.

The CEA is working closely with other UK associations involved with the reconstruct Iraq initiative, including the BCCB (the British Consultants and Construction Bureau) and the Middle East Association.

Inside UK Enterprise

IUKE is a truly unique service. It offers the opportunity to visit 20 UK construction companies. The visits allow you to experience first hand the techniques and concepts used by the host companies that have helped them achieve excellence and gain competitive advantage.

For more information, visit:
www.iuke.co.uk

Business Summit 2003

Today's challenges, tomorrow's opportunities. The Business Summit will be held on 10 June 2003 at the Millennium Hotel, London, Mayfair. Speakers are real business men and women who will share their thoughts and experiences with you in 2003. For full details contact:

CBI Conferences
Tel: +44 (0)20 7828 0999
E-mail: summit@cbiconferences.co.uk
www.cbibusinesssummit.com

Information Security and Why You Need It

For detailed information, suggested procedures and important links on all aspects of information security, visit www.ukonlineforbusiness.gov.uk/informationsecurity.

Eurostat

Eurostat, the Statistical Office of the European Communities, is committed to providing a high-quality statistical information service. Eurostat statistics cover a wide range of topics, divided into nine themes:

- ~ General statistics
- ~ Economy and finance
- ~ Population and social conditions
- ~ Industry, trade and services
- ~ Agriculture and fisheries
- ~ External trade
- ~ Transport
- ~ Environment and energy
- ~ Science and technology

For a complete overview and daily update, visit:

www.europa.eu.int/comm/eurostat/



Meet the Members

News and Views from CEA Member Companies

HESKINS

Adhesive Anti Slip Surfacing Specialists

Lancashire manufacturer Heskins Ltd has joined the CEA to introduce its expanded range of adhesive anti slip materials. The company supplies a substantial amount of the worldwide construction equipment manufacturers under its trademark safety-grip material.

Safety-Grip is ideal for use on excavators, backhoe loaders and any item of construction equipment. The product is completely self adhesive and once applied is a permanent safety feature on any equipment utilising its strong adhesive, diamond hard grit surface and weatherproof carrier. The anti slip surface helps to prevent accidents and provides a sure footing in all hostile conditions, it will resist most chemicals including oils, lubricants and cleaning solutions.

Due to the advanced range of machinery employed by Heskins, they can offer any size, shape, colour or width - allowing the customer to choose a specific size. The cost benefits of offering a complete finished product are substantial. There is a specific



product for the construction equipment industry, extra coarse; its large granules of aluminium oxide prevent clogging by dirt and help to minimise slips in all conditions. The factory is approved to ISO9002. Heskins welcomes any enquiries and can produce trial samples.

For further information contact:

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Fax: +44 (0)1257 231888

E-mail: larry@heskins.com

www.heskins.com



Custom-Made Air-Moving Solutions

Multi-Wing UK Ltd offers a quality range of axial cooling fan impellers that are made up of standard interchangeable parts with individual blades and separate hubs.

With a choice of blade diameters from 200mm to 1,980mm and seven different hub/blade styles, the Multi-Wing range is extensive. The impellers, the result of over 40 years' of design and development, are suitable for use in the majority of cooling or extraction applications.

Custom machining of the impellers to individual requirements is carried out in the Leicester premises of Multi-Wing. Stephen

Hoggar, Managing Director of Multi-Wing UK Ltd, the manufacturing agent and sole distributor of the range in the UK, concludes, "The versatility of the Multi-Wing range gives our customers tailor-made solutions to their cooling problems. Our aim is to always provide the closest possible match to the performance required at a cost-effective price".

The company has begun a programme to implement ISO/TS16949 and expects to have the standard in place by January 2004.

New Members

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

Fanning Polyform
GKN Driveline Ltd
Heskins Ltd
Linecross Thermoplastics Ltd
Multi-Wing UK Ltd
Polymer Engineering Ltd

Office Moves

The following companies have recently moved offices. We wish them luck in their new premises.

HR International Crushing & Screening Ltd

Huntingdon Court
Huntingdon Way
Measham
Swadlincote
Derbyshire DE12 7NQ
Tel: +44 (0)1530 272799
Fax: +44 (0)1530 272787
www.hrlimited.co.uk

Schaeff-Terex Construction & Mining Technology

Ollerton Road
Tuxford
Newark
Nottinghamshire NG22 0PQ
Tel: +44 (0)1777 870055
Fax: +44 (0)1777 871800
www.websterschaeff.co.uk



For further information contact:

Alwyn Thorpe, Sales Manager

Tel: +44 (0)116 2601062

Fax: +44 (0)116 2607736

E-mail: sales@multi-wing.co.uk

www.coolingfan.info



ATP Industrial Transmissions Ltd

ATP Industrial Transmissions Ltd was formed in 1980 to provide users of powershift transmissions with a complete range of service facilities.

Their factory, in Staffordshire, supplies re-built transmissions, torque converters and parts into the backhoe / telescopic handler and forklift market.

ATP have recently begun production of their own range of "New 11" welded style torque converters, which allows them to service export customers without the expense of returning core units for reconditioning.

ATP believe in good old fashioned service, a reflection of when no job was too small or no task too big, which is why, in an ever more hostile global market, ATP Industrial continue to grow.



For further information contact:

Mark Bowen

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E-mail: markbowen@atp-group.com

www.atp-group.com



GKN Service UK Ltd

No matter how demanding your driveline or hydraulic requirements, you can tap into a world of expertise and experience of GKN Service UK.

An impressive range of standard automotive and hydraulic parts is available from stock and, of course, GKN Service UK provides lifetime support for all products. The benefits of being part of GKN's international network of manufacturing facilities enables the company to provide a true worldwide service from conceptual design through manufacture to on-going support and development.

GKN Service UK is active in the complete world of transportation and many sectors of industry, from construction and mining, through to defence and waste disposal. In fact wherever customers are looking for constant high quality, backed by on-going support, you will find GKN Service UK in action.

GKN Service UK designs, manufactures and supports a comprehensive range of constant velocity drive shafts and joints, universal jointed propshafts, centre bearings and flexible disc couplings.

In addition, GKN Service UK is on hand to meet your hydraulic



requirements, whether new design and manufacture, service, repair or re-manufacture. This covers the full spectrum of rams from single and double acting through to multi-stage. The company also provides a full re-manufacturing and re-conditioning service for hydraulic motors, pumps, valves and rams.

Tel: +44 (0)121 313 1661

Fax: +44 (0)121 313 2074

E-mail: gkndriveline.co.uk

www.gkndriveline.co.uk

KHL Group acquires International Construction

KHL Group, the international business-to-business publishing company, formed in 1989, has acquired the International Construction magazine from Primedia Inc. This new development will allow KHL to launch exciting new integrated multi-media promotional campaigns - advertisers will be able to reach more customers quicker, and more cost effectively.

Tel: +44 (0)1892 784088

Fax: +44 (0)1892 784086

www.khl.com

3i backs MBO of Extec Industries

3i, Europe's leading venture capital company, has been unveiled as the principal backer in the £56m MBO of Extec Industries by Paul, Colin and Dermot Douglas. The financial resources of 3i, combined with the industry experience of the Douglas brothers, signifies a major development in the world of screening and crushing equipment manufacturers.

3i will possess a majority stake in the business, with the MD, Paul Douglas, remaining at the helm. He is joined by his brothers Colin and Dermot, who will have responsibility for USA and Continental Europe respectively.

Tel: +44 (0)1283 212121

Fax: +44 (0)1283 217342

www.extecscreens.com

Strainstall Group acquires Prolec

The entire share capital of Prolec Ltd, a leading European designer and manufacturer of safety and monitoring equipment for construction-related industries, has been acquired by Strainstall Group Ltd. Strainstall provide load measurement and stress analysis products and systems for worldwide applications. Prolec will continue to operate as a separate business within the Group. Douglas Every, MD, is retiring with immediate effect, but will continue to provide his knowledge to the company as a consultant. Prolec will be on stand 329 at the forthcoming Hillhead show in Buxton, Derbyshire (24-26 June).

Tel: +44 (0)1202 681190

Fax: +44 (0)1202 677909

www.prolec.co.uk



Technical Innovation Award for SPP

SPP Pumps are delighted to be the winner of the 'Technical Innovation of the Year' award for their Autoprime Q-Series range of contractors pumps. Awarded at this year's prestigious BPMA Pump Industry Awards, the Q-Series has been formally recognised for its professional excellence within the pump industry.

SPP's Q-Series range is designed and manufactured to meet the most challenging requirements. Well-pointing, site de-watering, ground water control, sewage, sludge pumping, flood relief and emergency spillage are just a few of the many applications carried out by the range, throughout the world.

SPP will soon be launching their new fully automatic self-priming pumpset, incorporating the new Certified European road towing trailer option. This new addition to



the range will be on show at the Intermat exhibition in Paris (13-17 May 2003). SPP will also be taking the opportunity to show the new, canopied 80mm high head unit with a selection from the recently launched extensive range of hydraulic submersibles and power packs, including the new Mini Sub Pump, a unique and innovative solution for rental companies and utility contractors.

Tel: +44 (0)1189 323123
Fax: +44 (0)1189 323302
www.sterling-spp.com



MEi to Introduce New Weigh-System at Hillhead



MEi Load Indication Systems, part of the Thermo Electron Corporation, will introduce a new on-board weighing system at the Hillhead exhibition in Buxton, Derbyshire (24-26 June 2003). The new MultiLoad is for use on mobile plant of many different types. The concept enables sensors of many kinds to be combined with flexible software to provide weighing solution in applications where data-collection is also of high importance.

This feature is becoming increasingly relevant where inventory tracking is vital as part of a traceability programme for example, as required by a quality management system.

MEi stress that, because of the designed-in flexibility, possible applications are very broad and its

introduction at Hillhead will be part of the company's strategy of seeking to meet a wide spread of user need.

The MEi business will join forces at Hillhead with the Thermo Ramsey business, with the theme 'One Thermo'. Serving the materials handling industry, Thermo Electron is uniquely placed to offer systems for a wide range of quarrying applications. The Thermo range of weighing systems for quarrying applications will be found on stand 330 in Avenue I

Contacts:
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Chris Taylor
Tel: +44 (0)1621 783282
Weighing and Inspection Products:
Howard Mitchell
Tel: +44 (0)1788 820319

Want to see your company featured in *Newsline*?

Then contact the Editor NOW



Kim Fitzpatrick
Newsline Editor
kim@admin.co.uk

Advertising in *Newsline* is FREE

for CEA members

non members are charged a nominal rate

Newsline is sent to all CEA member company contacts, senior personnel of selected non member companies, all HMG Overseas Posts, UK Business Links, named DTI contacts and related trade associations. *Newsline* is also distributed at exhibitions.

EngineersWork.net

EngineersWork.net is not an agency. Their aim is to help reduce the costs of recruiting by putting you in touch with engineers directly. They are owned and run by engineers and not any recruitment company. They have 25,000 engineers on their weekly vacancy e-mail posting. How it works: You advertise your vacancy, all relevant engineers receive a copy of the details, they reply directly to you.

www.EngineersWork.net

Kosran

In the last issue of *Newsline* we carried an advertisement on behalf of Kosran, suppliers of vehicle immobilisation systems. Members of the Plant Theft Action Group (PTAG), a Home Office sponsored body, have advised that the Group do not issue standard certificates to suppliers as might have been inferred from the Kosran advertisement. They are, however, keen to encourage the use of anti-theft systems per se.

CEA Motors On at AGM Conference

6 March 2003

Heritage Motor Centre, Gaydon, Warwickshire

Over 100 representatives registered for this year's AGM Conference - which took the theme of "*Managing Change*". Whilst troubles on the M6 prevented some delegates from reaching the venue, those that reached the destination of the Heritage Motor Centre witnessed a full programme of briefings and presentations. On the economic front, John Bartlett explained his role as regional Agent for the Bank of



England and gave insights into how the Monetary Policy Committee tackle their interest rate setting agenda. David Thunder, Head of Business Strategy Services at Eversheds, underlined some home truths on distribution strategy in his talk "The Route to Market Challenge". Focusing on our Manufacturing Excellence campaign, Reg Hardy (Hardy, Coutts, Hammersley) brought out the importance of "realising business potential through the talents of people". One of the priorities of the CEA over the next year will be to



help members in their people development programmes. Reg's expertise in this area as a "company doctor" will be part of this initiative. This part of the session was concluded by Manufacturing Excellence programme director, Ray Golson, who introduced presentations from Boulton Construction Products, Roballo Engineering and Linecross Thermoplastics. Their briefings centred on their first-hand experiences of the MasterClass programme and (in some cases) the astonishing improvements identified



and attained. The event was chaired by outgoing CEA President, Neil Allen, with CEA Chief Executive, Rob Oliver giving a speedy *tour d'horizon* of CEA projects and services to close the conference.

New Officers Elected

At the CEA's AGM David Redhead, MD of BSP International Foundations Ltd was elected President, 1st Vice President is now Paul Ross of Caterpillar (UK) Ltd and 2nd Vice President, Colin Wakeham of Bell Equipment UK Ltd.

Limited Status

The AGM learned that the CEA's incorporation as a company limited by guarantee had hit further delays in agreeing the small print. However, the principle of incorporation is not at issue and the final incorporation documents are expected to be approved no later than mid-year.

New Awards

The *Promoting Performance* pyramid logo has taken 3D form. It has been reproduced as a statuette which is to be presented to Manufacturing Excellence high achievers. The first awards are likely to be part of the 2004 AGM Conference. Meanwhile Master Class "graduates" were presented with certificates of recognition at this year's event.

Presentation to President

Outgoing President, Neil Allen (representing JCB) was presented with an engraved propelling pencil at the AGM, in recognition of his two year leadership at the helm of the CEA. He also received the prototype of the new *Promoting Performance* pyramid statuette, which will see service as a heavy duty paperweight!

Subscriptions

Members unanimously agreed to uplift membership subscriptions by just 2.5% on 2002 scale rates. Whilst the financial statements to 30 September 2002 showed a loss, the Finance Committee are taking steps to ensure this does not re-occur in the current year. Existing members can help the CEA's finances and activities by recommending companies for membership.

Distribution Seminar

Arising from his presence at this year's AGM Conference, David Thunder of Eversheds has offered members the opportunity of a day seminar on distribution issues. David is one of the pre-eminent experts in this field. If you are interested in taking up this offer, please contact the CEA offices or e-mail cea@admin.co.uk.

Presentations

Copies of the presentations given to the 2003 AGM Conference are available on request from the CEA offices.

President's Report 2002/2003

Extracts from Neil Allen's report to the AGM

The CEA programme for the last 12 months has been dominated by two of the elements of our *Promoting Performance* initiative - Manufacturing Excellence and Primed for Export. Obtaining funding for these two projects from the DTI required a great deal of hard work. Rob Oliver and his team are to be congratulated for their success in gaining the necessary DTI support that has made these ideas a reality. Thanks also to Paul Mullins and Alan Woods of the DTI.

The need to ensure that the industry is fully informed of current and pending legislation is of key importance to members, but so also is the ability of the CEA and our European Association, CECE, to influence this legislation. The CEA Technical Committee has influenced CECE policy in a number of areas recently by putting forward well argued position papers on key topics. We are increasingly being listened to by the other National Associations, so well done to everyone who has contributed to this situation.

The CEA's efforts to provide assistance to SMEs wishing to participate in construction equipment exhibitions around the world continued in 2002.

It was also a good year for increased membership. The target for the year was for an increase of 10% - we achieved 15%.

We continue to be very well supported by the Administration Services team. I've mentioned the inspirational leadership of Rob Oliver but, as Technical Director, Tim Faithfull has also played a key part in our new influence in Europe. Pam Hyde keeps the Primed for Export initiative on the boil, as well as providing first class support to the Export Marketing Group.

Joanna Oliver has continued to encourage increasing numbers of members and non-members to support our CEA programmes of export exhibitions.

Newsline, our quarterly publication, has been further improved under the management of editor Kim Fitzpatrick.

Thanks also to Sharna Gollgly, Bill Osborne, Charlotte Harmer, Barbara Nalty, Jo Rutter, Ray Golson and Grant Shannon, who complete the team.

Following the introduction of the Physical Agents (Vibration) Directive in 2002, there was some concern expressed about CECE's lobbying capability in Brussels. Since then the CECE Executive Committee



I-r: Rob Oliver, CEA Chief Executive with Neil Allen at the AGM

have reviewed the issues and have developed a series of guidelines under a sub-committee chaired by Rob Oliver. It is clear that we need a higher level of representation in Brussels if we are to make our voice heard and this topic will need to be addressed by CECE this year.

Overall 2002 was a very positive year for the CEA and the new name is now well established.

The CEA was influential in a number of high profile issues in 2002 and I am confident that we will continue to make further progress in 2003.

It has been an honour to have been your President for the last two years and I thank you all for your support. The Association is in good shape with an enthusiastic management team and an ambitious forward programme. I would like to be the first to wish our president-elect David Redhead every success.

CEA Membership Publicity Package for 2003

"Excellence from the UK"

For the first time, the CEA has produced an integrated publicity package exclusively to members. The goal of this major promotional initiative for the British Construction Equipment Industry is to ensure exposure of CEA members' products and capabilities, both at home and overseas - and will be launched at this year's Intermat event, in Paris (13-17 May).

~ "Excellence from the UK" - Printed Buyers' Guide ~

A new publication as part of our *Promoting Performance* initiative, which highlights sector excellence and will be a handy reference tool for those who do not wish to use electronic media. It contains an index of CEA member companies, including contact details, descriptive text and company logos. This brochure will be used as a promotional publication at UK and overseas events - and for our dealings with Government departments, agencies and user organisations.

~ Business Tracker CD Rom ~

The official CEA CD Rom electronic catalogue for members contains details about the CEA, our *Promoting Performance* campaign, our services, feature articles and other useful sector related information. The Business Tracker product finder section contains easily accessible member information. It has a worldwide circulation and, since its inception as an annual publication, has been distributed at over 100 UK and overseas events. It is an established reference source for HMG overseas posts, Business Links, Chambers of Commerce and known equipment users.

~ CEA Web Site - www.coneq.org.uk ~

Members' entries are fully indexed, with full contact details, company logos and links to member web sites. This site has attracted in excess of 3 million page enquiries since its launch.

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Technical Briefings

Two important news items on the start of the lengthy process to achieve harmonisation of road regulations in the EU and on the first steps by the HSE to implement the Vibration Directive, are reported here. Progress is also reported on the start of Council discussions for the proposed Stage III of the Engine Emissions Directive. There has been hardly any advance on the proposed revision of the Machinery Directive and it appears that this measure could be halted while the EU enlargement process takes priority of Commission and Council resources. Likewise, the Commission has been slow to produce a revised Directive on Noise of Outdoor Equipment although, following CECE and CEA pressure, it has set up a procedure for considering the proposals presented by construction equipment manufacturers.

Harmonisation on the Roads

The CECE Working Group, chaired by Mark Ireland of JCB, has initiated an action plan to focus Commission attention on the long-time need for a Directive that will harmonise road regulations for off-highway equipment throughout the EU. This follows the Commission's failure to act upon last year's report that recommended harmonisation to overcome barriers to trade and yield significant cost benefits to Industry.

Member State Governments are being pressed by CECE National Associations to place the need for a Directive at the top of the Single Market agenda, rather than at the bottom. It is unusual for Industry to be in the position of pressing for a Directive, but optimism grows as several National Associations have already approached their Governments, the CEA included. The Department for Transport (DfT) indicated its support at a meeting with the CEA at the end of March. It is hoped that this support will be proactive when the Industry proposal for a Directive is tabled with the

Commission.

The type of Directive will undoubtedly be an issue. While the DfT, following years of vehicle Directives, are used to "old approach" prescriptive texts, Industry favours the New Approach style of the Machinery Directive. An example of such is where general requirements listed in the Directive are backed up by detailed technical standards developed by CEN and ISO. The Commission is, in fact, re-assessing the principles of the New Approach and, in the light of possibly conflicting requirements, the CECE WG is re-examining its 1999 draft proposal and appropriate test procedures. Treading through the bureaucratic minefield will be a tricky process but there is a hint of optimism in the air. This issue is being used by CECE, under the direction of the CEA's Chief Executive, Rob Oliver, to develop a more efficient and effective model for industry lobbying of the EU authorities.



Vibration Defined!

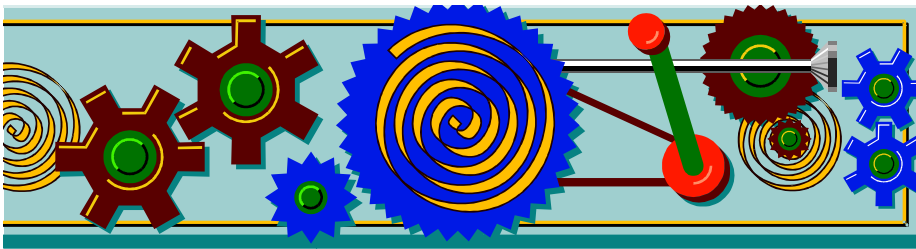
Now that Directive 2002/44/EC has been adopted and the enforcement date (September 2005) from an employer's perspective is not very far away, the HSE is about to issue a Consultation Document on how it should implement the Directive in the UK. The CEA has been active in meeting with the HSE three times in the last two months and is seeking to ensure that guidance material provided by the HSE will not leave manufacturers at a disadvantage. The dangers for manufacturers are two-fold: first that employers, who are responsible for workplace assessments of exposure to mechanical vibrations, will demand too much input data and, second, that the HSE's guidance will provide inappropriate data. The outcome is crucial because, if the guidance is wrong, equipment could be needlessly put out of use by exaggerated assessments of exposure and the ensuing costs of construction projects could rise exponentially.

The difficulty for the HSE is that, while manufacturers already supply vibration data in accordance with the Machinery Directive and this is recorded under fixed and repeatable conditions, the nature of operations on work sites is anything but repeatable. In effect, no two jobs are ever likely to produce the same exposure to vibration. The HSE would like manufacturers to provide data for a wide range of operating conditions, but this could lead to never-ending and costly tests, none of which would relate directly to the actual operating conditions. Pressed by the CEA to get users of equipment involved at the outset, the HSE are approaching the problem by inviting users to list those job-site activities most likely to cause operator exposure to vibration at the action and limit levels. A matrix of data will then be built up from tests of actual operations. While the operations will not be repeatable in detail, they will provide a spread of data that can be used to assess



exposure.

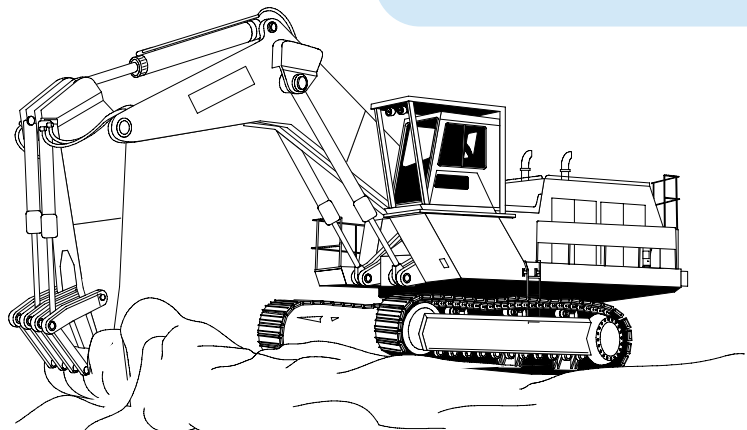
The HSE, with limited funds, is naturally seeking to establish the worst case exposure situations. The CEA, however, is insisting that it is essential to provide data for less exacting situations, which are generally considered to be more numerous and time-consuming than worst case situations. Otherwise, assessments would tend to exaggerate exposure and unnecessarily limit the hours that equipment can be used.



Engine Emissions

The Commission's proposal for Stage III of Directive 97/68/EC on Non-Road Mobile Machinery engine emissions is under discussion by the Council. Stage IIIA, (which would come into force in 2006 to 2008), broadly fulfils Industry's aim for alignment with US EPA Tier 3. Stage IIIB (2011 to 2012) is more controversial, mainly because it brings with it the likelihood of the need for costly after-treatment systems to deal with particulate matter and also because alignment with EPA cannot be guaranteed as its Tier 4 plans have not been established. Flexibility provisions to allow some older engines to be marketed have been challenged by Member States and the Commission is reported to be revising this aspect of the proposal. The latest proposal

would only allow derogation for fixed numbers of engines in the first year (50 to 200, according to power band) and remove the alternative 20% allowance that would offer significant benefit to both SMEs and larger companies. This change is being contested by industry.



Technical Fact Sheets

The CEA has prepared a series of Technical Fact Sheets on the following subjects:

- ~ Operator Visibility
- ~ Road Regulations
- ~ Engine Emissions
- ~ Noise Requirements
- ~ Machinery Directive
- ~ Physical Agents (Vibration)
- ~ Physical Agents (Noise)

These Fact Sheets are available on request from the CEA offices, or can be found on www.coneq.org.uk.

Exhibition News

Major Changes to SESA and Outward Mission Programmes

The CEA, as part of the "sponsor community", has been involved in consultation meetings regarding proposed changes to the SESA (Support for Exhibitions and Seminars Abroad) grant scheme. The SESA and Outward Mission budgets will be combined from the new bidding round in May/June 2003 covering the financial year starting April 2004.

In a change from previous years, the CEA is to be placed in a "Sector Grouping" and will have to compete with other associations for SESA fund allocation.

CEA Exhibitions Manager, Joanna Oliver, will continue to represent the CEA at these meetings and workshops to ensure that the construction equipment sector receives full recognition.

The bidding round for the year April 2004 to March 2005 closes at the end of June 2003, so, if there are any exhibitions you feel should be considered for SESA support, please e-mail Joanna with details, including reasons why they should receive the support of the British construction equipment industry and Trade Partners UK.

BICES (Beijing, China) : 14-17 October 2003

www.const-mach.com

Organised by the China National Construction Machinery Corporation and the China National Construction Machinery Association, BICES will be the most important exhibition in China for construction equipment this year. BICES 2001 saw over 37,000 visitors and 478 exhibitors.

The construction equipment market in China is expanding at an astonishing rate. Demand for new technologies is high and great opportunities exist for British companies willing to establish partnerships and joint ventures in China.

David Phillips, Managing Director of Off-Highway Research, reports that, "After an unprecedented 32% growth in 2001 few could have predicted that the pace of change could be sustained into a second year, but it was: sales in 2002 increased by 48%. This represented



the largest year-on-year growth in China's history, and confirms that demand for all machinery has almost trebled since 1998".

The CEA has negotiated discounted space rates with the organisers. If you are interested in exhibiting at BICES and have not yet received a copy of the CEA prospectus, please contact Joanna Oliver or Sharna Gollogly.

BAUMA (Munich, Germany) : 29 March-4 April 2004

www.bauma.de

SESA support has been confirmed for Bauma 2004, although the number of companies allowed to receive grant has been capped. The CEA has e-mailed a prospectus for the show to previous exhibitors. Grants will be allocated on a strictly first come first served basis - if you are considering exhibiting please contact Sharna immediately.

The CEA can book the space and

stand construction for exhibitors on the British Pavilion. However, those exhibiting in other sections of the show must apply directly to Munich for space. **Don't leave your space application too late.** Bauma is the largest and most popular global exhibition for construction equipment and does sell out every edition. Exhibitors wishing to be located in product specific or outside areas

CTT
Moscow, Russia
20-25 May 2003
www.ctt-expo.ru



The CEA is taking a British Information booth at CTT Moscow, as part of our Primed for Export programme. CTT is the largest exhibition of construction machinery, vehicles, equipment and technology in Eastern Europe and it is the main exhibition in the CIS. A full CEA report on the exhibition will be available after the event. Contact Sharna for further details.

Vehicle Security Solutions Show 2003

Heritage Motor Centre,
Gaydon, Warwickshire
24 June 2003
www.plcci.co.uk

Following on from the successful HGV Crime Solutions Show 2002, PLC Consultancy Services are organising the next commercial vehicle security show. The focus will remain on covering all aspects of security that reduce commercial vehicle crime, but the scope will increase to include vehicles other than just HGVs - all commercial vehicles, including plant and equipment. As such, the title of the show has been changed to "Vehicle Security Solutions Show 2003". There will be a number of specific Product Briefing Sessions throughout the day. The entrance fee is £30 for visitors on the day or FREE for those who pre-register via www.plcci.co.uk.

should apply for space directly with the organisers. To request an application form for independent space, visit www.pattern.co.uk.

The CEA can organise cost-effective stand building, using either a shell scheme or tailor made designs, regardless of whether stand space is booked through the CEA or with the organisers.

Condex (San Diego, USA) : 10-11 January 2003

www.aednet.org

The CEA acted as the Trade Partners UK SESA sponsors of the British Group at Condex 2003 and ran a British Group Information Centre. The exhibition is held annually, at different locations throughout the USA, in conjunction with the AED (Associated Equipment Distributors) annual convention. The exhibition is only open to delegates of the AED convention and invited guests of exhibitors - no general public.

There were 150 exhibitors, predominantly from the USA, although national pavilions were present from the UK and Italy and there were exhibitors from Canada and Mexico.

The AED annual convention was divided into Executive and Management level seminars together with combined business sessions and the quality of the delegates was high.

Joanna Barfoot, Assistant Trade Officer of the Commercial Section of the British Consulate in Los Angeles visited British exhibitors, assessing their needs and potential requirements in the North American market. Alan Woods of the DTI's Automotive Unit, also visited Condex and it was felt by exhibitors that the presence a British Government official underlined the DTI's export commitment.



Condex was a small exhibition and quieter from a visitor point of view than expected. Exhibitors seemed to be divided into those who were attending to support an existing distributor and cement relationships, who felt the show had been worthwhile, to those who were looking for new contacts and felt that they had not really achieved their targets. It was noticeable that the busiest exhibitors were those who had put in the pre-show preparations and invited targeted visitors to visit them well in advance.

The 2003 market forecast for US heavy construction projects (infrastructure, etc) is US\$ 155 billion, non residential construction projects (education, health, Government, etc) US\$ 287 billion and residential construction US\$ 415 billion. The full report on the British at Condex can be found on www.coneq.org.uk.

STOP PRESS

It was reported in the last *Newsline* that SESA support was turned down for both **M&T Expo**, São Paulo, Brazil (16-20 September 2003) and **Baucon Asia**, Singapore (19-21 November 2003). However, the CEA believes that to be successful in an export market we, as a national Trade Association, should show continuity in our presence at an exhibition, and support for the market, even in leaner times. Therefore, the CEA, working with the exhibition organisers, British Embassy/High Commission and the DTI, are proposing to take a British Construction Industry Information Stand at each of these events, staffed by a member of the CEA team.

The information stands will offer CEA members the opportunity of a presence at the exhibition for very little cost. Places on each stand are

available from as little as £175 (plus freight and VAT), to display literature and receive a full post-show report and database of leads and visitors taken at the show. For a further £100 (plus freight and VAT) members can display a company graphic on the information stand and use the stand as a base for a visiting member of staff who will be supplied with an exhibitor pass and catalogue to the show.

The Italian, Spanish, German and American associations have committed to M&T Expo and the Spanish and Italians are signed up for Baucon Asia. The CEA needs a minimum of 10 companies to participate. If you are interested in displaying brochures - or visiting either of these shows, please contact Joanna Oliver for further details.

CEA Exhibition Enhanced Display Package

Why not take advantage of the enhanced display package on CEA British Group Information Stands from as little as £175 (plus UK VAT). CEA members benefit from substantially reduced management fees at all SESA supported exhibitions. For full details and eligibility contact Sharna.

Exhibitions Diary

View www.coneq.org.uk for details of exhibitions connected with construction equipment, cranes, mining and quarrying, road-building, demolition and re-cycling. The Diary is interactive with hyperlinks to exhibition organisers. If you know of any shows which are not listed please e-mail details to Sharna.

SESA Supported Shows

For details of British Trade International SESA supported shows, telephone +44 (0)141 228 3701/3646 or visit www.tradepartners.gov.uk.

Exhibition Contacts



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INTERMAT

13-17 May 2003 - Paris, France

CEA
Stand
6 F 010

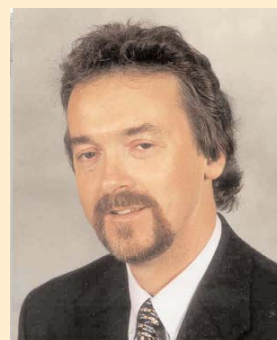
British Exhibitors

Airmat Safety Products Ltd	5A B 059	KM Products Europe Ltd	6 G 016
Belle Engineering (Sheen) Ltd	4 E 120	Knott Ltd	6 F 016
Bergstrom (Europe) Ltd	6 L 101	LUK Ltd	5A G 011
Brigade Electronics plc	5A H 039	Mastenbroek Ltd	E5 B 087
BSP International Foundations Ltd	6 F 010	Measurement Devices Ltd (MDL)	5A C 062
C Scope International Ltd	6 G 020	MICO Europe Ltd	6 H 013
Caldervale Forge Co Ltd	6 F 012	Miller UK Ltd	E5 E 099
Chieftain Trailers Ltd	E6 L 081	NUB Engineering Ltd	6 F 018
Clydesdale Jones & Co	6 G 017	Off-Highway Research	6 H 011
Construction Equipment Association	6 F 010	Padley & Venables Ltd	5B C 048
Cranes Today	E6 K 028	Perkins Engine Co Ltd	5B J 011
Cummins Engine Co Ltd	5B H 020	Prolec Ltd	5A E 075
Digga Europe Ltd	5B C 052	Red Dot Europe Ltd	5A K 056
European Friction Industries Ltd	6 G 014	Resale Weekly	6 G 018
Extec Screens & Crushers Ltd	4 C 050	Sandhurst	6 K 019
Fermec International	E6 K 030	Selwood Ltd	E5 H 086
Finlay Hydrascreens Ltd	E6 J 070	Springfix Linkages Ltd	6 G 015
Gate7 Ltd	6 G 008	Sterling Fluid Systems Ltd	6 H 019
GCM Construction Equipment Ltd	6 H 015	Terex Equipment Ltd	E6 K 030
Global Solutions plc	5A D 058	Terex Handlers	E6 K 030
Godwin Pumps Ltd	6 J 008	Thwaites Ltd	5B D 010
Harford Manufacturing Ltd	5A L 058	Towerlight UK Ltd / Genset plc	5A K 070
Hilta Plant Ltd / Flowplant Group	6 G 010	Trelawny Pneumatic Tools	6 G 012
Holmbury Ltd	6 G 013	Tri-Mark Europe Ltd	5A G 050
HR Int'l Crushing & Screening Ltd	4 E 121	Universal Augers Ltd / Pengo	6 G 014
Hydraforce Hydraulics Ltd	6 F 011	Universal Bingham Ltd	6 K 009
Hydronix Ltd	5A F 010	Vertikal Press Ltd	
International Powered Access Federation	6 D 005	(Cranes & Access Magazine)	E5 H 084
International Transmissions Ltd	5B J 049	Volex Wiring Systems	6 F 014
ITT Jabsco	5A K 055	Watson & Hillhouse (Plant Hire) Ltd	E5 A 008
KAB Seating Ltd	6 G 011	World Mining Equipment /	
Kay-Dee Engineering Plastics Ltd	6 G 019	Metal Bulletin Group	6 A 001
KHL Group	6 C 002 & 010		

Living with Regulation

When I first started with the CEA (then the FMCEC) European legislation moved at a snail's pace. Back in the early 1980s it was not unusual for the European Commission to allow proposed regulations to fester for 10 years or more in working groups and consultation processes. Thanks to the so called "New Approach" directives and a greater sense of urgency, the process was speeded up and proposals can be adopted to a much shorter timescale. This has brought tremendous pressures for our hard-working technical team - working through both our General

Technical Committee (GTC) and the Technical Commission of the Committee for European Construction Equipment (CECE). Directives have been created covering all aspects of Safety and Environmental (Noise and Emissions) considerations. When the European negotiation ends then there remain national discussions to ensure that the translation of Euro-regulations into UK law holds no surprises. Whilst the leading OEMs such as Caterpillar, JCB and Komatsu, play a major role in our GTC, there is much that is relevant in the workload to our smaller members - both OEMs and



component suppliers. With this in mind, we are planning to incorporate technical briefings in our member meetings through the year. Keep a look out for details.

Rob Oliver
CEA Chief Executive

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