

newsl**ine**

Developments in lobbying

in the European Union

Exhibitions

2004-2005 programme confirmed

Market trends

UK mini excavator sales to break record

The Manufacturing Excellence Experience

successful regional forums

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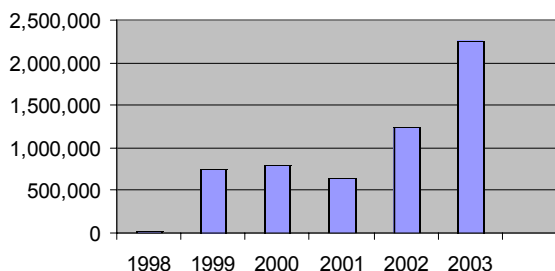
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www.coneq.org.uk hits 5.5 million



Have you viewed the CEA website recently? We are delighted to announce that since 1998 the site has received over 5.5 million visits.

CEA Website Visits 1998-2003



There is a wealth of information on the site, including background information on the CEA, the services we provide, details of our *Manufacturing Excellence* programme, a comprehensive exhibitions diary - and reports and information on various exhibitions - technical fact sheets, a picture guide to construction equipment, selected world trade figures, hot links to member companies' websites and product locator, a useful "links" page and press releases. If you have not visited www.coneq.org.uk for a while it's well worth a look. Members should contact the CEA offices for the password to the "members only" area.

From the President

I was sitting on an aeroplane a few days ago and was reminiscing. I was actually thinking about the time not that long ago when the annual balance of payments made headline news if the figure ran into eight digits. In fact occasionally when it did, at the best ministers would resign once the pound devalued and even Governments fell.

What prompted my line of thought? The newspaper I was reading was reporting that we had a £3,600,000,000 imbalance of payment for the month of October (that's a fair number of noughts). £3.6 billion! Think about that for a moment. This is more than the total CEA members' annual production and just a monthly deficit.

Whilst you are considering the enormity of that figure, bear in mind that September was a mere £2.6 billion deficit and that did not even make a headline. Surely at some time this continued deficit has got to come home to roost. Who said we could survive as a service industry supplier. Manufacturing is now at an all time low, representing less than 20% of the total economy.

Until the Government realise that they have to encourage investment in manufacturing and give some real support to us in industry, particularly in areas like taxation and research and development, this situation will continue. Rob Oliver's article on the back cover of this issue shows, I feel, that HMG is a little confused as to its direction. Our job, as lobbyists must take these messages forward to those that influence decisions both domestically and in the EU and get them changed (may I refer you to Rob's final sentence and to Pam Hyde's article on page 11). Let us hope we do not hit the buffers too hard before that time.

Within our own hands we have to ensure that we have the very best quality personnel available to meet the demands of running a modern business. This means across the board in all areas and disciplines and training of staff is critical to success.

Well documented is our tremendous *Manufacturing Excellence* programme, supported by HMG and the great success

that some of our member companies have achieved. So now we have the manufacturing and the products right, we now need to sell them and these clearly need to be sold in overseas markets.

Also supported by HMG is the CEA's *Primed for Export* project. Early in the year we ran a very successful course, in conjunction with the Institute of Export, on the fundamentals of export and we had 12 attendees from our membership. The second phase of this course was set for early November but we only managed to get four confirmed placements. This resulted in postponement. We have now rescheduled for 13 January. The CEA staff has spent great efforts in sorting out the DTI grants for this training programme and I hope you will encourage your staff to support this new very worthwhile course. In this issue of *Newsline* you will find a fly sheet with all the details.

Despite my personal concerns about the balance of payments, UK Ltd looks in pretty good shape. The British Chamber of Commerce third quarter 2003 report claimed an improvement in the performance of small and medium size firms despite some reported difficulties for those in manufacturing. Also NatWest and Barclays have come out positively in their recent reports for SMEs. I was, however, a little disappointed with the Bank of England in putting through the recent rise in bank rates.

I attended my first CECE conference held in Sorrento in October which I found very interesting. The UK was mentioned very positively on a number of occasions and it was very nice to hear us singled out and complimented by some of our EU counterparts. Sometimes we are a little too self critical in this country and together with having the best rugby team in the world, it is nice to know in the business area there are those who envy us.

With the year end hastily appearing, may I take this moment to wish you all the compliments of the season and to hope we all have a successful 2004.

David Redhead CEA President
December 2003



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Truflo Air Movement Ltd

Alan Williams
Volvo Construction Equipment (GB)

Manufacturing Excellence

The Manufacturing Excellence Experience 2003

What is Manufacturing Excellence?

The CEA's *Manufacturing Excellence* programme, which has been developed with the financial support of the DTI and the expertise of the Society of Motor Manufacturers and Traders Industry Forum, offers grants of up to 45% of the cost of manufacturing improvement projects. The programme runs through until March 2005 and applications are invited from UK based OEM (Original Equipment Manufacturers) and component supplier companies.

Awards for excellence

Recognition for outstanding achievement in the *Manufacturing Excellence* programme will be given to high achievers at the CEA 2004 AGM Conference. Specially commissioned pyramid statuettes will be presented to companies that have shown particular commitment to sustainable improvement in their businesses via *Manufacturing Excellence*. The CEA's Manufacturing Excellence Team (MET) have approved a scorecard system that will be used to assess the winners. All participants currently undertaking the project will be automatically entered.

The CEA was delighted with the turn-out at their regional forum events held near Warwick and Ilkley at the end of November. Themed *The Manufacturing Excellence Experience*, existing project participants mingled with companies considering joining the scheme.

Project Director, Ray Golson, introduced SMMT IF (Society of Motor Manufacturers and Traders Industry Forum) Master Engineer Ian Jolliffe, who set out the processes involved in taking a MasterClass programme. He and his SMMT colleagues have now coached a number of CEA nominated companies through MasterClass projects - so he was well placed to point out the practical advantages and possible pitfalls of undertaking a programme.

Giovanni Bisutti, MD of NEWmatic



Ltd, shared his experiences of taking on a new grant supported graduate for key project work (see panel).

The presenting team from Boulton Construction Products (Steve Crump and Scott Wilson) guided the meetings through their experiences of planning and executing a successful MasterClass programme. They focused on their Quality, Cost and Delivery (QCD) data,



Excellence



which showed how shop-floor improvements had fed through to bottom line success.

Feedback suggests that a number of companies new to *Manufacturing Excellence* are likely to take up some of the remaining project funding opportunities. There is still scope for new entrants to receive funding in the current financial year.

The CEA records its thanks to the presenters at the forums, who took time out from busy schedules to share their experiences.



Copies of the presentations are available from the CEA offices. Contact Jo Rutter (jo@admin.co.uk).

Volunteers wanted

The Manufacturing Excellence Team (MET) are setting up a working group to define the scope of a new study. This will examine key issues for suppliers with a view to producing recommendations for the MET. The study will seek to canvass the views of a wide cross-section of suppliers. Volunteers are urgently required for the WG, which will meet under the Chairmanship of Project Director, Ray Golson.

Grant aided graduate works on site safety invention

Grant aid from the CEA's *Manufacturing Excellence* programme has allowed NEWmatic Ltd to employ Cambridge graduate, Marc Fry, to work on their anti-vibration breaker technology. Reductions in vibration levels help to limit the incidence of vibration white finger experienced by construction workers. Marc (24) is responsible for the continuing development of the product and demonstrating it to potential clients and manufacturing partners. He has welcomed the experience of working for NEWmatic and says, "The fast paced dynamic working environment at NEWmatic Ltd makes it the ideal place for any graduate to start. My main achievement to date has been to significantly simplify the design of our VM25-40 low vibration pneumatic breaker in order to reduce production costs".

CEA Chief Executive, Rob Oliver, comments, "We, and our partners at the DTI, welcome the chance to help small companies enhance the quality of their workforce. We offer support for both graduate placements and training assistance for "change agents" within companies".



Marc Fry, NEWmatic Ltd's graduate

Savings surge past £5 million!

The programme set out to identify efficiency savings of £8 million over a 3-year period. Halfway through the period we are both surprised and encouraged by a measured saving of some £5.6 million. This dwarfs our expectations and bolsters our resolve to take the programme even further. With the tremendous pressure on suppliers to provide "cost down" solutions to OEMs, there has never been a better time to sign up for a *Manufacturing Excellence* programme.



Committee for European Construction Equipment

CECE Congress 2004 attracts big names

In a break with tradition, the 2004 CECE Congress will be held in the Summer. SACE, the Swedish trade association, will host the event in Stockholm from 16-19 June. This will make the most of the "midnight sun" at that time of year. SACE have shown their intent to mount an attractive and useful event by inviting Volvo Construction Equipment President and CEO, Tony Helsham, to be a keynote speaker. Other senior European industry figures are also likely to attend.

The President of CECE is now Volvo's Gösta Göransson, who is supported by SACE's Anders Östergren as chair of the CECE Executive Committee.

New UK Chair for CECE Exhibitions WG

CECE's Exhibitions Working Group has a new chairman. She is the CEA's Exhibitions Manager, Joanna Oliver - who has a near 10-year experience of international exhibitions. The task of the WG is to promote CECE's exhibitions policy which includes a grading system for

shows worldwide. Joanna has also been charged with co-ordinating the European presence at the 2005 Conexpo-Con.Agg event, in Las Vegas. For an up-to-date list of shows, click on the exhibitions section of www.coneq.org.uk.

Statistical Committee changes

At the CECE Congress Pam Hyde stepped down as Secretary to the various CECE Statistical Committees. Pam was presented with a beautiful bouquet of flowers as a "thank you" for her 15 years service. Peter Hug of the VDMA has taken over the role.

Horst Bräunlich has retired after 17 years service of chairmanship of the Main Statistical and CECE Statistical Committees and is replaced by Olivier Lerouge of CNH.

Minutes of the meetings and presentations made at the Congress can be found in the "members only" area of the CEA website: www.coneq.org.uk.



Pam Hyde and Horst Bräunlich

Adieu Guy

CECE's Technical Secretary, Guy Raymackers, has now retired from that role - and was given a special "thank you" dinner by the CECE Executive Committee. Guy was instrumental in co-ordinating a host of technical campaigns on key issues such as the Machinery Directive, Noise Directives, etc. He served a number of distinguished CECE Technical Committee chairmen, including

Malcolm Kent (of Komatsu UK). Ralf Wezel, the Secretary General of CECE, presented Guy with a state-of-the-art digital camera in recognition of his service to CECE. Stephan Belaen is the new CECE Technical Secretary - he will combine the role with complementary duties with Agoria, the Belgian trade association.



CECE officials and Directors from 10 member countries pictured after agreeing new Statutes for CECE (pictured in Brussels)

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.

Euro Parliament targets

For the first time CECE is co-ordinating a pan-European plan to promote construction equipment interests to the European Parliament. They are targeting the key parliamentary committees covering Industry, Transport and the Environment. The CEA's Rob Oliver backs the move and says, "The co-ordination of lobbying towards MEPs is absolutely essential. Within CECE we are in a great position to apply consistent pressure on crucial issues to the increasingly important decision-makers within the parliament".

Vibration regulations

The Health & Safety Executive (HSE) has published its consultation document with proposals to introduce new regulations regarding hand-arm vibration and whole-body vibration. Comments are required by 31 March 2004 and the CEA will be submitting a formal response.

The CEA is also in close contact with the HSE regarding implementation of the Directive and is a member of the HSE Industry Working Group which is looking at the collection of generic data.

Presentation success

Paul Ross (1st Vice President of the CEA) and Pam Hyde (CEA Export Services Manager) met a party of Mexican contractors and consultants at the London offices of the BCCB on 7 October. The CEA presentation on the strengths of the construction equipment industry in the UK was well received by the audience.

Road travel

The European Commission has asked industry to submit an updated proposal for a Directive to harmonise road travel regulations in the EU for off-highway equipment. The CECE lobby is being led by Mark Ireland of JCB. In the UK, the CEA is maintaining a close contact with the Department for Transport regarding its support for the industry initiative.

Non-compliant import?

The CEA is urging the HSE to report on a recent crane accident that should not have occurred on a legitimately CE marked machine. It seems likely that the crane was a non-compliant (grey) import which the CEA has campaigned against for many years.

CECE lobbying programme in place

At its Sorrento Congress, the Presidents' Committee of CECE approved an 7-point programme to intensify its lobbying activity. This action has been partly prompted by pending changes to the EU's decision-making processes with the accession of the new Member States in 2004. The key actions are:

- ~ The development of a prioritised issues list - so that every member can see what CECE is involved in.
- ~ The formation of a contact group with the members of the European Parliament.
- ~ A briefing seminar for CECE Technical Commission members on the new decision-making processes.
- ~ CECE Secretariat visits to national associations - to help co-ordinate priorities and action.
- ~ A more structured networking initiative with the EU Council and Commission.
- ~ The development of a strategy towards the accession states.
- ~ A review of EU grant schemes - to establish how they might be used to benefit CECE and its members.

This initiative is made possible by extra resources being made available to the CECE Secretariat, including the appointment of a professional lobbyist, Marco Pezzini. The lobbying plan was developed by a Working Group chaired by the CEA's Rob Oliver - CEA members should contact him with any EU related topics requiring action.

In the Lobby

Meet the Members



NEWmatic

reducing the risk of vibration white finger

New Members

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

HammerTech Ltd

NEWmatic Ltd

Corporate Status

Since the formation of its predecessor organisation, back in 1941, the CEA has operated as an unincorporated body. After a lengthy process, the Association has now been registered as a company limited by guarantee. This provides members with a limited liability to the company of just £1 in the event of a winding up procedure. This change mirrors the situation in many leading trade associations where limited liability status has become the norm.

Miller UK Ltd move

We would like to wish Miller UK Ltd every success in their new premises:

Miller UK Ltd
Bassington Lane
Bassington Industrial Estate
Cramlington
Northumberland
NE23 8BN
Tel: +44 (0)1670 707 272
Fax: +44 (0)1670 707 474
E-mail: info@millers-uk.com
www.millerdirect.com

Giovanni Bisutti founded NEWmatic Ltd in 1996 to develop his ideas to drastically reduce the vibrations experienced using road breakers and other hand held tools. The result is Variable Mass Technology (VMtechnology). VMtechnology enables the mass of the road breaker to increase and decrease rapidly between 25kg and 40kg by transferring fluid from an external reservoir to an on-board one and vice-versa. This makes it possible to combine the manoeuvrability of a medium-weight with the performance of a heavy-duty breaker. At the launch of NEWmatic's new VM25-40 breaker earlier this year, Mr Bisutti explained, "The VMtechnology provides a genuine new standard for health, safety, productivity and operator comfort. The market is ready for an ergonomically designed tool that will make it far safer for operators to break horizontal hard surfaces. You only have

to look at the statistics on working days lost to injuries such as vibration white finger and back problems and the steeply rising costs of compensation claims, to realise that there is a change in attitude about what is and is not acceptable for workers using these types of tools". The implementation in the UK of the Physical Agents (Vibration) Directive will place a further duty of care on employers to protect employees who could be exposed to injury through vibration. NEWmatic Ltd is currently selling the VM25-40 breaker in the UK market and is actively seeking to license the patented VMtechnology worldwide. For further information contact:

Mr Giovanni Bisutti

NEWmatic Ltd

Tel: +44 (0)1223 812 582

E-mail: info@newmatic.co.uk

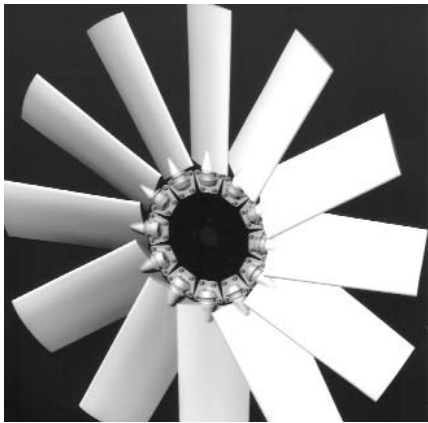
www.newmatic.co.uk



Versatile new fan

for general industrial applications

Trufo Air Movement Ltd, part of the Concentric Group, has introduced "Trufoil", a versatile and cost-effective alternative to traditional aluminium hub designs for a wide range of industrial cooling applications. The design features a sheet metal hub to which polymeric blades are mounted via bolted metal cups. The simplicity of this arrangement has numerous advantages - in particular,



it can be tailor-made to provide the most efficient and economical cooling for any application. The key component of the Trufoil fan is the laser-cut steel hub, which is significantly lighter than aluminium and can be drilled for any number of blades. The blades are of polypropylene or glass-filled nylon, with an aerofoil profile and a choice of three standard widths. They can be hub or flange mounted and the design of the steel mounting cups permits infinite pitch adjustment. Trufoil offers a combination of high performance, low noise, strength, durability and cost-effectiveness in cooling modules, cooling units axial fans and air compressors. The standard range covers all sizes from 300mm to 1,200mm, although larger units can be quoted on request.

Tel: +44 (0)121 557 4101

E-mail: info@trufo-airmovement.com
www.trufo-airmovement.com

Spec Check goes live on the Internet

www.spec-check.com

Spec Check Europe has announced the availability of accurate, current specification comparisons of mobile construction and compaction equipment sold in Europe, as well as industrial forklift trucks, on its new website. For the last 10 years, Spec Check Europe has provided specification comparisons to construction equipment manufacturers, dealers, salesmen and end-users across Europe. Until now, data has been provided in pocketbooks and CD Roms. The introduction of an electronic delivery method on the Internet greatly enhances access to the information. The website offers free access to make, model and sizing data. Subscriptions are available for more

extensive data at one of three levels. Chris Wood started this business in 1991 because, from firsthand experience with major brands, he knew the difficulty that manufacturers had maintaining accurate, up-to-date and comprehensive competitive specification comparisons. A similar service is available from Spec Check US for products sold in North America. Further information is available from:

Cliff Ewing

Tel: +44 (0)1889 569 666
cliff.ewing@spec-checkeurope.com

Chris Wood

Tel: +44 (0)1889 500 588
chris.wood@spec-checkeurope.com

Towerlight

Towerlight has supplied 50 special lighting masts to Bredenoord, described as the largest generator rental company in Holland. Based in Apeldoorn, the company operates 1,000 generators and these lighting masts have been specially produced to fit the modular generator frames. Ten 9m masts, each with four 1,000W metal halide lights, can be operated from one 50kVA generator, thus, Towerlight states, improving the utilisation of the company's generator fleet. The Towerlight masts, which close to a transport height of 2.9m, have been specially designed to fit within the standard generator frame and can be fitted within five minutes. This feature allows four complete 50kVA generators and lighting masts to be transported on standard vehicles.

Tel: +44 (0)1639 777026

E-mail: info@towerlight.net

www.towerlight.net



Press releases please!

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. CEA members are invited to send their press releases to the Editor, Kim Fitzpatrick, for inclusion in future issues. This is a great way to promote your company free of charge. Send your news to the Editor NOW - kim@admin.co.uk.

Market Trends

UK mini excavator sales to break record in 2003

UK: Sales of Mini Excavators: 1993-2002
(Units)

1993	2,170	1998	3,900
1994	4,100	1999	5,260
1995	3,600	2000	6,375
1996	2,925	2001	7,325
1997	3,450	2002	8,500

Source: Off-Highway Research

UK construction output

The total volume of construction output in the year to the third quarter of 2003 rose by 4% compared to the previous year.

Overall new work rose over the same period, despite a decrease in the infrastructure, private industrial and private commercial sectors. Repair and maintenance rose, with increases in all sectors. Output in the third quarter of 2003 rose by 2% compared to the second quarter in volume terms and by 6% in current prices. The total volume of new work in the year to the third quarter of 2003 was 1% higher compared with the previous year and was 2% higher in the third quarter compared with the previous quarter. The total volume of repair and maintenance work was 8% higher in the year to the third quarter of 2003 compared with the previous year, and rose by 2% in the third quarter of 2003 compared to the previous quarter.

Visit www.dti.gov.uk/construction/stats for further official figures.

Sales of mini excavators in the UK are expected to break all records in 2003 and beat the 2002 result of 8,500 units. Throughout the last seven years, sales have grown steadily and many people thought that the level reached in 2002 would be the maximum.

Sales have grown 117% since 1998 but there was surprise when sales in the first half of 2003 exceeded 5,000 units for the first time. This would indicate a full year figure of between 9,500 and 10,000 machines, equivalent to a 11% to 17% increase on the record level of 2002.

The unprecedented growth will probably make the United Kingdom the leading mini excavator market in Europe by the end of the year. The good news for suppliers, of whom there are now more than 20, is that the market shows no signs of slowing down. The rate of growth is surprising both analysts and suppliers alike. The general economic conditions and committed expenditure from both central and local Government would have indicated a significant growth,

but 241% over the last eight years is remarkable. The growth has occurred at a time when the potential number of buyers has declined, as plant hire companies, the major customer, merge with one another or are bought by larger hire companies. The market may be in danger of overheating but current indications are that customers are continuing to renew and expand their fleets.

The UK market is continually evolving and suppliers have taken advantage of the trend away from using the backhoe loader towards using a combination of mini excavator and telescopic rough terrain lift truck. There is also growth in the new generation of micro machines, favoured by DIY stores and used as a mobile hydraulic system, thereby replacing some of the need to use hand held air tools. However, the most popular size machine remains the 1.5 tonne model, closely followed by the 2.5 tonne machine. Between them, the two sizes still account for over 60% of sales.

Developments in Lobbying in the European Union

by Pam Hyde



A key task for any British trade association is to be a leader in its European federation and to master the UK part of EU lobbying - which is all about selling the same common European industry view in all capitals.

Compare Europe to an inodorous gas that has infiltrated Whitehall. The great buildings of Government are still there, still staffed by nationals, but European legislation and court rulings have harmonised the mindsets of civil servants across the Union, eg on gender equality, sustainable development, regional funding, etc.

Also, an impressive number of national experts spend their time promoting, negotiating, implementing and enforcing European law. Now 50-80% of national legislation in EU Member States is European driven. Just for the work on draft EU legislation, you can have 6 or 8 national ministries concerned by a single directive. The job for the CEA is getting a handle on all this and exploiting it.

Our European industry view has to be sold to British MEPs and civil servants by the CEA. This is something that our European secretariat (in CECE) cannot do for us. The CEA's job is to sell CECE's common views - UK compatible European industry views - to our British MEPs (after the June elections there will be 72 of them) and to give them what they need: British national exposure.

Our first task is to find out which UK ministries - and which departments within them - are involved with the legislation, apart from the lead ministry, and who the key officials are. Often what Government officials most need is comparative information on solutions or policy

preferences in other countries. Being in co-operation with our fellow CECE members, we should know that, say, Finnish Government policy, on a given question is just what we want Whitehall to be promoting. We make sure our key British officials know about this. Even better, we get the Finnish official to speak to his British counterpart.

In the increasingly important European Parliament, CECE's Brussels Secretariat - and specifically our newly appointed lobbyist, Marco Pezzini - know their job is to cultivate MEPs and the rapporteurs responsible for briefings on specific topics. Lobbyists often must juggle with two drafts of any directive, the original Commission Proposal, which is what Parliament is supposed to be amending, and the latest Council draft - and all the communications in between.

The CEA contributes to, and often leads, the work of drafting papers to agree CECE's common industry positions. Our hands-on approach to CECE and active networking within Europe is crucial to our success.

In 2000, about 2,600 interest groups had a permanent office in central Brussels, of which European trade federations comprise about a third, commercial consultants a fifth, plus companies, European NGOs (eg in environment, health care or human rights) and national business or labour associations each about 10%.

One of the most significant issues facing interest groups is the shifting balance of power among European institutions. Extension of qualified majority voting in the Council is taking the veto power from Member States in some

economic areas; the co-decision procedure gives the European Parliament a greater role in decision-making and the ability to reject legislation that the Council favours.

The extent of knowledge and understanding of EU machinery frequently makes the big difference between successful and inefficient participants in the lobbying theatre. The growth of lobbying and the greater sensitivity of EU institutions to their public image have led to lobbying now being more closely regulated. Lobbyists (or "public affairs professionals") have drawn up their own codes of conduct.

The European Council and the European Parliament have the same level of importance with regard to legislation. Concern about over-regulation means that an impact assessment is required for new proposed legislation. For example, the Environmental Committee is very powerful. If a proposal needs change at a late stage, a policy price is always extracted. Therefore, lobbying must start early.

A final clear message is that manufacturers must, more and more, provide their own information to their trade association for the European institutions. It is a sad fact that, as industry has declined in Europe, there is no longer an intrinsic understanding of manufacturing by politicians.

Pam Hyde

with acknowledgments to MacBrien Cuper Isnard: www.macbriencuperisnard.com and Mr Strohmeier, a member of Mr Prodi's cabinet who spoke at the CECE Congress.



Technical Briefing

Testing time for vibration

The CEA is monitoring the progress of the HSE test programme to determine vibration levels in actual work situations. The measurements will provide a data-bank that employers can use to establish operator exposure to whole-body vibration (WBV). Meanwhile, the Health & Safety Commission (HSC) has issued draft consultative documents on implementing the Directive (2002/44/EC) for both hand-arm and whole-body vibration. The WBV document provides details of draft Regulations and guidance on complying with the requirements. It also includes Annexes on the Directive itself, evidence of effects of WBV on health, a Regulatory Impact Assessment, a list of consultees and a questionnaire. The HSE lists a number of issues on which responses are requested by the deadline 31 March 2004.

CEA members will be particularly interested in the section of the WBV document that deals with the duties of manufacturers and suppliers of machines. The section refers to how the Machinery Directive deals with risks due to vibration. It represents a detailed HSE view on complying with the vibration aspect of machinery safety. Appendices to the WBV document will include typical WBV levels, measuring exposure to WBV, test codes, selecting a seat and some selected case studies. CEA members will need to scrutinise these. View the documents on www.hse.gov.uk/consult/.

On the road again

CECE representatives, led by Mark Ireland of JCB, recently met European Commission officials to discuss progress on EU rules for harmonising road travel regulations for mobile machinery that is not used for transporting goods or passengers but which is occasionally used on roads. The DG Enterprise (also responsible for the Machinery Directive) has finally provided the resources to establish the feasibility of a Directive. It has budgeted for two official meetings with Member States in 2004, so the work is firmly up and running.

Both DG Enterprise and DG Industry are keen to promote a Directive based on New Approach concepts, where technical requirements are set out as essential health and safety requirements (EHSRs) supported by harmonised standards and conformity assessment procedures. Some Member States are expected to argue for Old Approach methods, where details of all the technical requirements are laid out in a Directive. Industry is lobbying Government departments and MEPs to seek support for the New Approach and will need to show that there is some positive support.

Mark, as Chairman of the CECE Road Working Group, has already circulated a draft scope and a model EHSR relating to brakes, referring to the appropriate standards. CECE will assist in the preparation of other EHSRs and, for some of these, Industry needs to identify existing ISO standards, EU Regulations and National requirements that could be used as starting points for the development of harmonised standards where none exist at present.

For its part in the lobbying activity, the CEA has begun a dialogue with the Department for Transport to seek to persuade it to consider incorporating the New Approach in the Directive. Also, CEA members have been requested to send details of what equipment is used on public roads to travel from one site to another. It would be tragic, indeed, if some equipment was left out of the scope.

Noises off

The Commission is at last discussing Industry proposals to amend the Noise Directive (2000/14/EC). The Outdoor Equipment Working Group (previously known as WG7) tabled various proposals, including those from CECE, at a meeting at the end of October. The CECE representative (Miles Pixley of JCB) reported that the WG made a considered response and undertook to hold a further meeting to progress the issues. An alternative to the CECE proposal has been put forward by Italy - a flexibility scheme similar to the one being proposed for the Emissions Directive (97/68/EC). However, the CEA is concerned that time is running out for changes to be made before Stage II of the Noise Directive starts to affect manufacturing schedules and has taken the line to support the CECE proposals with the possibility of a flexibility scheme to be brought in later.

It's a gas

The final EC proposal for the Stage IIIA amendment to 97/68/EC is acceptable to Industry, the Commission and Member States. The emission levels, test methods, application dates (beginning in 2006) are equivalent to US EPA Tier 3. There will be a stability period of four years between Stage II and Stage IIIA, a two-year sell-off period will be mandatory and a flexibility allowance will be managed by Member States (though Industry would prefer manufacturers to do this). For Stage IIIB the position is much less satisfactory. While the proposed particulate reduction and the five-year stability period between Stage IIIA and Stage IIIB are manageable, Industry has serious doubts about the removal of the staggering for different engine bands, the lack of alignment between Stage IIIB and EPA Tier 4, the limitations of the Commission's 2006 technology review and, especially, the excessively low Nox reduction proposed by the European Parliament (EP). Industry representatives are continuing to seek an acceptable compromise in discussions with the Commission, Council and the EP.

Exporting

UK Trade and Investment

UK Trade and Investment is the Government organisation that supports companies in the UK who are trading overseas and overseas enterprises seeking to locate in the UK (known until 1 November as Trade Partners UK and Invest UK). The website has been redesigned and has a huge amount of information and reports under various

markets and also sectors (for our industry, check under Automotive and under Construction). You should bookmark UKTI as an essential first port of call and a unique source of impartial and professional advice and support. Add the website to your favourites: www.uktradeinvest.gov.uk - Tel: +44 (0)20 7215 8000.

Trading in India

Pam Hyde met with Saugata Maitra (Senior Trade & Investment Adviser, British High Commission, Kolkata - E-mail: saugata.maitra@fco.gov.uk) on 7 November at the DTI. The Post can help CEA companies who would like information about trading in India and about local partners (as entering the market without one would be difficult). Currently there are a lot of infrastructure projects in the Eastern Region and there is a high regard for British projects. An inward mission is being discussed. For



more detail, see the CEA *Export Bulletin* in the "members only" area of the CEA website: www.coneq.org.uk.

Market access : <http://mkaccdb.eu.int>

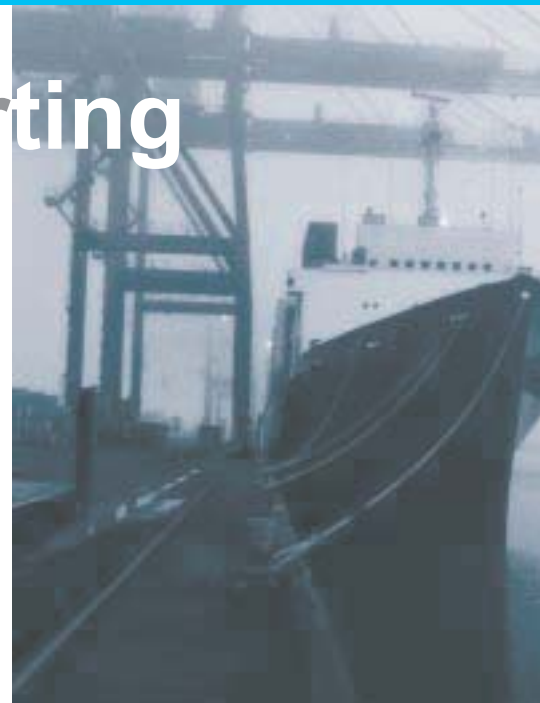
This EU database provides information on market access conditions in non EU countries and is a way for the Commission to follow up complaints from businesses about barriers to trade.

Under 'Sectoral and Trade barriers' you can find information on export and investment conditions in non EU countries plus trade barriers affecting our sector in various markets. By simply entering an HS code or product description under 'Applied Tariffs' you will see the duties and taxes applicable. There is an 'Exporters Guide to Import Formalities' - allowing you to know about the import procedures and documents required for the import of a particular product. There is also a statistical database with an

overflow of trade flows between EU and non EU countries

Additionally, there are sections on the General Agreement on Trade in Services (GATS) and on WTO Bound Tariffs (giving you the maximum import duties permitted for a product). You can download market access studies by geographical area, business sector and relevant horizontal issues (such as labelling or the difficulties in accessing some markets).

If your company is experiencing an illicit trade barrier in a non EU market, contact the DTI's Market Access Unit:
Mr John Lane
Tel: +44 (0)20 7215 4523
E-mail: john.lane@dti.gsi.gov.uk.



Winning caption

We had a good response to our competition in the last issue of *Newsline*. We were looking for a caption to the photograph of our two Export Marketing Group Chairmen taken at Interamat 2003. After careful consideration, we are pleased to announce the result:



"Sorry, we do not do calendars for charity"

The winner, who wished to remain anonymous, has won a place on one of the CEA's Export Training courses to be held in January and February 2004. For further information about these events please contact Pam Hyde at the CEA. A booking form is enclosed with this issue of *Newsline*.



Exhibitions

New show announced

The Rental Show : Atlanta, USA
26-29 February 2004
www.ararental.org/RentalShow/default.asp

Following requests from CEA member companies and changes to TPUK rules allowing the addition of new shows, we are pleased to announce an additional SESA grant funded show to the CEA's 2003/04 exhibitions programme. SESA support of up to £2,300 is available to eligible British exhibitors at The Rental Show in Atlanta in February 2004. The CEA has negotiated discounted space with the organisers and a prospectus is available for interested companies. SESA grant is also available to British

companies who have also booked space independently at this show. Grants may also be available to British companies exhibiting via their US divisions, distributors or agents, as long as it can be shown that the UK has had an input into funding for the show and that there will be a benefit to the British company by attending. Please phone the CEA for clarification if you are unsure as to your eligibility. Grants will be strictly limited and will be awarded on a first come first served basis.

2004-2005 exhibitions programme confirmed

The CEA's bids for SESA funding for the year April 2004 - March 2005 have now been approved by the Secretary of State. The bids list was drawn up following consultation with CEA members.

Approved:

CTT Moscow (Russia)

May 2004 (dates tbc)

Bauma China (Shanghai)

16-19 November 2004

SMOPyC (Zaragoza, Spain)

1-5 March 2005

Conexpo-Con.Agg & IFPE (Las Vegas)

15-19 March 2005

Reserve list (should extra funding become available):

Baucon India (New Delhi)

9-12 September 2004

Funding is now strictly limited for all these shows. If you have not yet registered your interest in exhibiting please do so now to the CEA Exhibitions Team.

Note: Expo Construccion (Mexico City) has been rescheduled for 2005 and will have to form part of the next bidding round should members request it.

Bauma and Bauma Mining

Bauma & Bauma Mining : Munich, Germany
29 March-4 April 2004
www.bauma.de

The CEA British Pavilion is now sold out and has a waiting list. However positions do sometimes change so please register if you need space. If you wish to exhibit in another section of the show you must apply directly to Munich for space, although they are now sold out and also operating a waiting list. At time of writing there was still a little space available in the Bauma Mining Pavilion. Grants for Bauma will be allocated to British exhibitors on a strictly first come first

served basis - already nearly all the available grants have been allocated - so please get your grant applications in URGENTLY. Whether you are exhibiting on the British Pavilion or not the CEA can organise cost-effective stand building, using either a shell scheme or tailor-made designs - contact the exhibitions team for further information. Hotel rooms are very much at a premium in Munich during Bauma. If you have not already booked you should do so now.

Viva Las Vegas

Conexpo-Con.Agg & IFPE : Las Vegas, USA
15-19 March 2005
www.conexpoconagg.com & www.ifpe.com

The deadline for priority bookings for space at the Conexpo-Con.Agg and IFPE exhibitions has now passed. If you have not yet booked your space please contact Sharna (sharna@admin.co.uk) now so that we can ensure the best possible space for your company. Please calculate your space requirements in square feet (100 sqft. is approximately a 10 sq meter stand). If you are undecided

on your possible requirements for either show it would be better to reserve something now as it can be withdrawn at a later stage and this will give you a better space if you do in fact choose to exhibit. Although these shows are a very long way off please remember that a few companies were not allocated ideal spaces at the 2002 show as they had not got their requests in at this early stage.

Success in China

BICES : Beijing, China
14-17 October 2003
www.const-mach.com

The BICES show was a great success, with all exhibitors reporting a high level of interest from the many visitors. Eight British companies exhibited with SESA support and a further nine companies took advantage of the CEA display facility.



Promoting UK industry in Singapore

Baucon Asia : Singapore
19-21 November 2003
www.bauconasia.com

Although Baucon Asia was originally turned down for SESA grant in the 2003/04 bidding round the British High Commission thought it important that the CEA had a presence at the show. Thanks to the intervention of the excellent Senior Trade Officer, Erica Ackerman, funding was obtained through a number of avenues to allow the CEA and two British companies to exhibit at the show. A further nine companies exhibited "virtually" via an internet link and 46" plasma screen. Although smaller than in previous years, Baucon Asia received a large number of high quality visitors from around the ASEAN and Asia Pacific region and, for the first time, China. CEA Exhibitions Manager, Joanna Oliver, said "It was interesting to see visitors that we had met at BICES the previous month again in Singapore - highlighting the rapid expansion and growing global importance of the Chinese construction equipment industry. This is the fourth time the CEA has exhibited at Baucon Asia, but the first that we have received any Chinese visitors. Singapore and China have just launched a joint economic co-operation strategy and China is now Singapore's

A full report of the exhibition is available on the CEA website (www.coneq.org.uk). BICES 2003 saw:

- ~ 540 exhibitors - 270 from overseas.
- ~ Taking 47,000 sqm of exhibit space.
- ~ 54,000 visitors - 2% international.

British exhibitors rated the show highly and all eight companies said that they would exhibit again at the show. The CEA will almost certainly seek SESA support for the next edition of BICES in 2005 in the next SESA bidding round. The CEA's performance as group Sponsor was rated at 92.5% satisfaction by exhibitors in the post event questionnaire.

largest export market valued at S\$30.6 billion. Whilst there is no doubt that the market for equipment in the region has contracted, Thailand and Vietnam are picking up quickly and there are still good opportunities for certain types of equipment in Singapore". A full report can be found on www.coneq.org.uk.



The CEA British Pavilion, staffed by Rob and Joanna Oliver was visited by VIP guests, including Professor Koo Tsai Kee - Senior Parliamentary Secretary for National Development, Ms Erica Ackerman, Senior Trade Officer at the British High Commission and Mr Norbert Bargmann, Managing Director of Munich Trade Fairs.

CEA display package

Why not take advantage of the enhanced display package on CEA British Group Information Stands. The package offers literature display areas and a full post event report, plus a list of visitors to the stand. Company staff visiting the show may also use the information centre as a meeting point, to access the Internet (where local conditions allow) or just to call in and have a break - light refreshments available. Display packages are available from as little as £175 (plus UK VAT) and provide a good value, cost-effective way of dipping a toe in the market to assess initial interest without all the overheads of exhibiting. CEA members benefit from substantially reduced management fees at all SESA supported exhibitions.

Exhibitions diary

View www.coneq.org.uk for details of exhibitions connected with construction equipment, cranes, mining and quarrying, road-building, demolition and recycling. The Diary is interactive with hyperlinks to exhibition organisers. If you know of any shows which are not currently listed please e-mail details to sharna@admin.co.uk. Details of SESA supported shows can be found at www.tradepartners.gov.uk - Tel: +44 (0)141 228 3701 / 3646 - E-mail: exportinfo.sesa@xpd3.dti.gov.uk.

SESA changes

The Government department responsible for administering the SESA scheme has changed its name from Trade Partners UK to UK Trade and Investment - UKTI. Out goes the busy bee logo and back comes the British Crest. From 1 April 2004 (opening date - this will not affect Bauma) SESA funding will be limited to companies classified as SMEs by the EU (ie companies with less than 250 employees and with a turnover of less than 40 million Euros). There appear to be a number of grey areas for companies which are part of a larger group or with overseas parents or subsidiaries. Please contact the CEA team for clarification. Companies will also be limited to a total of 20 grants worldwide in addition to 3 grants at any one exhibition. The good news is that slates will be wiped clean on 1 April 2004 and any previous grants received under either SESA or TFSS schemes will be disregarded.

Above the parapet

Below the Parapet was the biography of the late Sir Denis Thatcher. The title characterised the "seen and not heard" approach of the consort of our noted former Prime Minister. However, Denis certainly had views but they were not for the front pages, his influence on power was much more subtle. Since the coming to office of our current Government, the case for manufacturing industry in our country has often been made in *sotto voce*, "below the parapet", terms - lest we offend the political hierarchy. The result has been some governmental cooing at the importance of manufacturing but little evidence of strategic commitment. It has often been said that the best we can expect from (any) Government is that they do no harm. From the CEA's perspective, we detect some harm to our interests in a number of areas. Having built up our overseas exhibitions presence over many years, most recent reforms to Government grant aid have confirmed their unwillingness to help larger (ie bigger tax payer) companies in export pursuits. Overall HMG dedicates a budget to its Support for Exhibitions and

Seminars Abroad (SESA) scheme which is probably 50% reduced in real terms since its hey day. The CEA has benefited from DTI help for our *Manufacturing Excellence* programme. This is one of a number of sector based national "Industry Forums" designed to improve competitiveness. Yet, as inconsistent as ever, Government is now promoting the regional Manufacturing Advisory Service (MAS) which give companies more "options" for advice. However, experience shows that a multiplicity of schemes just results in confusion. So, if, as in industry, we were to put our heads "above the parapet", what is our message to Government? One suggestion on export policy is quite simple. What we should seek is "matching advantage". If our overseas competitors give soft loans for projects, we want them too; if foreign Governments hide behind technical barriers to trade (which still exist in Europe) then their products should not be welcome in the UK; if other countries tie their overseas aid to the supply of their own equipment we should do so too. Next time you are looking up the soccer



scores on the Internet, try a detour to www.faxyourmp.com - tell your elected representative that you want a "matching advantage".

Rob Oliver CEA Chief Executive

Seeking a competitive advantage

Many companies have undertaken programmes within the CEA's *Manufacturing Excellence* grant scheme. From developing company employees, obtaining the latest quality standard qualifications, to implementing process improvement strategies. The project has assisted the following organisations, how can we help you?

Airflow Streamlines plc
Bergstrom (Europe) Ltd
Boulton Construction Products
Cummins Engine Co Ltd
Eaton Hydraulics
Fanning Polyform Ltd
Federal Mogul Bradford Ltd
Gate 7 Ltd
Hymix Ltd
JCB

Komatsu UK Ltd
Linecross Thermo Plastics Ltd
Metsec plc
Morris Cranes
Multi-Wing UK Ltd
NEWmatic Ltd
Norlec Engineering
Norma Products Ltd
Polymer Engineering Ltd
Roballo Engineering Co Ltd

Taylor Engineering and Plastics
Thompson Plastics Ltd
Truflo Air Movement Ltd
Turner Access Ltd
Universal Augers Ltd
Viper International Ltd
Volex Wiring Systems
Widney UK Ltd

Contact Jo Rutter (jo@admin.co.uk) for further information.