

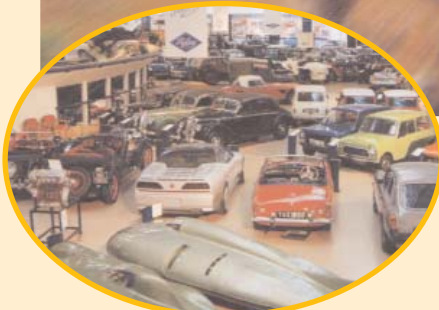
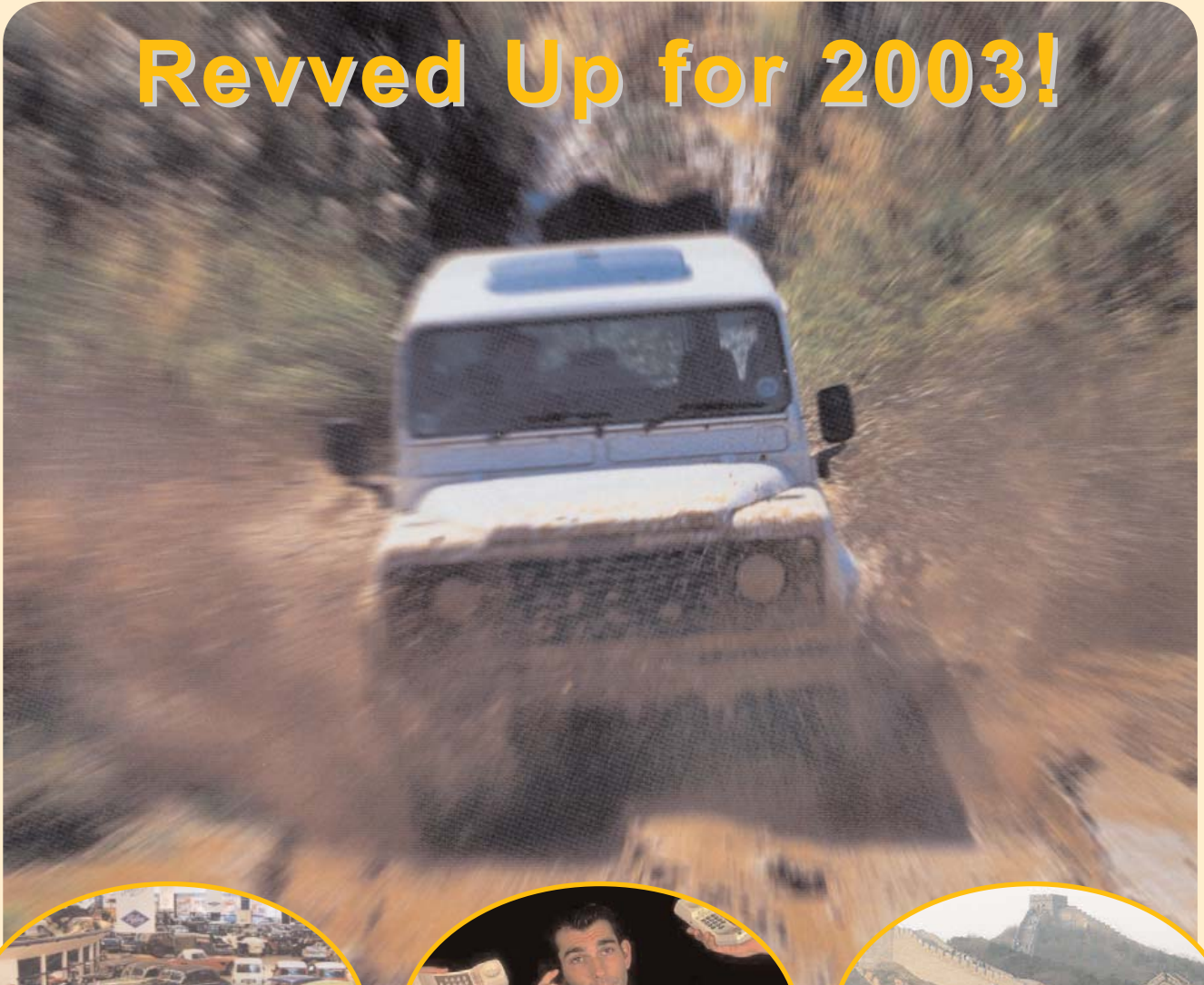
Newsline

THE VOICE OF THE UK CONSTRUCTION EQUIPMENT INDUSTRY

Volume 12 No 1

New Year 2003

Revved Up for 2003!



CEA AGM - 6 March
Heritage Motor Centre



Need an Extra Pair of Hands?



Seminars on China,
France and Benelux

 The Construction
Equipment
Association

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85 Croydon Road
Caterham
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United Kingdom

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CEA Members

Access International / KHL Group
ASL Systems Ltd
ATP Industrial Transmissions Ltd
Becool Radiators Ltd / Gallay
Bell Equipment UK Ltd
Brendon Ltd
BSP International Foundations Ltd
Boulton Construction Products Ltd
Caldervale Forge Co Ltd
Caterpillar (UK) Ltd
Civil Engineer International / EMAP Construct
CompAir UK Ltd
Construction Europe / KHL Group
Construction News / EMAP Construct
Contract Journal / Reed Construction
Cranes Today / Wilmington Publishing
Cummins Engine Co Ltd
Dana Corporation
Dawson Construction Plant Ltd
Demolition & Recycling International / KHL Group
Edwin Lowe Ltd
Eliza Tinsley Group plc
EMAP Construct
European Rental News / KHL Group
Extec Screens & Crushers Ltd
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JCB Sales Ltd
John Binns & Son (Springs) Ltd
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KAB Seating Ltd
Kay-Dee Engineering Plastics Ltd
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Moffat Publishing Co Ltd
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Park Products (Holdings) Ltd
Perkins Engine Co Ltd
Peter Miles Engineering Ltd
Phoenix Engineering Co Ltd
Plant and Works Engineering / KHL Group
Plant Managers Journal / Reed Construction
Plant World / Sheen Publishing Ltd
Primedia Business
Prolec Ltd
RB Research
RDS Technology Ltd
Reed Construction
Resale Weekly / Moffat Publishing Co Ltd
Roballo Engineering Co Ltd
Route One Publishing
Sandhurst Manufacturing Co Ltd
Selwood Ltd
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Spillard Safety Systems Ltd
Springfix Linkages Ltd
Sterling Fluid Systems Ltd
Thermo Electron Corp - MEi Load Indication Systems
Tinsley Group - Chesterfield Plant
Tinsley Group - Evenwood Plant
Tinsley Group - Milcutt Plant
Tinsley Group - Smithson Plant
TLD International plc
Towerlight UK Ltd / Genset plc
Trelleborg Industrial AVS
TriMark Europe Ltd
Truflo Air Movement Ltd
Universal Augers Ltd (*formerly Pengo Europe Ltd*)
Vertronic Controls Ltd
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Volvo Construction Equipment (GB) Ltd
Webster Schaeff & Co
West Alloy Ltd
Wilmington Publishing
Winget Ltd
Wood Manfredi Ltd
World Highways / Route One Publishing
Wylie Systems

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From the President

Following the announcement of the Department of Trade and Industry's (DTI) £1.1 million support package for the three-year Manufacturing Excellence project, the CEA team is now busy finalising the programme of MasterClass events to meet their ambitious Year One plan.

The take up of the programme by suppliers has been very encouraging and is a clear indication of the need for this type of initiative in our industry. I hope that as many suppliers as possible will sign up for the MasterClasses and take the opportunity to learn the proven techniques that are essential for survival in today's competitive marketplace.

Support is also available for those companies in our industry, particularly SMEs, seeking to improve their export performance. The first stage is often to gain a better understanding of the opportunities that exist for exporting and the CEA, with DTI support, has provided a useful step by step programme to help companies improve their export strategy. This is an extension of last year's export awareness programme, so we are now very well equipped to provide practical assistance and would be delighted to hear from any of you who feel you could use some help. We can call on people with a great deal of export experience in our industry to assist both members and non-members to improve their export business.

Despite the economists' prediction that there would be a pick-up in the global economy in the second half of last year, following an

expected return of confidence in the US, nothing much really happened. US demand remains fairly sluggish and the depressed stock markets around the world and the threat of military action in the Middle East has resulted in a general loss of confidence by investors. Our business is all about confidence in the future and prospective purchasers of construction equipment are put off by uncertainty. The economists are still saying that any real recovery will be US led but this still seems some way off.

The good news is that most markets are unlikely to fall any further and that the UK market, which held up remarkably well in 2002, is forecast to continue at about the same level in 2003. So despite the unhelpful export situation, most members can take some comfort from continuing good news at home.

Many of you will have attended our Annual Conference and AGM in recent years where we have kept the formal proceedings very much secondary to the main conference. We have held the event at the RAF Museum in Hendon in the past and last year we were at the National Railway Museum in York, both of which had excellent theatre facilities.

This year we will be holding the event on Thursday 6 March at the Heritage Motor Centre at Gaydon in Warwickshire. Please make a note of the date. Once again we are planning a full conference programme with the opportunity to take a nostalgic look at some wonderful British automotive engineering once the official business is over. I look forward to



Neil Allen - CEA President

seeing you there.

One of the things that we will be asking you to vote on at the AGM is a change in status of the CEA to a Company Limited by Guarantee. This change is required to give the CEA and its members the necessary legal protection and we have taken the opportunity to update our 50 year old Memorandum and Articles of Association to reflect the new status.

2003 promises to be an exciting year for the CEA. We have significant commitments to the DTI to spend their support funding wisely and indeed to you, the members, to ensure that our own CEA resources are used in the most appropriate way to help ensure the continued success of our industry.

**Neil Allen
CEA President**

CEA Management Council

President:

Neil Allen

1st Vice President:

David Redhead BSP International Foundations Ltd

2nd Vice President:

Paul Ross Caterpillar (UK) Ltd

Colin Wakeham

Bell Equipment UK Ltd

Gerald Pratt

HR International Crushing & Screening Ltd

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



Promoting Performance Manufacturing Excellence



With the CEA's government grant of £1.1 million issued by the DTI in September 2002, the support and assistance to competitiveness in the UK construction equipment sector has been highly commended now that Year One of the project is fully underway.

The programme, which can offer participants funds of up to 50% of £2.2 million, is proud to announce the commitment of many companies and over 16 allocated MasterClasses, of which 5 have

been completed to date. Through a succession of various means, including active company visits to clients; telephone calls to CEA member and OEM recommended companies; press releases and general marketing campaigns, the outcome has all been very positive. Interest from other large OEMs through to the smallest tool-room is increasing daily - funding is still available for improving your business.

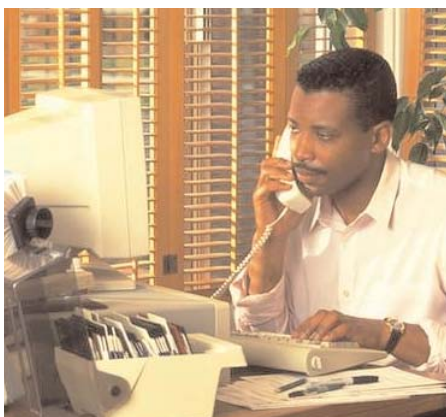
Balanced Company Funding

The CEA's Manufacturing Excellence programme has had an impressive and very promising start. From our pilot study it was made obvious that further support would be welcomed as a necessity to the industry. Not only is it important to improve shop floor efficiency through the Continuous Improvement activities, there are other areas to support.

How Can Funding Help My Company?

Marketing:

- ~ Assist companies who do not have a web site to put one in place.
- ~ Advise companies with a web site how to use it as a marketing tool.
- ~ Put direct web sales in place.



Man-Management:

- ~ Interim support for set projects and assigned timescales.
- ~ Management structure definition.
- ~ Support with management issues.

Quality Standards:

- ~ Implementation of TS16949.
- ~ Implementation of ISO14001 to help company sustainability.

Office Improvements:

- ~ Fast, effective quotations by streamlining procedures.
- ~ MasterClass to assess company planning systems and paper processes.

Shop Floor and Management Activities:

- ~ Shop floor layout.
- ~ Continuous improvement activity.
- ~ Project sustainability.
- ~ Cellular manufacturing.
- ~ Management training in modern manufacturing methods.

Projects:

- ~ Funding for graduate placements.

Contact Ray Golson or Jo Rutter for further information.

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



The CEA will be exhibiting at the Hillhead International Quarrying and Recycling Exhibition this year. Our presence will encourage and enhance all aspects of the CEA's Promoting Performance campaign and aims to be an excellent launch for the second year of our Manufacturing Excellence initiative.

Benchmarking

A study to be undertaken by Cranfield University to benchmark the construction equipment sector, is due to commence in early 2003, with the assistance of our OEM companies. This study will enable the sector to look at its strengths and weaknesses and put the improvements in place so that we can aim our funding to a more direct and specified niche in the market.

www.coneq.org.uk

Visit the CEA's web site for more detailed information on all aspects of the Promoting Performance programme:

- ~ Manufacturing Excellence
- ~ Primed for Export
- ~ Regulatory Awareness
- ~ Export Success

Graduate Placement Scheme 50% Funding to Give You An Extra Pair of Hands

In the modern world, companies regularly find themselves in a position where they have no spare capacity or time to allocate to improving business or manufacturing processes. You never seem to get around to that one vital project; the one you know would give you a competitive advantage. It's now 2003, will that niggling improvement project still be there in 2004?



Let the CEA help you by giving your company financial assistance to help pay for a dedicated and skilled worker!

We can complete that database or CAD/CAM project, help you finish that outstanding documentation, tie up loose ends - all through our graduate placement scheme. Part of the government's funding for the CEA's Manufacturing Excellence programme can make its way to you in the form of graduate assistance.

How Do I Get Help?

~ Decide what project or projects you would like to complete that will give you an advantage in the current market.



- ~ Make contact with your local University and enquire about graduate or post-graduate placements. Ensure you specify the correct skill requirements to suit your needs.
- ~ Talk to the CEA about the project and costs - the candidate can be funded by up to 50%.

Benefits:

- ~ You will complete that particular project that has been on your 'to do' list to give you the competitive advantage you deserve.
- ~ You will have a high calibre individual on board who can be fully utilised during the project time-frame.
- ~ You may wish to keep the individual and can assess their capabilities before employing them full time.
- ~ The CEA promotes our sector to graduate engineers.

**SOUNDS GOOD!
DO IT NOW - NO EXCUSES!**

Manufacturing Excellence Contacts



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Jo Rutter
Manufacturing Excellence
Project Administrator
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Support in Implementing ISO9001:2000, TS16949 and ISO14001

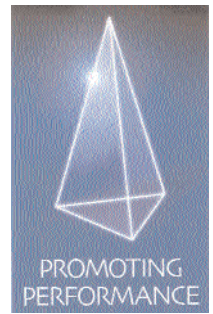
Smith-Consulting, based in North Yorkshire, offers support in implementing ISO9001:2000, TS16949 and ISO14001. This includes:

- ~ GAP analysis, report and detailed implementation planning
- ~ Training managers and personnel in APQP, FMEA, SPC, 5'S', MSA and disciplined problem core skills
- ~ Internal auditor training (by IRCA QMS2000 Lead Assessor)
- ~ Business plan and benchmarking
- ~ Organisation (re)structuring/role and competencies definition plus accountability linked to key measurables
- ~ Implementation of personal development planning and skills matrix
- ~ Process flow, production planning and stock control advice
- ~ Tooling management
- ~ Key supplier development and monitoring techniques
- ~ Full system QSA prior to assessment

For further information contact Colin Smith at Smith-Consulting
Tel: +44 (0)7931 368493 or visit www.smith-consulting.co.uk and complete the 'Enquiry page'



Promoting Performance Primed for Export



Exciting Opportunities:

The CEA's DTI supported Primed for Export project has generated much activity, including: The recent Condex exhibition in San Diego, Seminars on China, France and Benelux, Export Training, an Export Explorer Mission to Intermat and a presence at the CTT show in Russia.

Free Exporting Advice:

The CEA's Trade Promotion Manager, Grant Shannon, is available to give free exporting advice to companies in the construction industry interested in developing their export strategy and in promoting exports. Companies should seize this opportunity as project funding ceases on 31 March.

Standard Documents:

Work is also progressing on the CEA standard documents: a model agreement with a distributor, conditions of sale and a dealer audit. Fact sheets on key export markets and export subjects are also being prepared.

Steering Committee:

The Primed for Export Steering Committee next meet on 5 February, immediately prior to the China seminar. The Primed for Export project is aimed at helping all exporters involved in construction equipment - so an invitation to attend is extended to all interested companies.

CEA Seminar on France and Benelux 18 February 2003 Hanover International Hotel, Hinckley, Leicestershire

Are you getting your share from France, the UK's largest market in Europe for construction equipment? Primed for Export brings you a comprehensive Seminar on the construction equipment market in France and Benelux. Learn from the expert speakers, who include:

Chris Barrow-Williams
Off-Highway Research

Nick Pease
DTI Export Promoter

An industry speaker from the
CEA's Export Marketing Group

Tony Lamb
DTI Export Explorer Manager

Identifying new market opportunities and working out a strategy to take advantage of them can be difficult - particularly for the smaller or under-resourced company. That is why the CEA is trying to make the process a little easier.

The Seminar is non-profit making and will commence after a FREE buffet lunch, for both Seminar delegates and attendees of the Intermat Exhibitors' meeting, which is scheduled to take place in the morning.

CEA Members: FREE
Non Member: £35 registration

Register your attendance now
with Pam Hyde
pam@admin.co.uk

CEA Seminar on China

Wednesday 5 February 2003

**The Society of Chemical Industry
14-15 Belgrave Square, London SW1**

Programme for the Day

Export Marketing Group

- 11.00 Export Marketing Group meeting
- 12.30 Sandwich/buffet lunch
- 13.00 Primed for Export Steering Group
(with Export Marketing Group members)

Seminar on China

- 14.00 Madeleine Sturrock, Deputy Chief Executive, China-Britain Business Council, will give a general presentation on trading with China (www.cbcc.org)
- 14.25 Geoffrey Mills, Manager of the Shanghai office of the Sino Infrastructure Partnership, will talk about how to establish and trade successfully in a construction related business in China (www.sips.co.uk)
- 14.50 David Phillips, MD, Off-Highway Research, will give a presentation on the market for construction equipment in China (www.offhighway.co.uk)
- 15.30 Questions
- 15.50 Tea / Coffee

CEA Members: FREE - Non Members: £35.00
For further information and to register - contact:
Pam Hyde - pam@admin.co.uk



Training Day

The Effective Export Business Plan

Tuesday 25 February - Midlands

Do you have staff who could benefit from training on developing exports of construction equipment and components? Here is a one-off chance to obtain subsidised training for our sector.

The CEA is expanding its activities from export marketing to export development and is working with the Institute of Export for this Training Day - which is aimed at those who already have experience but whose value to the company could be increased by having the information and knowledge tools to do more.

Training will be given by Jim Sherlock, a JETS accredited export trainer with the Institute of Export,

who recently gave the Export Marketing Group a first class talk on how to find and motivate a distributor.

Topics include:

- ~ Why Export?
- ~ Market Research
- ~ Market Selection
- ~ Export Sales Development
- ~ The Export Marketing Plan:
 - product development
 - pricing and costing
 - selecting and motivating agents and distributors
- ~ Safeguarding your Profit:
 - risk assessment
 - contract terms
 - getting paid

Thanks to Primed for Export, this training is offered at half price:

CEA Members: £60 +VAT - Non Members: £90 +VAT

For further details contact Pam Hyde

* * * * *

CEA Trade Fair Explorer to Intermat (Paris): 13-17 May 2003

The CEA has received an invitation from Trade Partners UK to arrange a Trade Fair Explorer visit to Intermat 2003 - the number one meeting place for the construction equipment industry with professionals from the civil engineering and construction sectors attending from around the world to discover the latest trends, products and service innovations.

The CEA Trade Fair Explorer package intends to take a group of 10-20 small and medium sized companies to this key international exhibition in Western Europe to:

- ~ Give the company the opportunity to meet and talk with Exhibitors

- ~ Identify the customer profile of the Exhibition
- ~ See what their competitors are doing
- ~ Determine whether it would be right for them to exhibit in future

The elements of the package (for which companies will pay £99 plus a 2 day competitive travel package to be confirmed) are:

- ~ Written sector brief (overview of the European construction equipment sector)
- ~ CEA evening reception at Intermat 2003 with Exhibitors
- ~ Free entry and catalogue for the



Export Contacts



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CEA Export Services Manager
pam@admin.co.uk



Grant Shannon

Trade Promotion Manager
grantags@aol.com

Tel: +44 (0)1883 334499
Fax: +44 (0)1883 334490
Web: www.coneq.org.uk

Exhibition

- ~ Access to an interpreter
- ~ Option to be escorted by a Commercial Officer
- ~ Use of visitors' facilities

The CEA Trade Fair Explorer is available to companies, based in the UK, who have fewer than 250 employees and a turnover not exceeding £28M. They should also be currently exporting less than 15% of turnover and not have been on a British Trade International sponsored Trade Fair to France in the last three years. Places are strictly limited to 20 companies.

For further information contact
Grant Shannon
Tel: +44(0)1433 631782
E-mail: grantags@aol.com

Meet the Members

News and Views from CEA Member Companies



RDS Chosen by RMC

RMC, the world's fourth largest building materials group, has chosen to have RDS Loadmaster 8000 weighing equipment fitted on new wheeled loaders.

The precision of the Loadmaster 8000 means vehicles can be loaded with correct weights first time round. RDS guarantees the equipment's accuracy to within at least 2% of the true load weight, cutting reloading time to a minimum and improving site safety with fewer vehicle movements.

RMC is one of several multinational companies that have specified RDS as their on-board weighing supplier over the last year.



For further information contact:
Dean Boston
Business Development Manager
RDS Technology Ltd
Tel: +44 (0)1453 733300
Web: www.rdstec.com

Why RDS Stands for Reliability, Dedication and Support

RDS knows the value of loyalty and support - which is why it recently sprang a surprise long-service awards ceremony on six of its nationwide distributors.

The awards are the brainchild of RDS Business Development Manager, Dean Boston, who wanted to find a way to acknowledge the dedication and skill the distributors

bring to the operation. He commented "A lot of our new ideas develop straight out of the needs of customers. They talk to the distributors who go to our marketing and engineering departments to see if we can meet those needs".

RDS Technology specialises in electronic products for industry and agriculture.



Long service awards went to:

John Evans, RDS South East - 27 years: "We've always been one jump ahead of everybody else".

Iain Burnside, RDS Scotland - 15 years: "The back-up support service is a big selling point"

Tony Heath, RDS North Eastern - 13 years: "RDS is like a close-knit family"

Roger Hawker, RDS South-West - 11 years: "One of my customers took the Loadmaster 8000 on a year's trial - they've now got 18"

David McCollum, RDS Northern Ireland - 7 years: "Customers really appreciate the personal service"

Also attending was **Peter Heathcote**, RDS North Western, who clocked up two years in November: "Already sales have grown 34% on last year"

New Site for Trelleborg

Trelleborg Industrial AVS has moved its Head Office and Technical Centre to a new factory site. Production is in the process of being transferred over, which will be completed in the coming months.

Trelleborg Industrial AVS
1 Hoods Close
Bursom Industrial Estate
Beaumont Leys
Leicester LE4 2BN

Tel: +44 (0)116 267 0300
Web: www.trelleborg.com

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.

www.coneq.org.uk

All CEA member companies are listed on the CEA's web site in the "Company and Product Locator" section, with links to their own web sites.

Roadshow Demonstrates Temporary Roofing System

Midlands manufacturer, Boulton Construction Products Ltd, has hit the road with a series of demonstrations to customers of its latest innovative construction industry product.

The roadshow is visiting equipment hire centres over the next few months, demonstrating its new temporary roofing system.

Constructed in lightweight aluminium, each beam in the new EA temporary roofing system weighs no more than 6.3kg per metre, with a modular lattice design making it quick and easy to erect. It can be used to create spans as wide as

32m with no intermediate support, and its ultra light weight - the result of advances in aluminium technology and material quality - mean smaller spans can be bridged by just two people without even using a crane.

The innovative new system, manufactured by Boulton, can be customised with the help of modern computer CAD technology to meet any customer requirements.

The system is fully compatible with traditional and systems scaffolding types, and is continuously being developed through design and manufacturing process improvement.



For further information contact:
Sarah Scanlon
Marketing Manger
Boulton Construction Products
Tel: +44 (0)1902 385300
Web: www.boultonlimited.com

Revved Up



for the
CEA Annual General Meeting
on
Thursday 6 March 2003
at the
Heritage Motor Centre
Gaydon, Warwickshire

This year's AGM will coincide with the CEA's 'Managing Change' conference, to which CEA members and non-members are invited. Topics covered will include competitiveness in the British Construction Equipment Industry and the Promoting Performance Manufacturing Excellence initiative.

Prolec Celebrates 20th Anniversary

Prolec Ltd was founded on Christmas Eve 1982 by David Tappin and Douglas Every. Whilst initially specialising in low volume, high quality contract manufacturing and design services for the electronics industry, it was in 1987 that the company introduced its own product range - the Liftwatch range of excavator Rated Capacity Indicators for the construction plant industry. The company's understanding of the hydraulics and dynamics of construction plant led it into related areas of instrumentation and over recent years it has developed excavator machine monitoring systems, on-board weighing equipment for wheeled loaders, telehandlers and excavators and a variety of special applications products. As it enters its third decade, Prolec is in good shape to benefit from the increasing use of electronics in the worldwide construction industry and to help its customers work safely and ever more productively in the future.

Tel: +44 (0)1202 681190
Web: www.prolec.co.uk



*Douglas Every, MD and
Terry Hawthorn, Sales & Marketing Director*

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Fax: +44 (0)1543 426581

E-mail: malcolmgreen@atp-group.com

Web: www.atp-group.com

Tips for the New Year

**We surveyed some of the CEA members - and here are their views
Let us know what you think**

What is your tip for the export market to watch in 2003?

- ~ Whilst there is a lot of business to be done in China, it tends not to be straight export business. Take a look at Russia (*Note: The CEA has plans to focus on this market*).
- ~ China.
- ~ Russia and China have to be watched carefully.
- ~ Recovery in the USA.
- ~ The USA will certainly expand in 2003 over 2002, probably by 20%. Significant volumes.

What do you see as the major influencing factors in the next 12 months in our industry?

- ~ Continued pressure on costs in all their forms.
- ~ International issues rather than industry issues - potential Middle East conflict, US economic recovery, further Al-Qaeda attacks.
- ~ Possible Iraq conflict will have deep reaching effect.

- ~ The generally poor economic conditions in Europe.
- ~ One of the key ones will be Iraq war or no Iraq war and strength of US Dollar.

What one thing would you like the government to do to help your business?

- ~ The DTI to call a moratorium on new initiatives - and take a stronger role in speaking up for manufacturing and business in general.
- ~ Work more effectively to remove unnecessary barriers to trade, particularly within Europe. This would include the failure to adequately police existing European legislation such as CE marking requirements on imported used equipment.
- ~ Avoid the conflict and invest the money into our infrastructure.
- ~ A clear policy on Euro entry to enable UK manufacturers to be more competitive.
- ~ Stop the rhetoric and start massive spending in UK roads upgrading.

Network News

The CEA is committed to working with the network of other trade associations, agencies and government departments to promote the interests of the UK construction equipment sector

Exporting concerns: Pam Hyde is the CEA representative at regular meetings hosted by the Engineering Employers' Federation (EEF) for trade associations with exporting concerns. The two issues currently in the limelight are export licences and SESA funding.

Sector Partnership Funding Meetings: are for trade associations who are in receipt of SPF for export projects. Discussions are free ranging and are very helpful to the CEA as a resource for obtaining ideas and information on projects that other associations find successful.

The Trade Partners UK Construction Forum: is concerned with regional, national and international activity by UK companies in construction. Meetings are organised by the TP UK Construction unit and are attended by Pam Hyde and representatives from the contractors, consultants and the building materials associations.

DTI: The CEA will be meeting with the Department of Trade and Industry to seek support for the industry proposal to reduce Stage II noise limits that will be effective from 2006.

PTAG: Tim Faithfull will represent the CEA at a meeting of the Plant Theft Action Group which is being arranged for February/March.

Small Business Europe: To keep up with what is going on in Europe, take a look at www.smallbusinesseurope.org - a site dedicated to informing small and medium sized companies on current legislation and developments. It includes a quick guide "Issue Tracker".

Euroconstruct: report that Spain (4.7%) and the United Kingdom (4.4%) were set to head the table of annual construction output growth rates in Europe in 2002. The poorest performer continued to be Germany with a contraction of 3.4%. Predictions for 2003 are for UK output to grow by a further 3.8%, second only to Norway (5.8%). The predicted European average increase for 2003 is just 0.4% - but with better prospects for 2004 and 2005.

An Environment for Investment: is the latest Budget submission prepared by the Engineering Employers' Federation (EEF) on behalf of a consortia of manufacturing trade associations, including the CEA. The submission calls for government action in a number of areas, in particular to address rising business costs associated with insurance, pensions and the climate change levy.

HSE, London: The CEA will be meeting with Health and Safety Executive representatives in London for further discussions on manufacturers' requirements for the proposed UK regulations on vibration.

HSE, Liverpool: The CEA will be meeting Health and Safety Executive representatives at their Bootle offices on 5 February, for ongoing discussions regarding operator visibility.

CECE: The Economic Working Group of CECE is working on a new report on market trends in Europe. It is intended that CECE issues more regular economic bulletins than their current annual report. The group is headed by the MTPS, the French trade association.

Construct UK Handbook



This handbook is the first comprehensive sales and marketing directory dedicated to construction industry manufacturers, suppliers and service providers. This easy to use, time saving resource will enable you to research, compare, select and cost out your 2003 sales and marketing activities and provide essential sales contact data and sources of experienced construction industry services, advice and support. The Handbook, to be annually updated, has been compiled by Darren Jarvis, previously Director of the Building Centre, who spent 20 years supporting manufacturers and suppliers with commercial sales and marketing services and information for all disciplines of construction industry professionals. The CEA has negotiated a reduced price for CEA members of £115 which includes a CD containing contact details in 'Microsoft Excel' format.

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Please note that the reduced price for CEA members is not obtainable if ordering on the web - where the price is fixed at £145.

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Technical News A Review of 2002

January: The Noise Directive (2000/14/EC) is finally in force (3 January) but only five Member States have transposed. The CEA seeks assurance that the new requirements will apply to all equipment placed on the EU market - The European Parliament (EP) has proposed a drastic reduction in the whole-body vibration (WBV) limit for the Physical Agents (Vibration) Directive without any supporting evidence. The CEA and other industry associations lobby MEPs in support of the position agreed by the HSE and other Member States. The CEA requests CECE to promote lobbying by all its European members.

February: The German draft decree for the Noise Directive includes requirements for additional labelling and immediate application of Stage II noise limits in some areas of Germany. The CEA works with the DTI to ensure over-regulation will not be accepted. The Spanish Presidency accelerates Council discussions on the proposed revision of the Machinery Directive. A CEA-driven request to establish the use of the dynamic noise test to meet the requirements of the Machinery Directive is accepted by CECE. The Commission launches a discussion paper on Stage III of the Non-Road Mobile Machinery Engine Emissions Directive (97/68/EC). While there is agreement in principle to align emission requirements between the US and EU, actual agreement on emission levels, timescales, test methods, after-treatment and fuel quality, for example, present big



problems. The EP, responding to continued industry lobbying, moves towards acceptable WBV exposure limit but now proposes impossible exposure limit for the Physical Agents (Noise) Directive. The CEA urges members to lobby MEPs on both Directives.

March: The Commission guide on the Noise Directive is finally available but the DTI is maintaining its own guide on uncertainties. The Commission is seeking a proposal for Stage III of the Emissions Directive by the end of 2002. The HSE does not accept current standards for operator visibility and the CEA re-opens discussion with the HSE to resolve the matter.

April: The CEA holds a special General Technical Committee (GTC) meeting to consider Engine Emissions and Visibility issues in detail. A position paper on Engine Emissions is agreed, based on the CECE approach that Stage III (EU) aligns with Tier 3 (US EPA) and that a reduction in particulates and use of after-treatment are promoted at a later Stage. On visibility, the CEA position, that the HSE test method be included in the standard and for contentious job-site organisation procedures to be specified in a separate part of the standard, is tabled as the UK position at an ISO



5006 working group. CEA members report that HSE inspectors are issuing prohibition notices on CE marked equipment that complies with the UK Regulations and harmonised EU standards.

May: CEA members anticipate difficulties in meeting Stage II limits of the Noise Directive in January 2006 and CECE sets up small group to collect and analyse noise data of earthmoving machines. CECE will consider changes to noise limits and alignment of timescales of the Noise Directive and Engine Emissions Directive and prepare a draft proposal to put to the Commission.

June: The Commission complains about deficient declarations of conformity for the Noise Directive and issues a letter to require manufacturers to include net installed engine power. The CEA issues a position paper on the Machinery Directive revision, questions if the Commission aim to simplify is being achieved and considers major revision is not necessary. Orgalime promotes the same view. Industry lobbying on the Physical Agents (Vibration) Directive has been successful. Directive (2002/44/EC) is published on 25 June with the WBV exposure limit preferred by CEA although the action value is slightly reduced.



July: The CEA, through CECE, participates in an Industry Task Force which deals with Engine Emissions. The report presented to the Commission requires a Stage IIIA and a Stage IIIB to achieve the necessary alignment with the US EPA. The HSE holds consultation meetings to consider issues on implementing the Vibration Directive. The CEA calls for the provision of data and test methods for measuring vibration to be the same in all EU Member States, so as to avoid (further) technical barriers to trade.

September: CECE works on options for proposing changes to the Noise Directive. The Commission says any proposals must be presented by mid-November. The CEA works with CECE to analyse data and prepare a proposal. The draft Commission proposal on Stage IIIA Engine Emissions is in good accord with the Industry Task Force report. Discussions continue on Stage IIIB with Industry concerns on lead-time and stability period. The CEA continues to address the HSE safety concerns which are extended from operator visibility to quarry safety, use of ABS braking and other minor issues. The HSE is still completely inactive on the issue of non-compliant machines being placed on the market and used in the UK

October: CEA members continue to be closely involved with the preparation of the CECE noise proposals. The CEA rejects proposals to reduce noise limits of some equipment produced by CEA members. The Commission reports that EU enlargement will have major impact on competitiveness of EU Engineering Industry. DG Enterprise will focus on three priorities in 2003: Internal Market, Intangible Assets and Competitiveness.

November: CECE proposes postponement of some Stage II limits for the Noise Directive to the Commission. The Commission



replies that proposals could be considered at the next review in 2005. At its autumn conference, the Transatlantic Business Dialogue (TABD) recommends the Commission to take action on three issues: (i) to exclude non-road machinery from the Pressure Equipment Directive; (ii) to promote the development of a Directive to harmonise Road Regulations; (iii) to continue to work for global alignment on Engine Emissions, including the conflict of dates between the Engine Emissions Directive and the Noise Directive. Mark Ireland (JCB) appointed to chair the CECE working group on Road Regulations.

December: The CEA rejects the Commission intention to wait until 2005 for the Noise Directive review and requests CECE to pursue this with Brussels. There is a 2-3 year lead-time on machine design and waiting until 2005 will be too late. The CEA will seek DTI support. Germany finally transposes the Noise Directive - now only Greece is left. CEA contacts in government say there is a possibility that the revision of the Machinery Directive will be suspended if the text cannot be agreed by April 2003 - the Commission continues to press for a finalised proposal on Engine Emissions. Physical Agents (Noise) Directive is about to be published. Lobbying by Industry again successful as exposure limit will be allowed to take account of hearing protection. CEA discussions with HSE on the Vibration Directive show both sides interested in pooling data but GTC raise concerns about how the data will be presented. CEA to meet again with HSE.

Exhibition Contacts



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Exhibition News

Intermat - Paris, France

13-17 May 2003 - www.intermat.fr

The Final Countdown:

Interest in exhibiting at Intermat has been greater than ever and the CEA is already drawing up a waiting list for space on the British Pavilion. SESA grants of up to £2,300 are available to eligible British exhibitors, which can be used to recover 60% of the costs of exhibiting. However, as Trade Partners UK is likely to cap SESA support at only 60 companies, time is rapidly running out. Whether you are exhibiting as part of the

British Pavilion, or as an independent exhibitor, if you have not already applied for a grant contact Sharna NOW.

Exhibitors' Meeting:

The Intermat Exhibitors' meeting will take place on 18 February at the Hanover Hotel, Hinckley, Leics. This will be followed by a free buffet lunch. The CEA's Seminar on France and Benelux will take place in the afternoon (details page 6).

Bauma - Munich, Germany

29 March - 4 April 2004

www.bauma.de

Bauma 2004 sees the 50th anniversary of the first Bauma and will be bigger than ever thanks to the inclusion of the new Bauma Mining show. This means that stand space will be tighter than usual, especially in the outside area where construction work on new halls will take up some of the old stand areas.

Information packs will be sent out shortly and space applications close on 31 March. Bauma is the largest and most popular global exhibition for construction equipment and does sell out every time. Applications are

often scaled down due to lack of space, so please ensure that you order enough. Exhibitors wishing to take a stand as part of the official British Pavilion should apply through the CEA. Those applying for product specific or outside areas should contact the organisers direct.

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

Expo Construcción - Mexico City

26-28 March 2003

www.expoconstruccion.com.mx / www.cmic.org

Trade Mission:

The CEA is working with Chamber Business Enterprises and the Liverpool Chamber of Commerce to bring you a trade mission to Mexico and Miami from 23 March to 1 April - so that Expo Construcción can be easily visited. This flexible package costs around £1,800, including accommodation and flights and has been reduced by government grants (£400 for Mexico). The CEA has arranged a special administration fee for members of £145.

Expo Construcción:

This equipment and services show coincides with the 50th anniversary of the Mexican Chamber of Construction and its biennial Congress. Expo Construcción is the show to attend to meet all those who count in our industry. As the exhibition is being held in Mexico City, where the majority of construction companies are based, attendance is expected to be high. For further details contact Pam Hyde (pam@admin.co.uk).

Interbuild

New Delhi, India

11-14 December 2002

The British High Commission in India took a stand at the Interbuild India exhibition and offered CEA members the opportunity to distribute their product and company literature from the stand. 16 member companies took advantage of this free display facility as did the CEA.

Condex / AED
San Diego, USA

9-11 January 2003

This show will be reported on in the next issue of *Newsline*.

Exhibitions and Trade Missions at a Glance

2003:	23 March-01 April	Trade Mission	Mexico and Miami
	26-28 March	Expo Construcción	Mexico City
	13-17 May	Intermat	Paris, France
	20-25 May	CTT	Moscow, Russia
	24-26 June	Hillhead	Buxton, Derbyshire
	16-20 September	M&T Expo	São Paulo, Brazil
	* 16-19 October	BICES	Beijing, China
* 18-21 November	Baucon Asia	Singapore	
2004:	* 10-12 January	Condex	USA
	29 March-04 April	Bauma	Munich, Germany

* Awaiting SESA funding programme results. If the CEA's bids are successful, details and application packs will be sent out in the next few weeks.

View [www.coneq.org.uk / exhibitions / diary](http://www.coneq.org.uk/exhibitions/diary) for a comprehensive listing of UK and overseas construction equipment and related exhibitions

Bauma China Shanghai 5-8 November 2002 www.bauma-china.com

Bauma China was the first edition of an exhibition devoted purely to construction equipment and its components to be held in China. The exhibition proved to be an even bigger success than anticipated. With 457 exhibitors from 19 countries and over 30,000 visitors, Bauma China has made its mark on the Chinese exhibitions calendar.

CEA members had identified China as potentially the most important global emerging market for construction equipment and it was considered critical to have a British presence, even though SESA funding had been refused. The CEA British Information Centre was made possible by matching funding made available through the Automotive Directorate, the CEA's sponsoring department at the DTI. The CEA is indebted to Alan Woods at the Automotive Directorate for facilitating this funding.

A full list of exhibitors can be



found on www.bauma-china.com.

The exhibition was held at the Shanghai New International Expo Centre in Pudong - about 20 minutes from Shanghai city centre. The area is a key region for foreign companies looking to invest and do business in China. There is a huge and fast growing demand for construction equipment. Over 130 domestic manufacturers have been identified, many of which are looking for components from outside China, joint ventures and technical co-operations. The market is expected to open up with significantly lower tariffs on the import of equipment not presently manufactured in China, allowing domestic producers access to much needed components. This is good news for British component manufacturers. However, it is likely that for finished products the tariffs are unlikely to change in the short term.

The CEA's Seminar on China is on 5 February - details on page 6.

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

As part of its Primed for Export programme, the CEA is taking a British Information Booth at the CTT exhibition in Moscow, to promote the UK industry. CTT is the largest construction machinery, vehicles, equipment and technology show in Eastern Europe and is the main exhibition in the Commonwealth of Independent States - attended by specialists from all over the Russian Federation and the CIS. The CEA will be offering enhanced display facilities, including company literature distribution, graphic display and lead-taking service. The DTI is looking into the possibility of providing further financial assistance for the show. For further details, contact Sharna.

M&T Expo São Paulo, Brazil 16-20 September 2003

Despite the success of the British Group of 18 companies at M&T 2001, SESA support for the 2003 exhibition has been rejected due to the present economic instabilities in Brazil. However, the CEA is hopeful of obtaining favourable stand space rates for any British companies wishing to exhibit. Contact Joanna or Sharna now.

Display Package

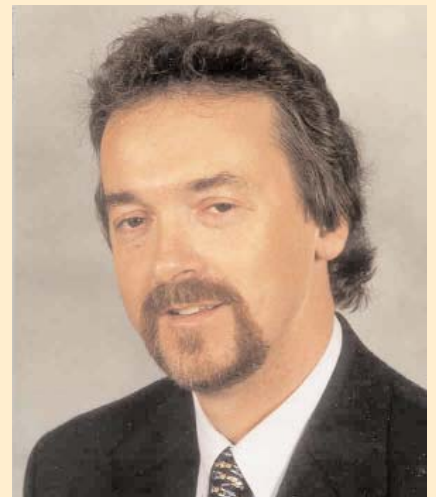
The CEA British Group Information Centre display package offers an excellent, cost-effective way of assessing initial market interest without the overheads of exhibiting. The package includes graphic and literature display areas, a full post event report and a database of enquiries from visitors to the stand. The Information Centre may also be used as a meeting point, to access the Internet, or just to call in and have a break - light refreshments available. Contact Joanna or Sharna for further information.

Making the Case for Manufacturing

We are told that the UK is a service economy - 80% of our national wealth is generated by the provision of services. Last year some 167,000 jobs disappeared from the UK manufacturing sector. Pundits suggest a further 100,000 could go in 2003. Yet the one-fifth of the national cake made by manufacturers is still massively important - it gives some balance to the economic profile of our country and provides skilled jobs. The Engineering Employers' Federation (EEF) leads a powerful lobby of trade associations (including the CEA) representing some 10,000 companies employing around 1.8 million people. Those employees provide not just for themselves, but their families, all being the consumers and customers that keep the rest of the economy ticking over. In

their most recent submission to government, the EEF call for measures to address the rising costs inflicted on manufacturing. They calculate that the cumulative impact of tax measures introduced since 1997 will leave business paying £6.2bn more in tax in 2003/04. Making engineering an attractive option for young people is also important. Not only do we need skilled technicians but managing in the manufacturing sector must also be seen as a smart career move. In a small way we are encouraging this better understanding by the sponsorship of student placements in CEA member companies as part of our Manufacturing Excellence programme. Indeed people development can be seen to be as important as product development or process improvement.

In 2003, the CEA and our allies



will continue to make the case for manufacturing - and to take practical steps to promote our members' business. Should you not be part of our organisation there is no better time to join.

Rob Oliver
CEA Chief Executive



ECV-ELECTRONIC CODED VALVE® ANTI-THEFT SYSTEM
www.kosran.com

First PTAG Immobilisation System Approved

The Plant Theft Action Group (PTAG), an advisory group established by the Home Office and representing all interests in the plant industry, is working to tackle the serious problem of plant crime. The voluntary Code of Practice will radically change the specification of machines at point of sale. The supply of machines with a universal ignition key and steering lock, that can be overcome in seconds to drive or steal away the machine, will be no more. The PTAG has been successful in securing a commitment from plant makers to tackle the following security issues during manufacture:

- To mark all equipment with a 17-digit identification number
- To provide effective immobilisation systems
- To get rid of 'single key' plant operation

Effective Immobilisation Systems

The Code of Practice defines an effective immobilisation system as one which will resist attack for in excess of 12 minutes - as evaluated and certified by independent test houses including Sold Secure and Thatcham.

Already one system, the **Kosran ECV®** (Electronic Coded Valve System), in an attack test sponsored by a major manufacturer, has been issued with the **first PTAG Standard Certificate**. The primary function of the Kosran ECV® is the immobilisation of the diesel fuel supply (plus hydraulic and electrical circuits) by a tamperproof hermetically sealed digital smart-valve. The universal application ECV® product range is

specifically designed for Agri and Construction Plant Equipment. The ECV® will interface with GSM-GPRS Telematic Information Systems.

Ultimately the PTAG initiative will provide machine owners with cost effective insurance by containing losses from theft, public liability and will assist with health and safety conformity.

The process for the implementation of PTAG is now underway and machine owners are encouraged to seek equipment at point of sale that conforms with the Code of Practice.

SPECIFICALLY DESIGNED FOR CONSTRUCTION PLANT & AGRI EQUIPMENT

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