



Navigating Transitions in Rental: Highlights from ERA Convention 2025

IMAGE SOURCE: CECE - Committee for European Construction Equipment; CEMA aisbl - European Agricultural Machinery Industry Association

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The ERA Convention 2025 kicked off in Dublin, Ireland, with an energetic and forward-looking agenda that brought together leaders from across the equipment rental industry. Part of the CECE team led by our Vice-President Tim Burnhope attended the event.

Over two packed days, attendees explored key topics shaping the future of the sector — from sustainability and digital transformation to artificial intelligence and market trends.

Day 1: Innovation and Insight

The first day of the convention set the tone with engaging sessions focused on the energy transition within the rental sector and how digitalisation and AI are redefining operations. In-depth presentations from industry leaders covered practical strategies for implementing sustainability initiatives and showcased digital tools that are transforming the equipment lifecycle.

Participants left the day's events inspired by real-world AI applications and the open exchange of knowledge among the rental community.

Day 2: Strategy, Forecasts, and Leadership

Momentum carried into the second day with a strong focus on market insights and strategic direction. A standout plenary session offered attendees the latest rental and construction forecasts for 2025/26, providing valuable context for planning and investment.

Workshops throughout the day tackled critical challenges and opportunities, delivering actionable takeaways for businesses across the board.

The convention concluded on a high note with a keynote speech by Jamie Anderson on *Leading in a Complex World*, offering a powerful reminder of the importance of connection, shared vision, and continuous learning in times of rapid change.

A United Industry Moving Forward

The ERA Convention 2025 proved to be more than just a meeting — it was a collaborative platform for progress. With thanks to the European Rental Association for orchestrating a seamless and impactful event, the industry leaves Dublin more connected, informed, and ready for what lies ahead.

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