

Dear industry colleagues

26 October 2011 by CEMA

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Our machines are key ingredients for the successful creation of competitive and sustainable agricultural and construction sectors.

Equipment manufacturers, in partnership with their customers, constantly develop new, efficient and environmentally friendly solutions for the market place.

However, our products are often perceived by politicians and legislators as polluting, noisy, dangerous and bad for the environment. People believe that only tough regulations in Europe can ensure the development of sustainable products. Hence debates arise about the constantly stricter regulations to limit engine emissions, equipment noise and CO2 production and ecodesign requirements.

CECE and CEMA believe that it is time to overcome these prejudices.

Our public event in the afternoon of 11th October is aimed at bringing our message "The Green Challenge, the Business Solution" to the European Commission, the Council and the European Parliament. The event, taking place at the Autoworld, in the heart of the European quarter of Brussels, will create the opportunity for dialogue between industry, politicians and legislators.

We will debate with politicians about our efforts for the environment and demonstrate that we are committed to develop sustainable solutions, even without legislation. We will also explain that the increasing amount of environmental requirements pushed for by environmental NGOs and legislators present a challenge to our business in a global market environment for both sectors. Join us for the European Summit and let's all open a dialogue with the European decision-makers face to face.

On 12th October 2011 we invite you to actively participate in the industry fora organized at the Sheraton Brussels Hotel, in the heart of the city. Among the sessions we organized for you, the CECE Economic Forum, the CEMA Market Outlook Forum and the CECE–CEMA Joint Technical Forum will provide you with the opportunity to discuss the economic trends of our respective sectors, understand from economists and analysts what we should expect for the future, determine which are the real developing markets worth investing in and how to survive the changing environment.

We hope to welcome you on 11th and 12th October 2011 in order to demonstrate that our industry intends to remain a competitive sector within Europe.

Source: CEMA