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Press release

## European construction equipment industry show presence at bauma China 2018

bauma China in Shanghai has become a success story since its first event in 2002. In 2016, the total exhibition space of 300,000 m<sup>2</sup> was booked by 2,953 exhibitors from 41 countries. 170,000 visitors from 149 countries and regions have shown that bauma China has become the leading international trade fair for manufacturers of construction machinery, construction equipment and building material machinery in the entire Asian region. CECE, as representative of the European construction machinery industry, supported the fair from 27 – 30 November 2018 in the name of the European manufacturers within the framework of CECE Exhibition Partnership Programme.

Riccardo Viaggi, CECE Secretary General and head of the CECE Brussels team, spoke at the opening ceremony in Shanghai on 27 November 2018 and focused on the performance of the European construction machinery industry. The aim was to convey to visitors the message that European manufacturers are interested in long-term business relationships with Asian customers in order to be able to support them with services beyond sales. They are interested in long-lasting business relationships based on partnership, within which new solutions and ideas are constantly generated by innovating to face challenges. The ongoing digitalisation and the associated necessity to exchange data means that manufacturers and customers are networked with each other over long periods of time. New business models are also emerging, because in the future data will increasingly assume the position of a financial value.

Another driver for constant innovation is competition. To guarantee free trade, development and wellbeing for everyone, industry at global level must build mutual trust through occasions of dialogue, one of those being bauma China. On this occasion, in his opening speech Riccardo Viaggi called on industry to clearly state support to a global rules-based free trade system, in the face of unilateral decisions and protectionism. The International Associations Committee IAC - in which all the major global industry associations of the construction equipment sector come together - offers the chance to agree on the most fundamental points for a more globally-acting industry.

It is therefore important for the European construction machinery industry to be supported by a strong partner such as CECE. Well-known policies such as “Made in China 2025” and major infrastructure projects, such as the One Belt One Road Initiative, with its ambitious effort to improve infrastructure and connectivity on a trans-continental scale, are increasing demand for heavy construction and earthmoving equipment. The expansion of road networks, railway lines and airports in China's provinces is making progress. Entire



cities are being built, such as the Hengqin Special Economic Zone between Hong Kong and Macau. The Chinese policy to subsidise local industry in such major projects requires a strong new forward-looking European Industrial Policy. CECE therefore calls on EU politicians and decision-makers with its Manifesto to focus the 2019 European Parliament elections on the relaunch of Industry as a top political priority.

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**Picture caption:** CECE Secretary General Riccardo Viaggi speaking at the bauma CHINA Opening Ceremony

### **About CECE**

CECE, the Committee for European Construction Equipment, represents the interests of 1,200 construction equipment manufacturers through national trade associations in 13 European countries: Germany, the UK, France, Italy, Spain, Czech Republic, Sweden, Finland, The Netherlands, Belgium, Austria, Russia and Turkey. CECE manufacturers generate €40 billion in yearly revenue, export a sizeable part of the production, employ around 300.000 people overall. They invest and innovate continuously to deliver equipment with highest productivity and lowest environmental impact. Efficiency, safety and high-precision technologies are key. See also [www.cece.eu](http://www.cece.eu).