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## Press release

# Russian construction equipment market sees growth: CECE presents main drivers of the digital transformation at bauma CTT RUSSIA

After a long period of decline, the Russian construction equipment market sees moderate growth. Thanks to a stable financial situation of the country, sales grew largely within the past quarter and the perspectives for the future are optimistic. This positive outlook sets the scene for the 19<sup>th</sup> edition of Russia's most important trade fair for construction machinery and technology, bauma CTT RUSSIA, an exhibition partner of CECE. The European trade organisation of construction equipment manufacturers, represented at the fair by its Secretary General, Riccardo Viaggi, recognizes the importance of the Russian market on the global arena. "We are pleased to see the market recover after the crisis and are excited to be part of this important show" said Viaggi.

### **Cutting-edge technologies at the forefront**

This year, apart from bringing together the supply and demand, the fair organisers wanted to showcase the latest developments in the technologies and materials for road construction and present changing business models that are future-proof. A number of presentations, workshops and round-tables are planned for the programme of all four days of the show. On this occasion, CECE Secretary General Riccardo Viaggi took the floor today at the conference organised by bauma CTT RUSSIA and CECE's member association in Russia, the Association of European Businesses (AEB). Titled 'Construction equipment industry in transformation: drivers of success', the event presented an overview of trends and tendencies of the construction equipment market in Europe and with a particular focus on Russia. The conference provided in-depth insights into the companies' strategies and sector's general outlook, from the points of view of market developments, technological innovations and the impact of the regulatory environment.



### **Accelerating digital adoption**

One of the key messages delivered today by CECE was the importance of an effective regulation to ensure sector's competitiveness and adoption of the digital transformation. Collaboration along the entire construction value chain is essential. CECE, together with the other European trade associations representing construction SMEs, large contractors, manufacturers of construction products drafted and adopted a 'Manifesto on Digitalisation' calling on the European Commission to recognize the digitalisation of the construction sector as priority of the EU political agenda.

CECE's goal is to tackle the industry's three major challenges of the future: rapid technological changes, digital construction and mismatch between skills, jobs and education in Europe. "We need to join forces and work together to ensure the best outcome for the construction sector in Europe", said Viaggi.

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**Picture caption:** Riccardo Viaggi (right) giving a speech at the 'Construction equipment industry in transformation: drivers of success' conference

**Source:** CECE

### **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).