

CECE

Fairs, fairs, fairs

CECE explains its connection with some of Europe's most prominent construction exhibitions – and the ways CECE members can best use them

Exhibitions are still a great place to meet, exchange ideas and get latest information on technology and the economy. Despite digitalisation and automation, exhibitions have not lost their fascination and still attract millions of visitors worldwide. Around 650,000 visitors came to Munich in 2019 to see Bauma, the biggest B2B show on Earth.

CECE represents 1,200 construction equipment manufacturers in Europe. To support them to achieve successful trade fair participations, the committee gives patronage to a limited number of world-leading sector exhibitions. With this role, CECE contributes to promote business and valuable networks that are created around these occasions.

As of 2015, CECE refined and launched a new International Exhibition Partnership Programme to strengthen some existing relations and create the framework to forge new ones.

Construction Equipment trade exhibitions, indeed, play an important role in fostering and creating business opportunities for manufacturers, suppliers, service providers and customers. Promoting visibility and cooperating with the major international or regional exhibitions is important for CECE and its member companies.

According to the new programme, CECE exhibition partners can obtain Bronze,

Silver and Gold Partner packages, thus profiting from several commercially attractive services, useful promotion activities and CECE market intelligence resources.

CECE has Gold Partnership agreements with bauma, CONEXPO-CON/AGG and Intermat Paris.

CONEXPO-CON/AGG – NORTH AMERICA'S LARGEST CONSTRUCTION TRADE SHOW

CONEXPO-CON/AGG takes place every three years and the next one will take place from 10th to 14th March 2020 at the Las Vegas Convention Centre and the Festival Grounds.

With over 2,800 exhibitors, more than 232,000m² of exhibition space and over 150 education sessions, CONEXPO-CON/AGG is North America's largest construction trade show representing asphalt, aggregates, concrete, earthmoving, lifting, mining, utilities and more.

The fair brings together contractors, dealers, distributors, service providers, engineers and producers. CECE will invite the EU Ambassador to the US to visit the trade fair and meet with European industry leaders to showcase the importance of the US markets for European manufacturers and reinforce the need to normalise trade relationship between the two commercial Atlantic blocs.

CECE is also part of the international educational programme of the fair. The session on future Outdoor Noise Emissions legislation in Europe will take place at the International Trade Center (ITC) on Friday 13th March from 10.30am to 12pm. The European Union is in the middle of the process of reviewing its legislation on Noise Emissions by Outdoor Equipment. Different stakeholders participate in the process that will shape the European legislation on years to come and will have an impact not only in the European Union (EU) but also for manufacturers, importers and rental companies involved in

business operations with Europe. For the visitors abroad, the following learning objectives are relevant:

- Understand how the discussions are being shaped on the European Union level and the main stakeholders' concerns;
- Anticipate the future trends in the European legislation on outdoor noise emissions and how it can affect US products;
- Learn what is the point of view of European construction equipment manufacturers and how the European Committee for Construction Equipment (CECE) is cooperating with the EU institutions.

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BAUMA CTT RUSSIA

Bauma CTT RUSSIA is an international specialised trade fair with a 20-year history. The event is the largest exhibition of the construction industry in Russia and the most important communication platform in Russia, CIS and Eastern Europe. The event is part of the bauma cluster and is officially supported by CECE.

From 26th to 29th May 2020, bauma CTT RUSSIA will take place at the International Exhibition Centre Crocus Expo – one of Russia's largest exhibition venues. More than 600 companies from 20 countries and more than 22,000 participants from 60 countries are expected to attend the fair on 60,000m² fair ground.

On 27th May bauma CTT Russia will be the venue for a meeting of the CECE Executive Committee. The Executives, representing the national member associations composing CECE, will meet at the fairgrounds to discuss their internal agenda and will also take part in a bilateral workshop with member companies of AEB, the Russian member association of CECE.

SAMOTER - 56 YEARS OF EXPERIENCE SERVING THE CONSTRUCTION INDUSTRY

CECE has Bronze partnership agreements with the Latin American exhibition M&T Expo and with Italian exhibition SaMoTer.

SaMoTer is the Italian leading trade fair for construction equipment. It was launched in 1964 at Veronafiere to create a specific space within the Italian exhibition panorama dedicated to earth moving machinery, aiming to represent the interests of small-medium companies in the sector.

In preparation to the 31st edition of the fair, taking place in March 2020, SaMoTer and Veronafiere are investing in a variety of tools designed to create a rich programme of training activities. The aim is to provide effective support for the needs of companies in the industry, promote new forms of business alongside consolidated channels and launch new initiatives, innovations and formats.

The fair will also host the bi-annual CECE Steering Group meeting and the CECE Executive Committee meetings. The highlight of the CECE press conference at SaMoTer will be the preview publication of the new CECE Annual Economic Report.

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