



**CEMA**  
European Agricultural  
Machinery Association

## AGRICULTURE & CONSTRUCTION EQUIPMENT

### EUROPEAN INDUSTRIES BOOSTING A SUSTAINABLE FUTURE FOR ALL

Tuesday 15 October 2019

18h30 to 21h30 Dinner Debate – Members' Restaurant

European Parliament

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#### PROGRAMME

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- 17h45 **Register for security EP passes at European Parliament Entrance, on Agora Simone Veil, European Parliament ASP Building, Place du Luxembourg side.**
- 18h00 Cocktail Reception
- 18h30 **WELCOME & INTRODUCTION BY THE CHAIR**
- Maria da Graça CARVALHO MEP, Industry, Research & Energy Committee
- 18h35 **WHAT ARE THE CHALLENGES & THE OPPORTUNITIES FOR EU INDUSTRIES IN THE NEXT 5 YEARS?**
- Enrico PRANDINI, CECE President, KOMATSU
  - Anthony VAN DER LEY, CEMA President, LEMKEN
- 18h45 **'HAND-OVER OF THREE JOINT POLICY REQUESTS TO THE RENEWED EUROPEAN INSTITUTIONS'**
- 18h50 **KEYNOTE SPEECH FROM THE EUROPEAN COMMISSION**
- Ignacio IRUARRIZAGA, Head of Unit Tariff & Non-Tariff Negotiations, Rules of Origin – DG TRADE
- 19h10 *Discussion*

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19h40

#### HOW THE NEXT EU BUDGET CAN SUPPORT INDUSTRIES THAT DELIVER FOR ALL

► *Companies led by*

- Stefan TOP, Vice-President of CEMA, Managing Director, AVR
- Neil WOODFIN, Vice-President CE AMEA & Global Alliances, CASE, CNH Industrial

► *MEPs led by*

- Pernille WEISS MEP, Industry, Research & Energy Committee
- Bill NEWTON DUNN MEP, Employment & Social Affairs Committee

20h30

#### EUROPEAN MANUFACTURING COMPETITIVENESS IN THE GLOBAL MARKETPLACE

► *Companies led by*

- German MARTINEZ, CEMA Board (ANSEMAT), Vice-President Sales Tractor BU – KUBOTA HOLDING EUROPE, President KUBOTA, Spain
- Niklas NILROTH, Vice-President of CECE, Vice President Environment & Sustainability, VOLVO Construction Equipment

► *MEPs led by*

- Jan ZAHRADIL MEP, Vice Chair International Trade Committee
- Antonius MANDERS MEP, Internal Market & Consumer Protection Committee
- Andrius KUBILIUS MEP, Industry Research & Energy Committee
- Anthea McINTYRE MEP, Agriculture & Rural Development Committee & Environment Committee

21h30

#### CONCLUDING REMARKS

- Antony FELL, EUROPEAN FORUM FOR MANUFACTURING, Secretary General