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**Press release**

**AEM and CECE Sign International Exhibition Partnership Agreement**

MILWAUKEE – The Association of Equipment Manufacturers (AEM) and the Committee for European Construction Equipment (CECE) have signed a cooperative agreement that will help promote visibility for AEM exhibitions worldwide and a positive global business environment for exhibitors as well as visitors.

Sigrid de Vries, CECE secretary general, and Megan Tanel, AEM senior vice president, signed the CECE International Exhibition Partnership Programme agreement during AEM’s recent annual conference of member companies.

CECE represents the European construction equipment sector and its 13 national construction equipment manufacturing associations.

AEM is the North American-based international business group representing the off-road equipment manufacturing industry. A key service is organizing global trade exhibitions, including CONEXPO-CON/AGG, held every three years in Las Vegas, USA.

Under the agreement, AEM becomes a gold-level participant in CECE’s Exhibition Partner Programme, which provides promotional and other business-development services.

Construction equipment trade exhibitions play a vital role in encouraging and enhancing business relationships for manufacturers, suppliers, service providers and customers, and CECE explains it offers this coveted patronage to a limited number of leading sector exhibitions to fortify relations and contribute to successful trade fairs.

**Longtime cooperation between CECE & AEM**

Bernd Holz, CECE president and director of Ammann Verdichtung GmbH and Ammann sales director Europe, stated: “AEM and CECE are key partners on the international stage, both with regard to cooperation on regulatory matters as well as fostering business opportunities through major trade exhibitions around the world. With the new partnership agreement, we underline and reinforce our long-standing relations, keeping a clear focus on both our member companies’ needs. I’m looking forward to a successful partnership.”

Michael A. Haberman, AEM chair and president of Gradall Industries, stated: “AEM has enjoyed a longstanding and very good relationship with CECE as we work on behalf of equipment manufacturers and service providers towards an improved business environment around the globe for all industry stakeholders. AEM trade shows are known as industry gathering places providing unparalleled ROI and this valued CECE support strengthens that relationship and our future endeavors.”

For more information on CECE, visit [www.cece.eu](http://www.cece.eu). For more information on AEM, visit [www.aem.org](http://www.aem.org).

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**Photo caption:** Sigrid de Vries, CECE secretary general (left), and Megan Tanel, AEM senior vice president, sign CECE International Exhibition Partnership Programme agreement during AEM’s recent annual conference of member companies.

**About CECE**

CECE, the Committee for European Construction Equipment, represents the interests of over one thousand 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 employ around 150.000 people directly and 2 to 3 times as many indirectly. 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).