

PRESS RELEASE

CEMA elects new President: Thierry Krier (KUHN) takes the reins

“The agricultural machinery sector helps ensure that high-quality food is available to all Europeans through sustainable farming”

Brussels, 27th November 2020 – **Thierry Krier**, President and CEO of KUHN Group, was elected yesterday as new President of **CEMA**, the European Association representing Agricultural Machinery Manufacturers.

Mr. Krier commented his election saying “A number of key policy challenges are appearing in front of us. The next two years will see the finalization of the new Common Agricultural Policy (CAP), as well as the implementation of the objectives of the European Green Deal and the Farm to Fork strategy. With countries still in COVID-crisis mode, the agricultural sector as a whole demonstrated its resilience and ability to provide essential goods to all Europeans. Going forward, it will be important to take action to balance societal demands for sustainability with a necessary profitability for the farm producers, while ensuring that European agriculture remains competitive.”

“The agricultural machinery sector is an integral part of the agricultural production chain. It helps ensure that all Europeans have high-quality and safe foods on their table. Precision agriculture and advanced technologies, machinery and solutions are the keys to further enable sustainable farming”.

A French and US national agricultural engineer, with a master’s degree in international business, Mr. Krier brings to CEMA his 30-years’ experience in KUHN, Europe’s largest manufacturer of agricultural implements. He has been a CEMA Vice-President for two terms.

Thierry Krier takes over from Anthony van der Ley (LEMKEN), who last month was elected President of the German association representing agricultural machinery manufacturers, VDMA Landtechnik.

“I really enjoyed my time as President of CEMA. I want to wish Thierry Krier a good hand in the upcoming years. For the near future, we can expect many big developments in a sector that already leads for technological advancement”

Mr. van der Ley will carry on his engagement within CEMA with a Vice-Presidency appointment, a role that he will share with Vice Presidents Christoph Wigger (John Deere) and Paul Snauwaert (CNH Industrial). The three Vice Presidents were elected by the CEMA General Assembly during the 26th November meeting.

The handover took place during the first virtual election in CEMA’s history.

The CEMA President is elected for a two-year term and is eligible for re-election once.



Picture: Thierry Krier, new CEMA President

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CEMA aisbl (www.cema-agri.org) is the association representing the European agricultural machinery industry. With 11 national member associations, the CEMA network represents both large multinational companies and numerous SMEs active in this sector.

The industry comprises about 7,000 manufacturers, producing more than 450 different types of machines with an annual turnover of about €40 billion (EU28 – 2016) and 150,000 direct employees. CEMA companies produce a large range of machines that cover any activity in the field from seeding to harvesting, as well as equipment for livestock management.