

Press Release

CEMA's Strategic Committee elects Giulia Catini (CNH) as Chair

Brussels, 17th February 2025

The Strategic Committee of CEMA, European Agricultural Machinery Association, has elected **Giulia Catini (CNH)** as Chair and **Mark Moore (AGCO)** as Vice-Chair.

The CEMA Strategic Committee advises the CEMA Board of Directors on policy developments, assessing policy options and anticipating challenges related to European policies affecting the agricultural machinery industry. The Committee comprises representatives from CEMA's national associations and company delegates.

Giulia Catini serves as Head of EU Affairs at CNH. She has been an active member of CEMA's Strategic Committee (formerly the Public Policy Group) for over a decade. Based at CNH's Representative Office to the EU in Brussels since 2016, she works closely with EU institutions and trade associations. Since joining CNH in 2011, Giulia Catini has taken on roles of increasing responsibility, gaining extensive expertise in strategic EU industrial sectors, including agricultural machinery, construction equipment, and the automotive sector. An Italian national, she is passionate about European policy and sustainability. She holds a degree in Economics, specializing in Diplomatic Affairs.

Following her appointment, Giulia Catini commented: *"I am truly honored to be appointed as Chair of the Strategic Committee of CEMA. In this role I look forward to collaborating with industry leaders to drive innovation, advance sustainability and support the future of farming and food supply. Engaging in constructive dialogue with European Institutions will be key to shaping policies that foster technological development and growth. Together we will navigate the challenges ahead, promoting sustainable solution and strengthening the agricultural machinery sector's impact."*

Mark Moore is Director, Government Affairs for AGCO Ltd. Since joining AGCO (Massey Ferguson) in 1990, he has held various roles, defining technical requirements and driving innovation and developing the application of innovation and technology in agriculture. With a background in agricultural engineering, Dr. Moore was an early pioneer of precision farming and obtained a PhD in Agricultural & Bio-systems Engineering in 1998. Today, he works with governments and stakeholders

to develop solutions for sustainable farming practices and food security. Since 2024, he also serves as President of the Institution of Agricultural Engineers (IAgrE).

The election of Giulia Catini and Mark Moore was approved by the CEMA Board of Directors on 11th February 2025. Their chairmanship term will last for two years.

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Giulia Catini (CNH), Chair of the CEMA Strategic Committee



Mark Moore (AGCO), Vice-Chair of the CEMA Strategic Committee

ABOUT CEMA

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 European SMEs active in the sector.

CEMA represents about 1,300 manufacturers, producing more than 450 different types of machines with an annual turnover of about €40 billion 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.

For more information, please contact:



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