

PRESS RELEASE

Dr. Markus Baldinger (Pöttinger) elected new Chairman of CEMA's Technical Board

New Chair to be supported by Jeannot Hironimus (Kuhn) who was re-elected as Vice-Chairman

Brussels, 20 October 2016 – CEMA's Technical Board – which bring together Europe's leading industry experts on farm machinery – has appointed a new Chairman: during the next two years, the Board will be headed by Dr. Markus Baldinger, Chief Technical Officer, Pöttinger (Austria), who was unanimously elected during the Board's last meeting on 12 October in Brussels. On the same occasion, Jeannot Hironimus, Vice-President Product Portfolio and Business Development of Kuhn (France), was re-elected as Vice-Chairman of the group.

Thanking the members for their confidence Markus Baldinger said: *"With rapid advances in Precision Farming and Agriculture 4.0, the pace of innovation in our industry has never been faster. More than ever, we therefore need to discuss and define forward-looking EU industrial policies and regulations which help our industry to stay innovative and keep its global leadership position. Together with the members of the Technical Board, I look forward to contributing to this process."*

Jeannot Hironimus added: *"We have a firm commitment in the industry to push the boundaries of innovation in farm machinery further in the years ahead. As such, it is of fundamental importance that technical regulations evolve alongside this path."*

Markus Baldinger has been Vice President Research & Development at the Austrian-based agricultural technology company Pöttinger since 2010. In August 2016, he was appointed Chief Technical Officer and member of the company's Executive Board.

CEMA's Technical Board brings together Europe's leading industry experts from manufacturers of agricultural machinery and national trade associations to discuss regulatory aspects of EU legislation impacting farm machinery. The Board's expertise helps to define CEMA's positions towards the European Institutions to ensure EU legislation on farm machinery remains balanced and structurally supports the innovative power and competitiveness of the industry.



From left to right: Michael Kohlem (Claas), Dr Markus Baldinger (Pöttinger), Jeannot Hironimus (Kuhn), Ivo Hostens (CEMA)

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European Agricultural Machinery



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CEMA is the European association representing the agricultural machinery industry. The industry represented by CEMA includes 4,500 manufacturers of agricultural equipment employing directly 135,000 persons and indirectly in the distribution and service network another 125,000 persons. The companies are mainly small and medium-sized manufacturers according to the EU definition and in 2014 had a total turnover of 27 billion euro.