

## PRESS RELEASE

### Gilles Dryancour (John Deere) appointed Chairman of new CEMA Strategic Committee

*CEMA sets-up a 'Strategic Committee' as an advisory body to provide expertise on policy options & anticipate challenges for the industry at EU level*

**Brussels, 6<sup>th</sup> of March 2019** – 'Advance agricultural machinery and solutions for sustainable farming' is the updated vision adopted by CEMA, the European Agricultural Machinery Industry Association, to guide the strategic actions & decisions carried out by the sector in the coming years. To do so, CEMA has set-up a 'Strategic Committee' to provide advice and anticipate options for the industry related to agricultural, industrial, digital or trade EU policies.

**Gilles Dryancour, Vice President Public Affairs Europe from the company John Deere**, has been appointed by the CEMA board as Chairman of this new advisory body. After his election he said *"in my role as chairman I will look after the interests of the whole industry, providing a good common understanding on our key issues to EU policy-makers and anticipating the challenges the sector will face arising from European policies."*

European policies are increasingly impacting the way manufacturing industries, such as the agricultural machinery industry, produce today and compete on the global stage.

On this, **Anthony Van der Ley, CEMA President**, pointed out that *"it is a great chance to count on the advice and intelligence of the Strategic Committee. I would like to congratulate Gilles Dryancour on his recent nomination since I am convinced the Strategic Committee will play a solid bridge between the EU Institutions and the members of the industry to support our vision."*

### About the CEMA Strategic Committee

The CEMA Strategic Committee is the evolution of the former Policy Public Group established in December 2013. The new advisory body count with eight permanent members, including companies' delegates and national associations representatives. This committee will advise & provide recommendations to the CEMA Board of Directors, in order to assess policy options and anticipate challenges related to European policies affecting the industry. Gilles Dryancour's nomination as Chairman of the Strategic Committee was approved by the CEMA Board of Directors held last 26 of February 2019 at SIMA International in Paris (France).



Gilles Dryancour in his role of Chairman of the CEMA Strategic Committee. From 2009 to 2014 Mr Dryancour served as CEMA President.

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## ABOUT CEMA

*CEMA ([www.cema-agri.org](http://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 this sector.*

*CEMA represents about 4,500 manufacturers, producing more than 450 different types of machines and generating an aggregated annual turnover of more than EUR 28 billion. 135,000 people are directly employed in the sector, with a further 125,000 people working in distribution and maintenance.*

*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. That entails ploughs, seeders, spreaders, sprayers, mowers, trailers, tractors, combines or specialised harvesters among others. Modern agricultural machines provide solutions for farms of all sizes which are used on a regular basis, according to plants' growth cycle and season of the year.*

