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Press release

Enrico Prandini is new CECE President

Since January 1st, 2018, Enrico Prandini is the new President of CECE. As previous First Vice President he succeeded Bernd Holz. The CECE presidency is a rotating post held for two consecutive years by each of the associations representing their member nations. Enrico Prandini is Managing Director of Komatsu Italia Manufacturing, one of the Komatsu's Global Officers and Vice President of the Italian Construction Equipment Association UNACEA. During his 27 year career at the company he worked in several positions and developed Komatsu Italia operations into one of the European poles of the group. Today, Komatsu Italia Manufacturing in Este designs, manufacture and distribute earth moving machines from 1 to 17 tons.

Customer loyalty through a common vision

Mr. Prandini will push ahead with the long-term strategy of this predecessors. One of his main goals for his presidency will be to build customer loyalty through a common vision. This was agreed on as one of the key success-factors for the industry to be competitive and future-proof during the CECE Summit last year. Technological change, skills shortage and challenges rising from digital construction need to be tackled also together along the value chain. "In the coming years, we want to create more dialogue opportunities with value chain representatives in Brussels", he says. CECE is starting this on February 22 at the European Industry Day 2018. "Together with the construction industry we will be organizing a digital construction seminar and invite all parties interested in the subject of digitization to attend". Cooperation along the value chain will also be the theme of this year's CECE Congress, which will be held in Rome from October 17 to 19, 2018.

Less complexity, free trade and more visibility

Mr. Prandini believes that CECE should also focus on two other priorities during his presidency: Continuing on CECE's way to further foster visibility and political recognition for the construction equipment sector. This is especially important in view of the forthcoming European elections in spring 2019 and the nomination of the new European Commission. "In this framework, we should seize the opportunity to gain more attention and impact", Prandini says. He would also continue to have an eye on the European Single market. "We will keep on promoting the idea of fair competition and free trade for all market players in Europe", he continues. "What we have to avoid is non-needed complexity in laws and regulations".



As President Mr. Prandini represents 1,200 construction equipment manufacturers in Europe. They generate 40 billion Euros in yearly revenue and employ around 300,000 people overall.

View the interview with Enrico Prandini at the CECE Summit 2017:

<https://www.youtube.com/watch?v=ioliral-Pw>

Picture caption: Enrico Prandini (left) succeeds Bernd Holz (right) as President of CECE,
Source: CECE

About CECE

CECE, the Committee for European Construction Equipment, represents the interests of 1,200 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 generate € 40 billion in yearly revenue, export a sizeable part of the production, employ around 300.000 people overall. 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.