



The Construction Equipment Association
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Discover one of the UK's most dynamic sectors

**THE UK
CONSTRUCTION
EQUIPMENT
INDUSTRY**



CEA
Construction Equipment Association

A powerful voice



The UK construction equipment industry is worth £8.5 billion a year to the British economy and its influence can be seen in virtually every country in the world. Such a powerful industry demands a powerful voice. With over 100 member organisations – including original manufacturers and suppliers – the Construction Equipment Association (CEA) represents some of the world's biggest UK-based names.

We support our members' interests by promoting their world-class research and development, manufacturing skills and cutting-edge products, all of which play a vital role in shaping our world. We also help influence legislation and EU and global regulation. One of the ways we do this is by being an active member of the EU's Committee for European Construction Equipment, as well as the lead organisation in CESAR, a hugely successful plant security scheme.

This brochure is designed to give you a flavour of our thriving industry and to demonstrate why the UK is such an attractive base for so many companies. We thank you for taking the time to discover more.

If you'd like any further information, please visit www.coneq.org.uk or call us on +44 (0)20 8253 4502.

A handwritten signature in blue ink, appearing to read 'Rob Oliver', with a long horizontal flourish extending to the right.

Rob Oliver, CEA Chief Executive



The Construction Equipment Industry in the UK is an important element of this country's engineering capability and is a cornerstone of the UK manufacturing base.

Manufacturing matters. As we clearly outlined in the Government Strategy produced in September 2008, *Manufacturing: New Challenges, New Opportunities*, manufacturing is recognised as critical to the success of the UK economy. Over one third of the earthmoving equipment made in Europe comes from the UK, with the sector exporting over 70 per cent of its UK production. Not only is this an extensive range of finished equipment – but we also have countless component and accessory suppliers and specialist service providers. This is a position of which we should rightly be proud.

Companies in the UK have many great strengths which have helped them drive forward key developments in equipment and product design and technical innovation, so there is no doubt we have the skills and capabilities to continue to succeed in the global market place. What we must ensure is that we get this message out to our potential customers across the world. Working with industry and the Construction Equipment Association (CEA), UK Trade & Investment (UKTI) will continue to play a key role in ensuring the very best of what the UK has to offer is available to those who wish to use UK equipment, components and services.

Both BIS and UKTI have a long history of engagement with and support for the sector in the UK and working with the CEA. I am therefore delighted that BIS is able to support this important CEA-led promotional package and its ongoing mission to showcase the wide range of high quality innovative products, technological developments and expertise the UK construction equipment industry can offer.

The Rt Hon Lord Mandelson
First Secretary of State, Secretary of State for Business, Innovation & Skills,
Lord President of the Council

An industry to be proud of

Construction machines are the backbone of the modern world – their strength and versatility is demanded in the building of every road, home, office, school, hospital and landmark.

Today, the UK stands at the pinnacle of construction equipment innovation. Leading brands such as JCB, Terex, Komatsu and Caterpillar are thriving here thanks to our outstanding environment for technological innovation, greener engineering and worldwide trade.

Companies also benefit from a highly skilled UK work force, with around 50,000 people currently employed in the sector. Each one is a vital cog in the design, development, manufacture, testing and marketing of these incredible products. Thanks to this huge expertise and highly supportive climate, construction machines have evolved rapidly in recent years, becoming ever more powerful, reliable, efficient, safe and cost effective.

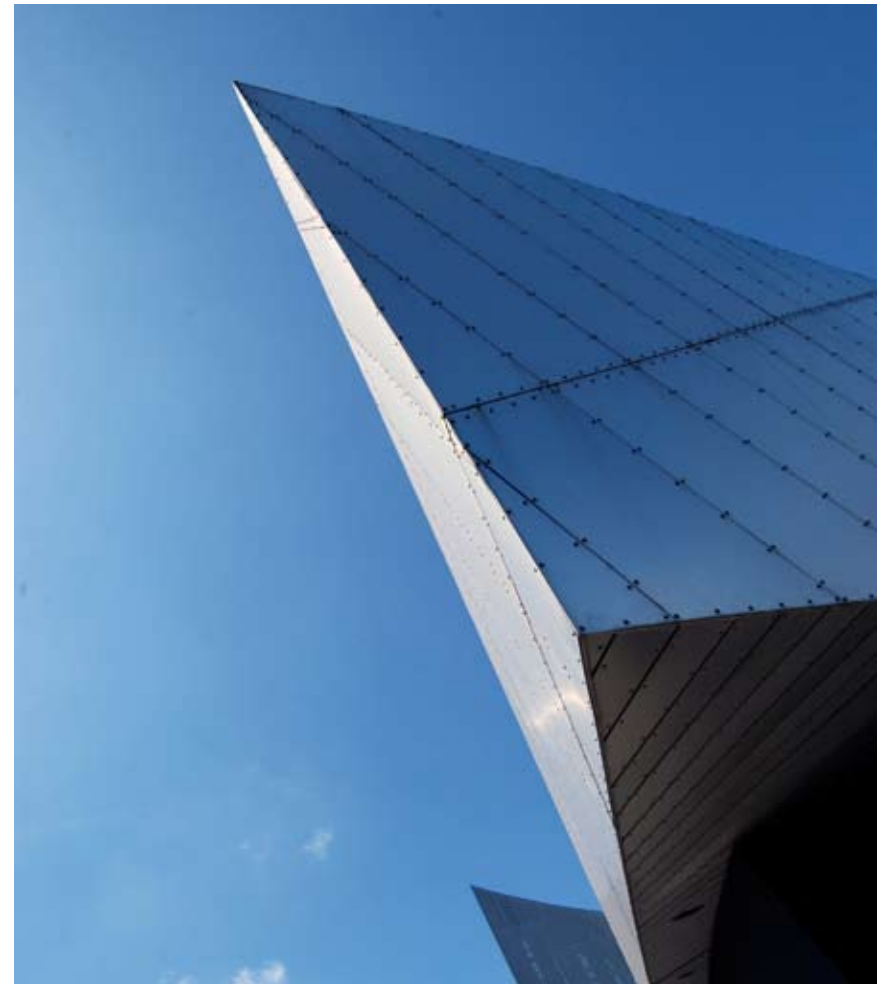
The continued success of our industry is vital to the UK's economy. It's currently worth a staggering £8.5 billion a year, as we produce more earthmoving equipment than any other European country. Around 75% of our products are exported to over 150 countries, meaning we're also the second largest net exporter of construction machines in the world.

This is an industry proud of its history and achievements and in great shape for an exciting future. We hope you can help us continue to grow on the global stage.



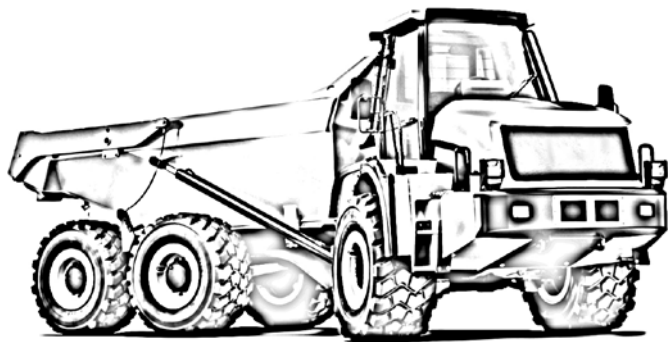
The key facts

- The construction equipment industry is worth more than £8.5 billion a year to the UK economy.
- Around 75% of equipment is manufactured for export.
- The UK is the world's second largest net exporter of construction equipment.
- The industry employs 50,000 people in the UK.
- The UK is the fourth largest manufacturer of construction equipment in the world.
- The UK produces more earthmoving equipment than any other European country.
- Manufacturing accounts for 14% of UK GDP and over 50% of exports.
- Manufacturing accounts for 75% of UK business R&D; driving innovation and increasing competitiveness.



The machines shaping our world

On every construction site, in every quarry, in every town and city in the world, construction equipment is shaping our modern world. We've all seen the machines in action, yet while they might look similar, each one has been carefully designed to do a specific job. Some of the world's best designers and engineers are constantly working on groundbreaking new technologies, making each new model more intuitive, efficient, environmentally friendly and adept at handling the next task...



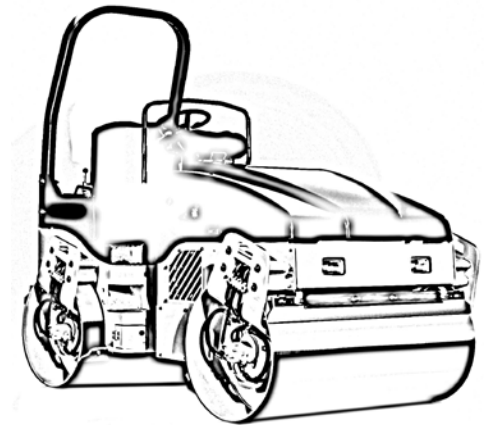
Dump trucks

Carrying loads weighing 15 to 365 tonnes, dump trucks, in rigid and articulated chassis configuration, are massively useful in hauling huge amounts of stone, earth, coal and ore quickly and efficiently. They can be spotted on large construction sites and in quarrying and open-cast mining applications.



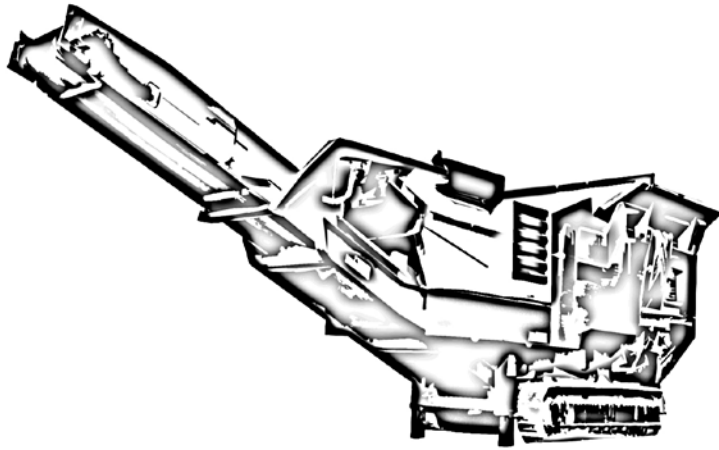
Wheel-loading shovels

With an articulated chassis, wheeled loaders are suitable for high production areas like forests, quarries, mines and waste disposal sites. Bucket size varies from 1 to 20 cubic metres, depending on the tasks ahead.



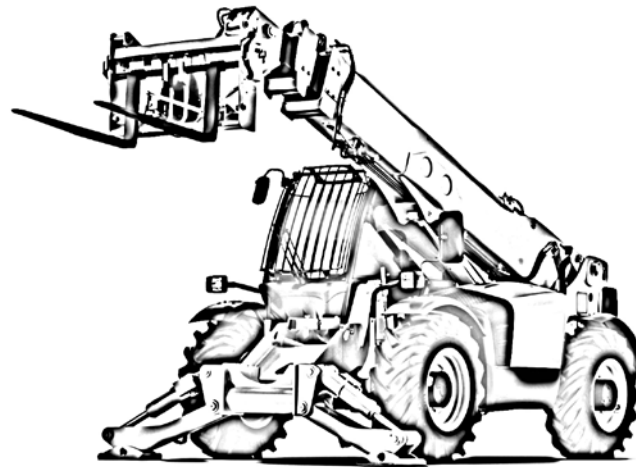
Compaction equipment

A wide range of machines is available for compacting earth or crushed rock, providing firm foundations and smooth roads. This includes paver-finishers (for laying hot asphalt), hand-guided vibrating plates and tandem rollers.



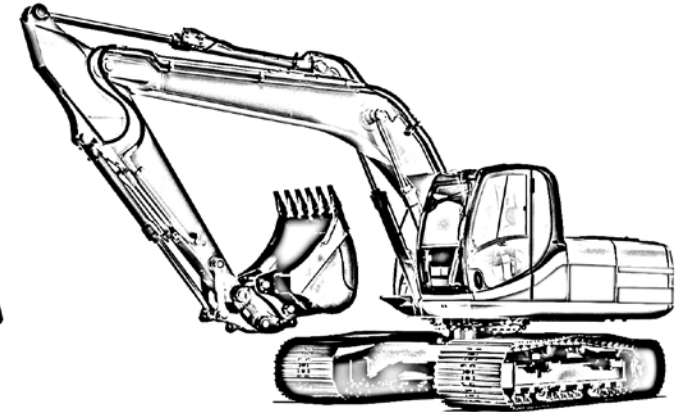
Crushers

As their name suggests, crushers break up rock, concrete and bricks. They can be static or mobile and are often used in the quarrying industry. Mobile crushers are common on large projects where they're used to recycle concrete and brick into hardcore.



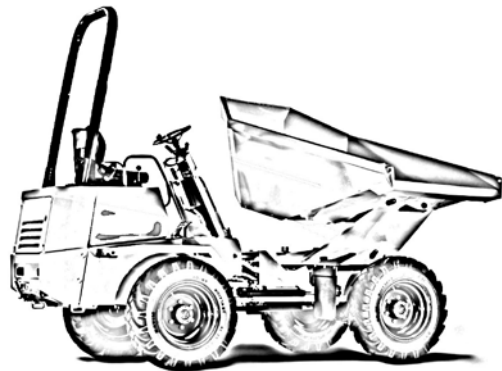
Telescopic handlers

These versatile machines are now one of the world's most popular, thanks to their ability to lift heavy loads vertically and forwards in front of the operator. Lift heights range from 6 to 18 metres.



Excavators

These highly efficient machines have flexible, 360 degree rotating arms that are at once powerful and precise, making digging and loading easy. Mounted on wheels or crawler tracks for tough terrains, they weigh as little as 1 tonne or as much as 90.



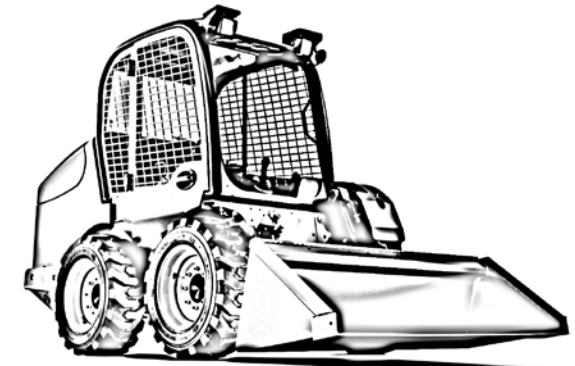
Site dumpers

These small-wheeled, efficient machines are perfect for small construction sites and shifting and dumping loose materials like sand, gravel and stone. Their capacity ranges from 2 to 8 cubic metres.



Backhoe loaders

These powerful, flexible machines are recognisable by a scoop loader at the front and a versatile excavating arm at the rear that can dig to depths of 6.5 metres. They come as two-wheel drive, four-wheel drive and even four-wheel drive and four-wheel steer.



Skid-steer loaders

These small, versatile machines get their name because they steer by varying the speed of their wheels from one side to the other, maximising stability and flexibility. They come with a range of attachments for performing a multitude of tasks, including grading and loading.

Around the globe

UK-designed and manufactured construction equipment is working hard in every corner of the world. Whether they're bringing to life a new hospital, stadium, motorway or community, our machines are the catalyst that brings people together, enables a better way of life and makes once impossible designs a reality. You can find them everywhere in

Civil engineering

Constructing and maintaining our roads, railways, bridges and iconic buildings.

Utilities

Constructing and maintaining our vital waterways, power stations, sewage works, pipelines and telecommunication structures.

Industrial services

Maximising efficiency in demolition, waste handling, landfill, recycling and scrap processing.

Mining and quarrying

Excavating and processing earth, rock, sand and many other materials.

Manufacturing

Our machines can be found in the timber industry, as well in the production of materials such as cement, asphalt, bricks and roofing tiles.





Image Copyright Jason Hawkes

Engineering excellence

The UK has a proud history of engineering excellence and innovation, and nowhere is that more evident than in the construction equipment industry. Companies continue to make huge investments in research and development; designing and producing machines that are ever more powerful, clean, safe and technologically advanced.

In order to maintain these high levels of engineering excellence, companies are investing in the engineers, designers and manufacturers of today – and tomorrow.

Our sector boasts strong links with the UK's best research intensive universities, which attract leading academics and talented students from all over the world and develop important new ideas, techniques and components.

Industrial collaborations with these centres of excellence mean that every year UK-based construction equipment companies can tap into scores of ambitious new graduates, keeping our sector right at the cutting edge of technological advances.



Quality training

UK-based companies 'large and small' are committed to ongoing, high-quality training.

The major equipment companies in particular offer some of the most sophisticated training programmes you'll find in any industry, spanning a vast range of roles.

One manufacturer has even become the main industrial sponsor for a flagship academy that will generate the British engineering talent of the future.

These new generations of skilled workers are vital for maintaining the competitiveness of the UK as a whole and especially of our rapidly evolving industry.



A greener future

The UK and European Union have some of the most stringent environmental legislation in the world, yet the construction equipment industry has been pioneering cleaner technology for years. This year (2009), the vast majority of construction machines will have to cut various polluting gases, in particular nitrogen oxide emissions, by at least 40%.

The changes won't stop there. More legislation is in the pipeline for even larger cuts over the next few years. Products will have to undergo serious redesigns and it's estimated that around 80% of research and development investment will go into meeting these targets. There's no doubt that the future is smaller, stronger and more efficient machines.

It's a challenge that equipment manufacturers in the UK are tackling head on, already making huge strides with skilled designers and engineers producing innovative engines and exhaust systems. We're also looking into so-called 'after-treatment' technology, which will clean polluting gas as it's released.

The hybrid solution

One solution on the horizon is a diesel-electric hybrid engine. In fact, these types of engines are already being used in very large off-road dump trucks in the mining industry, and it might not be long before they can be adapted for smaller vehicles. Diesel-hydraulic hybrids are also a possibility, storing hydraulic power to be used while the machines' engines are shut off.

There's no doubt that the future of the worldwide construction industry – including the manufacture and operation of construction equipment – needs to become more environmentally friendly. The UK is proud to be leading the world in the green technological revolution.



The place to do business

The UK is an ideal home for construction equipment companies and suppliers. Uniquely positioned between mainland Europe and our biggest export customer, America, we boast great connections with all major markets via land, sea and air. It's an excellent infrastructure that makes us one of the premier places to do business on a global level.

Many companies are also attracted to the UK because of our highly favourable market conditions and strong government support for businesses wishing to operate internationally. The Construction Equipment Association also provides strategic help and support to businesses, helping them overcome trade barriers and break into new markets.

Established supply chain

Because there are so many major construction equipment companies here, there is already a large chain of established first-tier suppliers and major component manufacturers close at hand and exporting around the world. This makes it easy for companies to serve their clients, here and abroad, quickly and efficiently.

As highlighted earlier, the UK boasts a highly skilled work force and several major world-class research-led universities, which our businesses draw on for innovation, products and talented graduates. This specialist expertise is helping to maintain the UK's competitive edge over lower cost, emerging economies.

We believe the UK is the natural choice for the construction equipment sector and is producing the cutting-edge products the world demands. Now more than ever, in a tough economic climate, we want every market to know that UK-designed and manufactured machines are the best in the world and we truly are an amazing place to do business.



Discover more

Thank you for taking the time to find out more about the UK construction equipment sector. As you can see, its influence stretches around the world and is right at the heart of some of the biggest and most important international projects and industries. In this country, our CEA members, who have created thousands of highly skilled jobs, are keeping the UK at the forefront of technological innovation and manufacturing, and are bringing billions of pounds to the economy every year. It is, therefore, vital we keep the construction equipment industry strong and vibrant.

You can find out more about how the Construction Equipment Association supports companies in the UK by visiting www.coneq.org.uk.



There you can see:

- How we help companies develop export strategies.
- How they can get detailed market information.
- Details on global trade shows and exhibitions.
- Information on forthcoming networking events.
- How we're helping to shape new legislation and keep our industry strong.

If you'd like to work more closely with us to promote our industry in your part of the world, please contact the Construction Equipment Association on +44 (0)20 8253 4502 or Email cea@admin.co.uk



www.coneq.org.uk



The UK Government's Department for Business Innovation & Skills (BIS) works to create the conditions for business success through competitive and flexible markets that create value for businesses, consumers and employees. It drives regulatory reform, and works across UK Government and with the UK regions to raise levels of productivity. BIS is the 'voice for business within the UK Government'.

BIS's Automotive Unit is responsible for the UK Government's relations with the construction equipment and automotive sectors in the UK. This includes working with the major vehicle manufacturers and suppliers based in the UK to help them succeed. The Unit works closely with the Construction Equipment Association across a wide range of issues to promote and develop the sector in the UK.

For further information please visit www.bis.gov.uk



UK Trade & Investment (UKTI) is the Government organisation that helps UK-based companies succeed in an increasingly global economy. The range of expert services are tailored to the needs of individual businesses to maximise their international success. Companies are given advice and practical support. UK Trade & Investment also helps overseas companies bring high quality investment to the UK's economy – acknowledged as Europe's best place from which to succeed in global business. UKTI provide support and advice to investors at all stages of their business decision-making.

UK Trade & Investment offers expertise and contacts through a network of international specialists throughout the UK, and in British Embassies and other diplomatic posts around the world. Staff can assist at all stages of the business planning cycle, from inception to completion.

For further information visit www.uktradeinvest.gov.uk