



PRESS RELEASE

CEMA and AEB agree closer cooperation in the field of agricultural machinery in the EU and the Russian Federation

Memorandum of Understanding (MoU) outlines common commitments and joint activities

Brussels, 25 June 2014 – CEMA, the association representing the European agricultural machinery industry, and AEB, the Association of European Businesses conducting business in and with the Russian Federation, have agreed to establish a cooperation to pursue common strategies, interests and objectives in the field of agricultural machinery in the EU and the Russian Federation.

Both associations have signed a Memorandum of Understanding (MoU) which underlines their joint objective to improve the Russian business and trade environment for European manufacturers of agricultural machinery as part of their broader commitment to promoting economic integration and partnership between the Russian Federation and the European Union.

Frank Schauff, CEO of the AEB said: “CEMA and AEB share many common views and priorities. On trade, both associations firmly believe that reliable and responsible trade policies are the key to achieving mutually beneficial economic growth for the Russian Federation and the EU. To accomplish this task, trade relations between the EU and the Russian Federation and the Eurasian Customs Union need to comply with the spirit and philosophy of the WTO.”

Ulrich Adam, Secretary General of CEMA said: “European and Russian manufacturers of agricultural machinery play a key role in the supply of food, feed and energy from agricultural raw materials within the Russian Federation. The joining of forces of CEMA and AEB is an important step to ensure an adequate positioning of the agricultural machinery industry sector within the regulatory environment of the Russian Federation and to work towards further harmonization of the technical regulatory framework for agricultural machinery between the EU and the Russian Federation.”

Following the signature of the MoU, both associations will elaborate a roadmap that will define the nature and scope of common projects and activities in the coming months.

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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 2011 had a total turnover of 26 billion euro. www.cema-agri.org

*The **Association of European Businesses (AEB)** represents and promotes the interests of European companies conducting business in and with the Russian Federation. The AEB carries out activities to improve the Russian business and trade environment and to promote economic integration and partnership between the Russian Federation and the European Union. The AEB is an independent non-commercial association funded by membership and sponsorship. <http://aebrus.ru/en/>*

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