



CEMA Business Barometer

November 2013



What is the CEMA Business Barometer?

- ▶ A monthly survey within for the European agricultural machinery industry (started in 2008)
- ▶ Coverage of all major sectors – from tractors to municipal equipment
- ▶ Target group: 135 senior managers from 9 (CEMA) countries
- ▶ Implementation: online survey
- ▶ Questionnaire available in five languages
- ▶ Executed by VDMA for CEMA
- ▶ Subjects of the survey:
 - ▶ current and future business situation
 - ▶ situation of order intake
 - ▶ development of turnover
 - ▶ turnover expectation per country
 - ▶ production plans
 - ▶ employment plans
 - ▶ special topics, e.g. delivery times
- ▶ Deadlines: starting ca. 5th each month, closure: ca. 13th



Summary Notes

November 2013

▶ **Business climate:**

- ▶ Index climbs considerably by 10 points – both for better mood regarding the current business and optimistic outlook

▶ **Orders and turnover** in October (unweighted average):

- ▶ EU market: turnover +5/7%, new orders -3%, above average order decrease for harvesting machines and transport and handling equipment
- ▶ Export business (outside EU): turnover and new orders ca. +3%

▶ **Order book situation:**

- ▶ With an average reach of 2.1 months, it is comparably low. Only 1 out of 6 companies has orders that employ the production capacities for more than 3 months

▶ **Turnover expectations:**

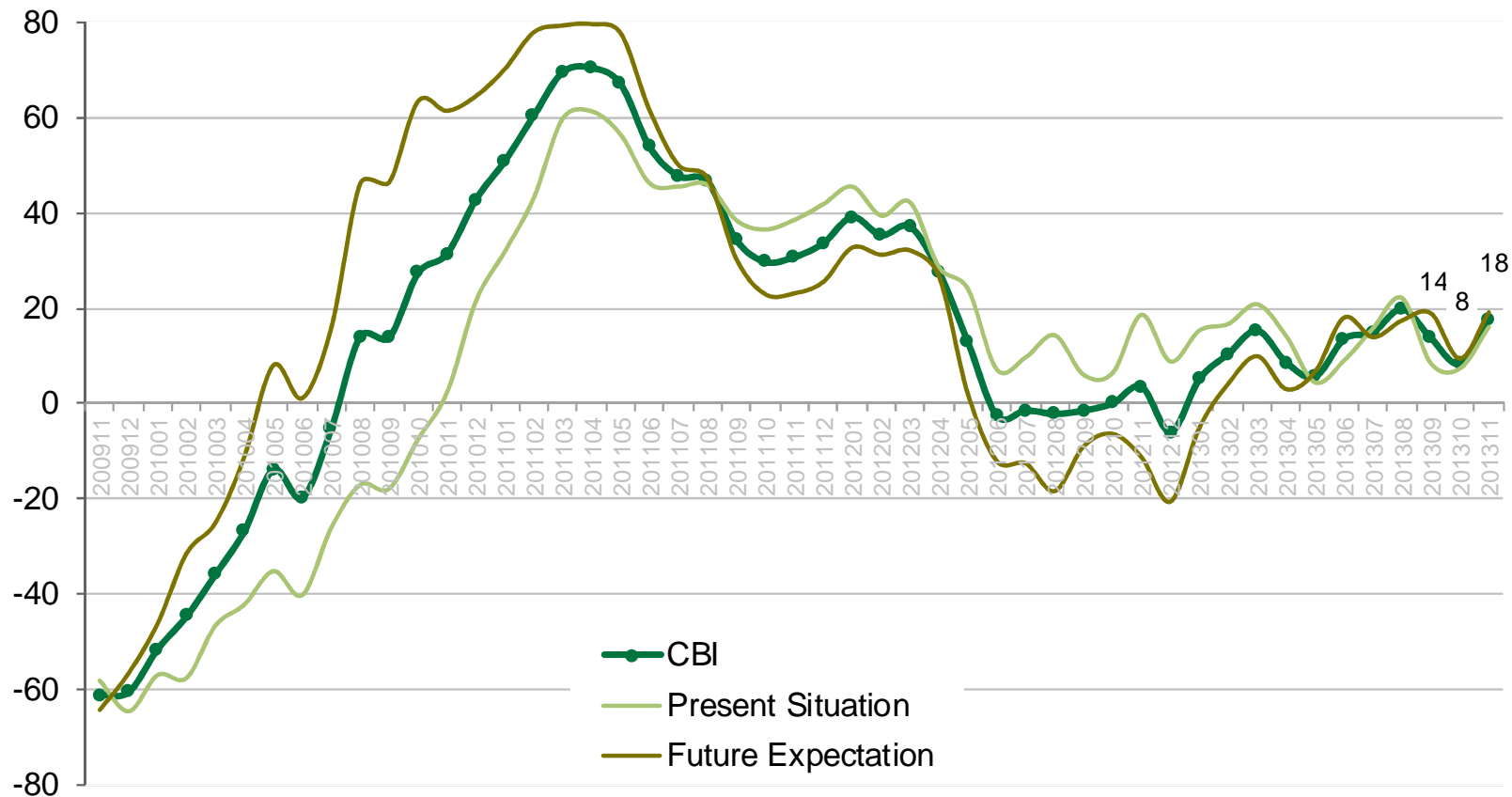
- ▶ Growth perspectives exceed those for a decline – even more than in the past two months
- ▶ Top region for sales: CIS - with growth expected to be up to 10%
- ▶ Recovery trend in Scandinavia
- ▶ Demand on the Austrian market seems to get remarkably lower

▶ **Employment:**

- ▶ Every second French company reduces its temporary staff

Very good mood in the industry leads to strong increase of the climate index

CEMA Business Climate Index (CBI)



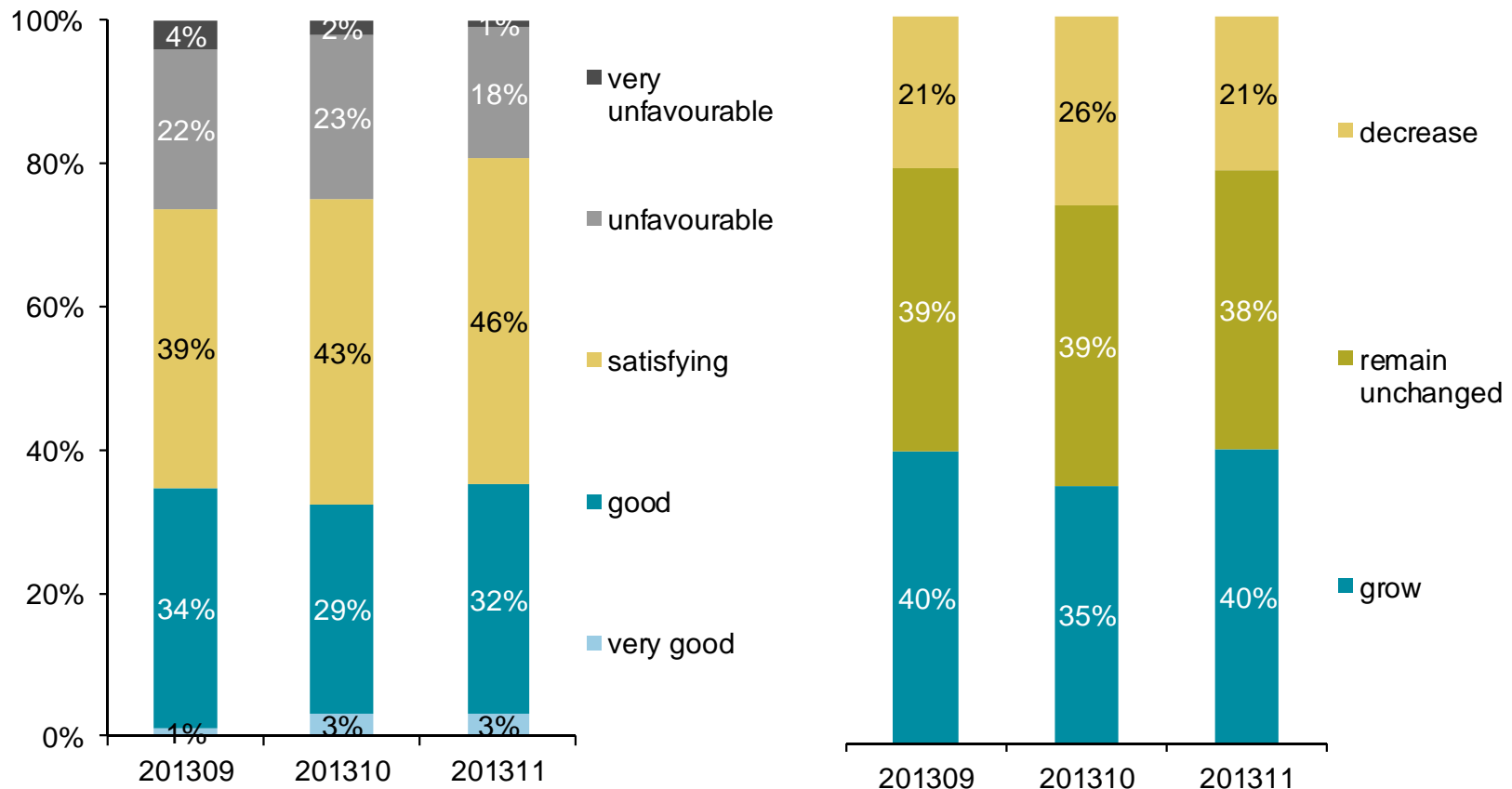
Source: CEMA Business Barometer

Index = sum of 1) evaluation of the current business situation and 2) turnover expectation, scale from -100 to +100

More satisfaction and more expansion trend seen by the industry

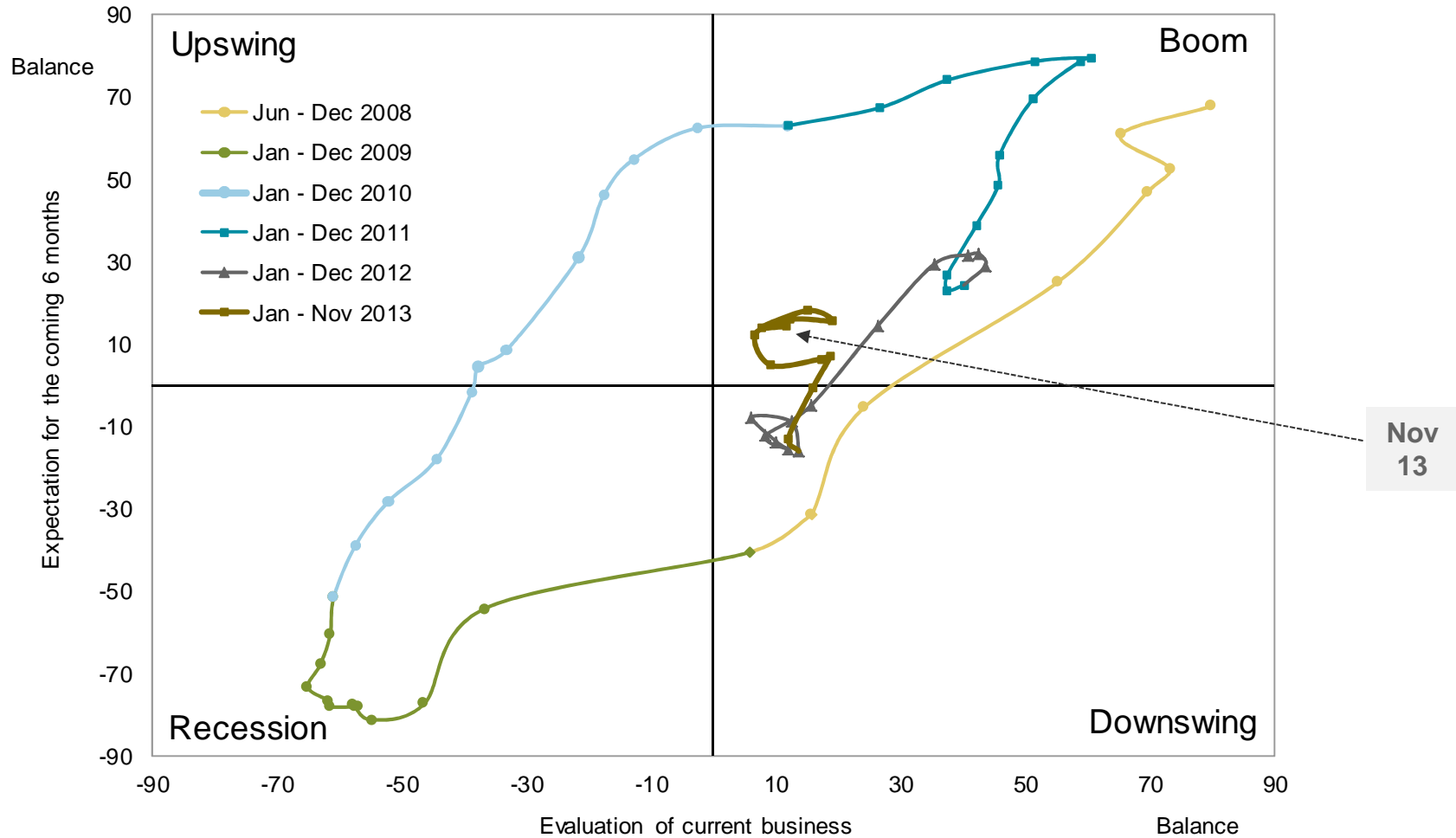
Question: We consider our current business to be

Question: We expect our overall turnover within the next 6 months to....



Source: CEMA Business Barometer

Stabilisation trend in the boom situation

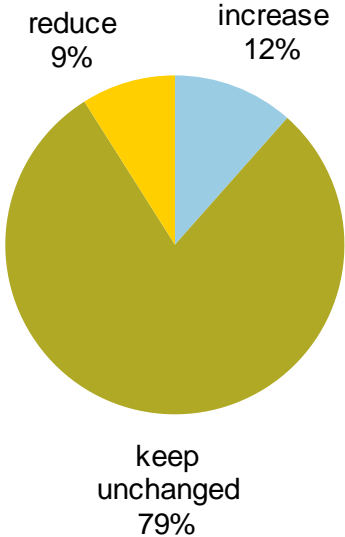


Source: CEMA Business Barometer, each value as an average of the last two months

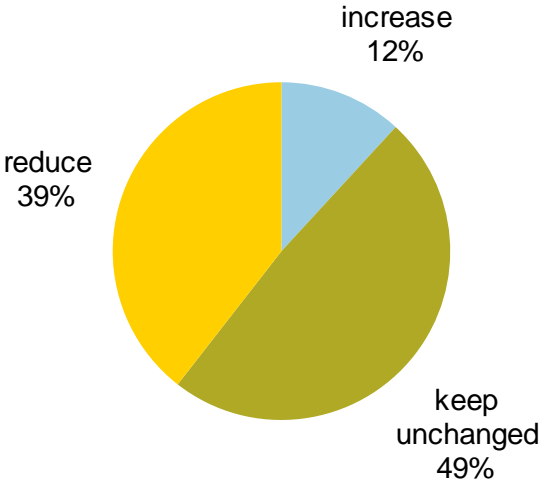
Temporary contracts are reduced

Question: Our plans regarding the workforce

Regular employees



Temporary employees



Source: CEMA Business Barometer November 2013

