



COMMITTEE FOR EUROPEAN
CONSTRUCTION EQUIPMENT



Contact: Martina Scherbel
Phone: +32 2 706 82 26
E-mail: martina.scherbel@cece.eu
Date: 12th March 2020

Press release

CECE welcomes EU's new industrial strategy to strengthen European competitiveness

Europe needs to define its position in a highly competitive world threatened by climate change. Against this backdrop, a [new EU industrial strategy](#) was presented on Tuesday 10th March by the European Commission to provide a framework for a more ambitious EU industrial policy and a more assertive position on the global stage.

"CECE welcomes this new EU industrial strategy as the stepping stone for transition to a sustainable and digital economy. We particularly support the EC's key objective of maintaining European industry's global competitiveness and a level playing field at home and globally" said Riccardo Viaggi, CECE Secretary General.

CECE highlights the importance of the following points highlighted in the EU industrial strategy:

- The willingness to deepen the EU Single Market
- The focus on R&D initiatives to encourage market uptake of digital solutions in construction
- The support to specific value chains, such as the announced Clean Hydrogen Alliance
- The enhancement of Europe's industrial and strategic autonomy by securing the supply of critical raw materials through an Action Plan on Critical Raw Materials
- A renewed focus on skills for industry and the digital age

Riccardo Viaggi continued: *"This was the number one priority of our CECE Elections Manifesto 'The Road to 2024' and the result of intense advocacy and awareness-raising initiatives by industry and coalitions, like [Industry4Europe](#). But this is only the beginning: follow-up and implementation will make all the difference, starting from the setting up of the newly announced Industrial Forum as the sounding board of this strategy. Our concrete support to implementing and monitoring this new industrial strategy will continue in the next years by our involvement in the newly launched European Parliament Intergroup on Sustainable, Long-term Investments and European Competitive Industry".*



COMMITTEE FOR EUROPEAN
CONSTRUCTION EQUIPMENT



CECE will be part of the operational management of the Intergroup's Secretariat together with [Orgalim](#) and looks forward to working with the three Intergroup's co-chairs MEPs Carvalho, Bonafé and Riquet.

-----END-----

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.