



Benefits of the MAC Protocol

A View From The
Industry

#WEMAKE2BUILD

Benefits of the MAC Protocol to OEMs

Introduction

1. An Introduction to CECE
2. Export Potential of European MAC Equipment Sector
3. Added-Value to the Mining & Construction Equipment Sector
4. Added-Value to Mining & Construction Importing and Exporting Countries



OUR MOTTO



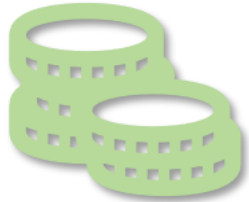
COMMITTEE FOR EUROPEAN
CONSTRUCTION EQUIPMENT

Constructing the
Europe of Tomorrow

#WeMake2Build



OUR MISSION STATEMENT



€40 BN

TURNOVER



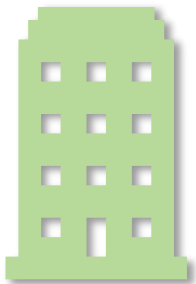
300 000

EMPLOYEES



1 200

COMPANIES



ESTABLISHED IN 1959



BASED IN BRUSSELS

MAC

SUPPORTING CONSTRUCTION
& MINING EQUIPMENT

Benefits of the MAC Protocol to OEMs

EXPORT IS IMPORTANT TO EUROPEAN MARKET

3 OF TOP 10

MAC exporting countries are European

OVER \$21.8 BN

MAC Equipment exported from European countries

Rank	Country	Exports of MAC Equipment (\$ billion)
1	Germany	15.2
2	USA	12.2
3	Japan	11.2
4	China	9.4
5	UK	5.0
6	Italy	4.8
7	Korea	3.8
8	Mexico	3.5
9	Netherlands	1.8
10	India	1.0

Source: UN Comtrade data via WITS database

Benefits of the MAC Protocol to OEMs

MAC Protocol Benefits – An OEM Perspective

Sales

- Increased demand for equipment through new customer opportunities
- Growth in markets where access has previously been more limited

Manufacturing

- Increased volume has potential to enable opportunities for driving down costs.
- Improved efficiency and expansion of current MAC equipment manufacturing

Supply Chain

- Benefits multiply throughout supply chain and wider economy.

Benefits of the MAC Protocol to OEMs

The MAC Protocol Benefits Exporting and Importing Countries

INCREASED PRODUCTIVITY & OUTPUT

Latest equipment enables higher productivity and outputs, resulting in new business opportunities and more jobs

\$30 BN INTERNATIONAL GDP GROWTH

Both emerging and developing economies, and MAC equipment exporting economies will see GDP growth

Economic grouping	Additional MAC equipment acquired due to policy change	Assumed GDP multiplier	Annualised GDP impact pa
Emerging and developing <i>importing</i> economies	\$90 billion ⁷	0.5 (based on an assumed incremental capital to GDP ratio of 2)	£23 billion
MAC equipment <i>exporting</i> economies	\$90 billion	1.0 (Export 'value added' multiplier)	\$7 billion
Combined international impact:			\$30 billion

Source: MAC Protocol Economic Assessment, Unidroit, 2018

Thank you for
your attention!

www.cece.eu



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