



SNAPSHOT

INTERVIEW WITH ARJAN COPPENS, CETOP PRESIDENT MANAGING DIRECTOR, BOSCH REXROTH B.V., THE NETHERLANDS



CECE: Which industry does CETOP represent and which companies are part of it? What is your role and main responsibilities within CETOP?

Arjan Coppens: CETOP is the European Fluid Power Committee and represents this industry within Europe. It involves 19 member associations, all renowned companies, and includes leading manufacturers as well as many small and medium-sized enterprises. Many of these companies are major players on the international market. Thus, CETOP represents over 1,000 companies involving almost 70,000 people and contributes a market value of about 15 billion EUROS.

Fluid power, i.e. hydraulics and pneumatics, provides the components and systems which form the basis of drive and automation technology. Fluid power is used to drive and control all kinds of mechanical motions. Indeed, there is scarcely a machine or vehicle in the world today which could operate without fluid power to deliver the necessary force and torque, whether linear, rotary or combined movements are required. A major advantage of fluid power is the compact design of its components, giving the high power-to-weight ratio which distinguishes it from all other types of drives.

Hydraulics and pneumatics manufacturers are major suppliers to the overall mechanical-engineering industry and to many other industries.

This includes construction and agricultural machinery, conveyor systems, food and packaging machinery, woodworking and machine tools, electrical engineering, shipbuilding, the metal industry, mining, aviation and space travel, medical technology, environmental technology and the chemical industry.

Being the CETOP President, I am the official representative of this Committee. Amongst others, my responsibilities cover the administration of CETOP, supported by the General Secretariat. Together with my 4 colleagues from the CETOP President's Council, we try to meet the challenges that fluid power is facing and thus, create a stable and successful future for the European fluid power industry. We have divided up the tasks between us into: Economic aspects, Technical matters, Learning & People Development, and Marketing & Communication. My 4 colleagues on the President's Council are the Vice Presidents of the related Commissions.

CECE: How do you see the market for hydraulic components and pneumatic transmission in the next 3 years? Are there any significant trends or changes expected? What are the main market drivers within the sector?

AC: Fluid power has already been changing in recent years (and will continue in the coming years) involving a combination of hydraulic and pneumatic components & systems and electronics. Sensors are measuring the systems and control them by electronics and sophisticated systems.

Within this, we strive to make the solutions to be not only the best solution for the application (e.g. strongest or fastest), but also smart. With this "Digitalization", we can make the systems more energy saving and sustainable, and also easier to predict and to service.

CECE: How do you think rising raw material prices will impact production and the supply chain within the industry?

AC: Prices for raw material are fluctuating mas-

sively, and we have to deal with this. The causes are on several levels and have become global issues like War, Economics, Embargos etc.

CECE: What is the perspective of hydraulic manufacturers on electrification? What are the challenges and opportunities arising from this development?

AC: As already mentioned, this involves Digitalization, Sustainability and Education of people. We have to follow the shift to electrification (which we are already doing) but we must become faster than we were in the past.

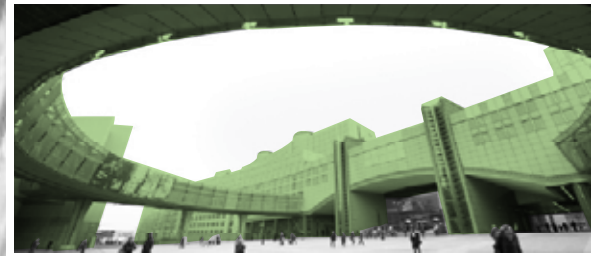
CECE: How is CETOP addressing sustainability issues and the environmental impact of the hydraulic and pneumatic transmission sector?

AC: Sustainability, energy and resource efficiency, climate protection, etc., are essential topics for a good and healthy future for all of us. Fluid power companies contribute to this with innovative developments involving the latest materials and state-of-the-art electronics as well as digital solutions.

Currently, we are setting up some working groups to be faster on these issues and to educate members within our associations. Our activities include sharing success stories in our new brochure and following EU regulations on these topics to act in a timely fashion. CETOP provides a very well established network for European fluid power in general, and in particular, with regard to fluid power experts. In the new brochure "European Fluid Power – Efficient, Sustainable and Digitised", we present some interesting solutions and products across Europe which are energy-efficient and sustainable.

CECE: Is there a message that the European fluid power industry would like to send to its customer group – the construction machinery manufacturers?

AC: Let's work together within Europe to make this a better place with smart and proven solutions. The technology is there, and we need to use it as much as possible.



What is the Committee for European Construction equipment?

CECE represents the European construction equipment industry towards the European Institutions, coordinating the views of its national member associations, and working with other organizations worldwide to achieve a fair competitive environment via harmonized standards and regulations.

Our figures

- 13 COUNTRIES
- 1,200 COMPANIES EMPLOYING DIRECTLY AROUND 150,000 PEOPLE
- INDUSTRY REVENUES: 40 BN €
- 20% OF THE WORLDWIDE PRODUCTION

WHAT WE DO

CECE is the acknowledged partner of the institutions of the European Union for all questions related to the construction equipment industry. Based in Brussels, CECE's work involves political representation and the monitoring of legislation and standardization on behalf of its member associations and their corporate members.

CECE also cooperates with CEN and ISO, the European and International Committees for Standardization. CECE furthermore delivers economic and statistical services to its members and partners.

Representing the interests of the industry

New buildings and infrastructures connect people, boost economies and serve people all over the globe. Construction equipment manufacturers are highly innovative and have invested heavily in increasing the productivity of their machines, while reducing their environmental impact.

The European construction equipment industry forms an important, integral part of the European machinery sector. Manufacturers are predominantly small and medium-sized companies but also large European and multinational companies with production sites in Europe. The industry employs directly and indirectly up to 300.000 people, with a similar number being active in sales and services.

Statistics and economic topics

CECE collects and provides up-to-date market data for many types of construction equipment, providing a leading indicator for the development of European construction equipment markets.

Since 2008 CECE runs a monthly business trend enquiry, the CECE Barometer. The companies taking part in the Barometer receive a report about the economic situation in Europe each month.

Exhibitions

CECE gives patronage to a limited number of leading sector exhibitions, contributing to successful trade fairs around the globe.

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