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: 140 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
Business Climate Illustration

Source: CEMA Business Barometer, each value as an average of the last two months
Climate index drops again very clearly.

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
Less growth expected for the business in the following months

Question: We consider our current business to be ….  Question: We expect our overall turnover within the next 6 months to….

Source: CEMA Business Barometer
Employment

Question: Our plans regarding the workforce

Regular employees
- Increase: 11%
- Keep unchanged: 80%
- Reduce: 9%

Temporary employees
- Increase: 15%
- Keep unchanged: 48%
- Reduce: 37%

Source: CEMA Business Barometer April 2014