What is the CEMA Business Barometer?

- A monthly survey within 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
Sharp decline of expectations for nearly all countries
Executive summary of the survey in April

The general business climate index has lost another 6 points due to the sharpest decline of future expectations since 2014.

The order of ranking according to the expected turnover on the single European markets has remained largely stable with the countries of Romance languages and Scandinavia persisting on the top, while most survey participants expecting turnover decreases for Poland and Germany. Also, compared to the average in the past three years, Germany has the highest dealer stock level with new machines.

New is, however, that the expectations have become worse for nearly all countries (only Austria minimally “improved” from -12 to -11). Such a uniform revision is unusual for this survey.

Tractors, harvesting and livestock equipment clearly continue coming off badly regarding turnover and new order expectations, as well as in the evaluation of the current business climate, whereas arable equipment has remained stable when compared to industry average on these indicators.
Source: CEMA Business Barometer
Index = sum of 1) evaluation of the current business situation and 2) turnover expectation, scale from -100 to +100
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: 9%
- Reduce: 20%
- Keep unchanged: 71%

Temporary employees
- Increase: 13%
- Reduce: 44%
- Keep unchanged: 43%

Source: CEMA Business Barometer April 2016