



CEMA Business Barometer

Public results January 2014



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: 135 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



Summary Notes

January 2014

▶ **Business climate:**

- ▶ Start into the new year in a good mood: Share of unsatisfied managers goes back to 13%, stability on high level is expected for turnover in the first half 2014
- ▶ Index levels out again, gaining 10 points compared to last month

▶ **Orders and turnover** in December:

- ▶ EU market: turnover ca. +2%, new orders +5% (unweighted average)
- ▶ Export business (outside EU): turnover and new orders ca. +5% (unweighted average)
- ▶ Turnover growth in Germany, while French market is slightly decreasing (but less than before)
- ▶ Above average dynamics for livestock equipment and transportation vehicles

▶ **Turnover expectations:**

- ▶ Generally more optimistic evaluation, with Italy, France and Poland representing the bottom line
- ▶ Further increase in Spain, recovery from very low levels

▶ **Used equipment stocks:**

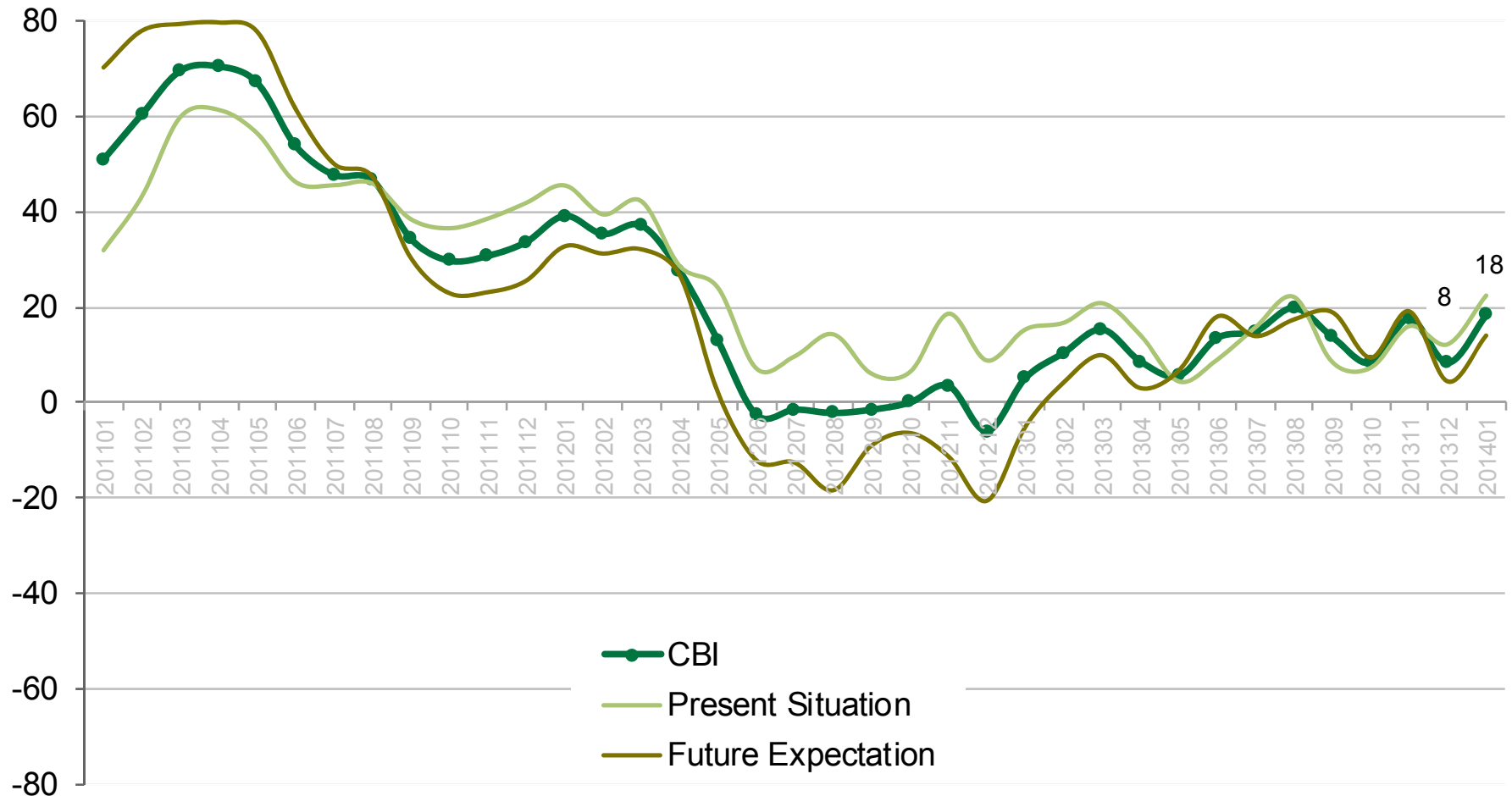
- ▶ General increase in the number of units available on the weaker markets (Poland, France)

▶ **Employment:**

- ▶ More change foreseeable in all directions, i.e. more companies plan either to increase or decrease their staff

Business Climate Index Development

CEMA Business Climate Index (CBI)

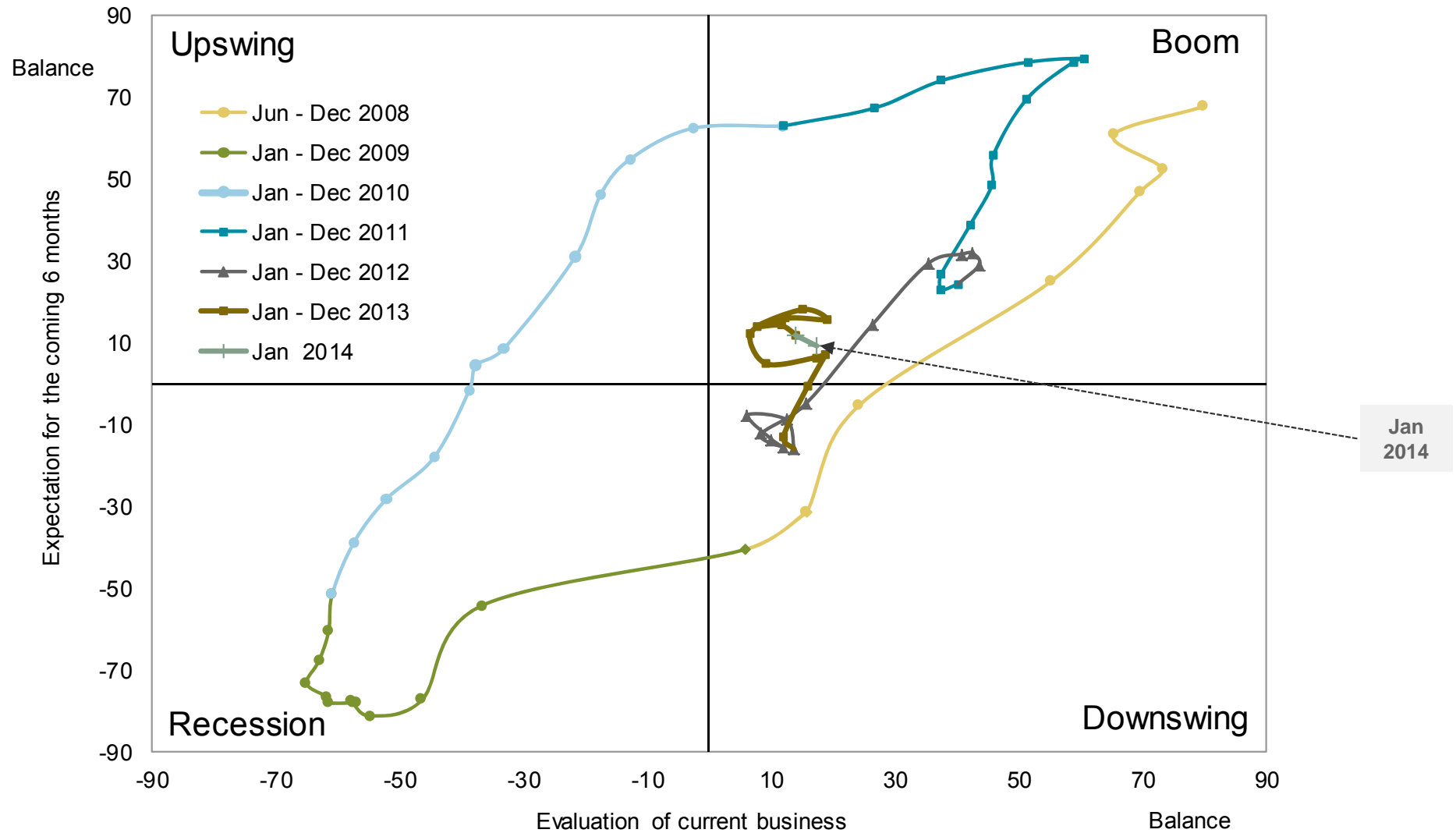


Source: CEMA Business Barometer

Index = sum of 1) evaluation of the current business situation and 2) turnover expectation, scale from -100 to +100

Business Climate

Illustration of Business Cycle



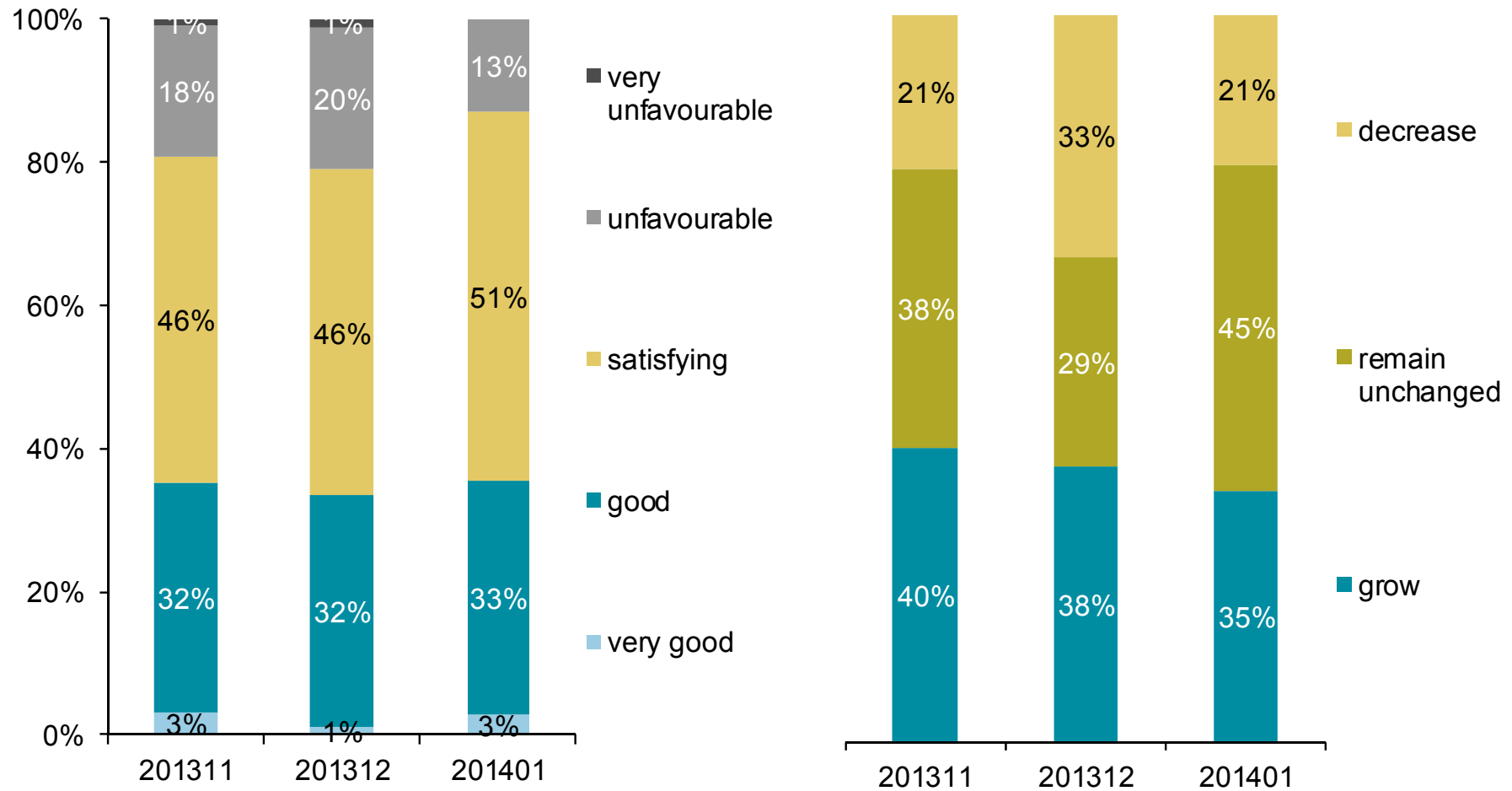
Source: CEMA Business Barometer, each value as an average of the last two months

Business Climate

Current Evaluation and Expectations

Question: We consider our current business to be

Question: We expect our overall turnover within the next 6 months to....

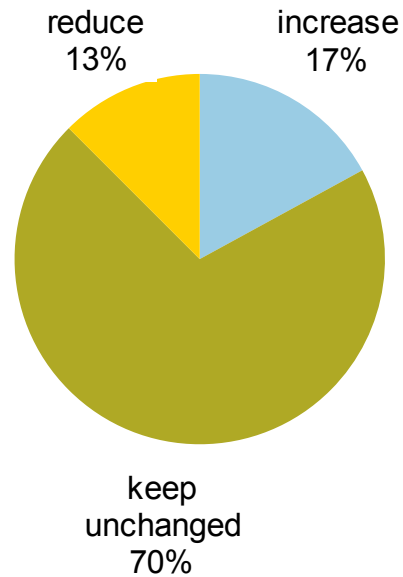


Source: CEMA Business Barometer

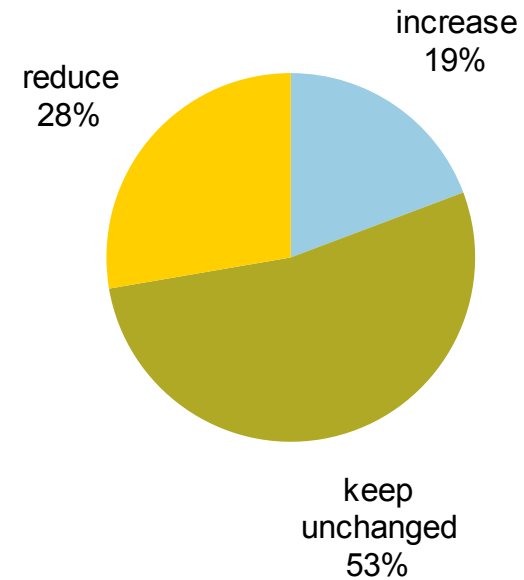
Employment

Question: Our plans regarding the workforce

Regular employees



Temporary employees



Source: CEMA Business Barometer January 2014