

Our European Roof-Association reports about:

Branch-Trends in Europe

2014 CLIMMAR founded under the head of the German LandBauTechnik-Bundesverband a so called „CLIMMAR-Projektteam 2 - Data & Service“. It finished all existing CLIMMAR-surveys and concentrated onto these basic items:

1. **Key-Data of the national markets:** number of companies, employees, tractor-sells, etc.
2. **Current Branch-Trends** – How was it, how will it develop? Shortview onto 10 key-marks like turnover, costs or results; it is asked twice a year for every halfyear
3. **Average Data per Company** from each country: average-turnover, -margin, -costs or -salaries
4. **Warranty Conditions:** in details for the most important brands per country

Nearly all national Association take part regularly, so we get loadable data for Europe – even it is currently not that ajour as we would like to have it; but we work hard on it...

Current Branch-Trends

Today the Branch-Trend are in the focus: How are the developments of turnover (in which division), of the costs, number of employees, stock and investments?

There are three versions to show the results:

CLIMMAR creates an overview-tableau, alternative a map-view and even in some kind of Index for Europe. All of them are in need

of interpretation. The question is always this: Was it better / more, the same or worse / less compared to the same period last year? And this by turnover-divisions such as new / used machines, workshop or parts, by costs, employees, stocks and investments.

At first lets have a look on the tableau-version:

CLIMMAR Branch Report:

Branch-Trends and -Expectations

I. **Trend:** Comparison to same periode last year: July - December 2017

		- (less / minus)	= (equal)	+ (more / better)
A.	Turnover total		CH LV	A CZ D DK F H I L NL PL S SK
A.I	Turnover Machinery	LV	A CH F	CZ D DK H I L NL PL S SK
A.I.1	New machinery	CH	F	A CZ D DK H I L LV NL PL S SK
A.I.2	Second hand machinery	LV S	A H I NL SK	CH CZ D DK F L PL
A.II	Turnover Workshop	I	CH CZ LV S	A D DK F H L NL PL SK
A.III	Turnover Spare Parts	I	CH CZ LV S	A D DK F H L NL PL SK
B.	Costs	I	CZ F NL PL	A CH D DK H L LV S SK
C.	Employees		A CH CZ D DK I L PL S	F H LV NL SK
E.	Stock	D F	A CH CZ I L LV PL SK	DK H NL S
F.	Investments	DK	A CH CZ D F I L LV S SK	H NL PL

II. **Expectation** for the following two quarters: January - June 2018

		- (less / minus)	= (equal)	+ (more / better)
A.	Turnover total		A CH CZ F	D DK H I L LV NL PL S SK
A.I	Turnover Machinery		A CH CZ F	D DK H I L LV NL PL S SK
A.I.1	New machinery	CH	A CZ F	D DK H I L LV NL PL S SK
A.I.2	Second hand machinery	LV S	A CZ F H I SK	CH D DK L NL PL
A.II	Turnover Workshop		CH CZ I LV S	A D DK F H L NL PL SK
A.III	Turnover Spare parts		CH CZ F I LV S	A D DK H L NL PL SK
B.	Costs		A CZ F H I PL SK	CH D DK L LV NL S
C.	Employees		A CH CZ D DK I L PL S SK	F H LV NL
E.	Stock	F S	A CH CZ D H I L LV NL PL SK	DK
F.	Investments		A CH CZ D F H I L LV NL S SK	DK PL

The **Tableau-Version:** In which country which criteria changed how between autumn 2017 and 2016? The country license plates apply

LandBauTechnik – Bundesverband e.V.

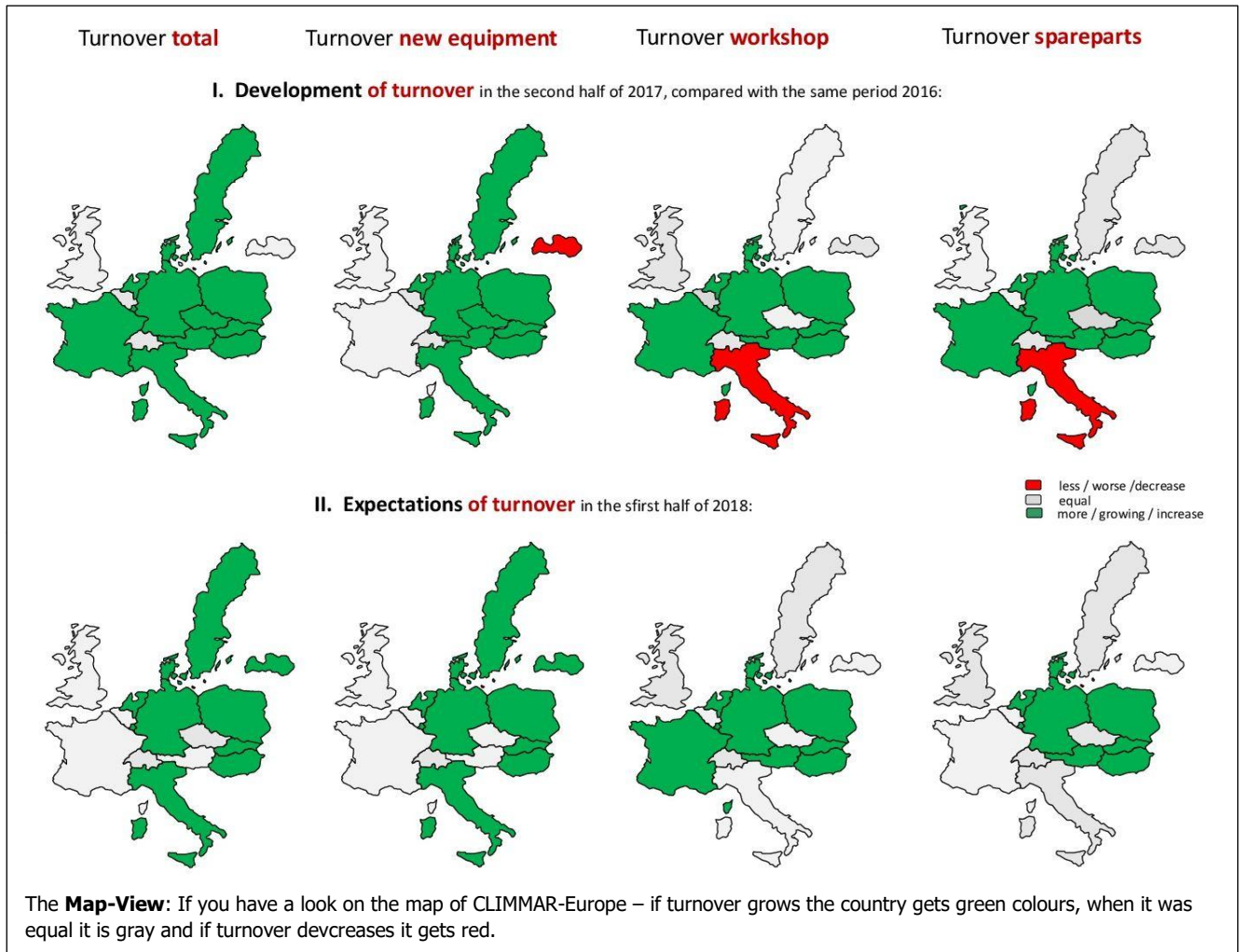
Hausanschrift:
Ruhrallee 80
45136 Essen

Bankverbindung:
National-Bank AG Essen
IBAN DE 88 3602 0030 0000 1661 70
BIC NBAG DE 3 E

Tel.: 0201/89624-0
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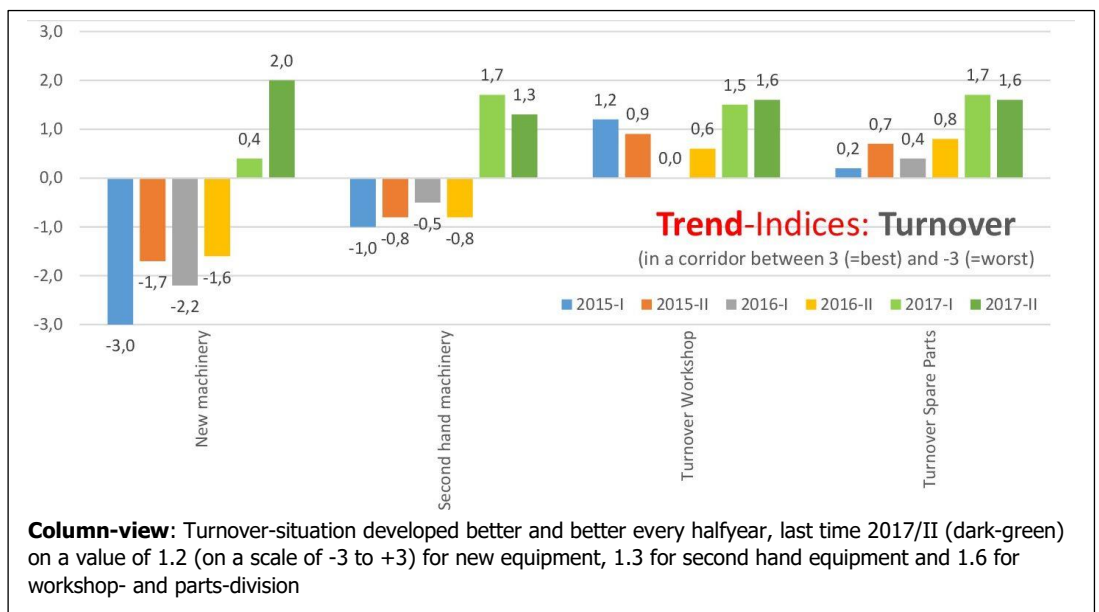
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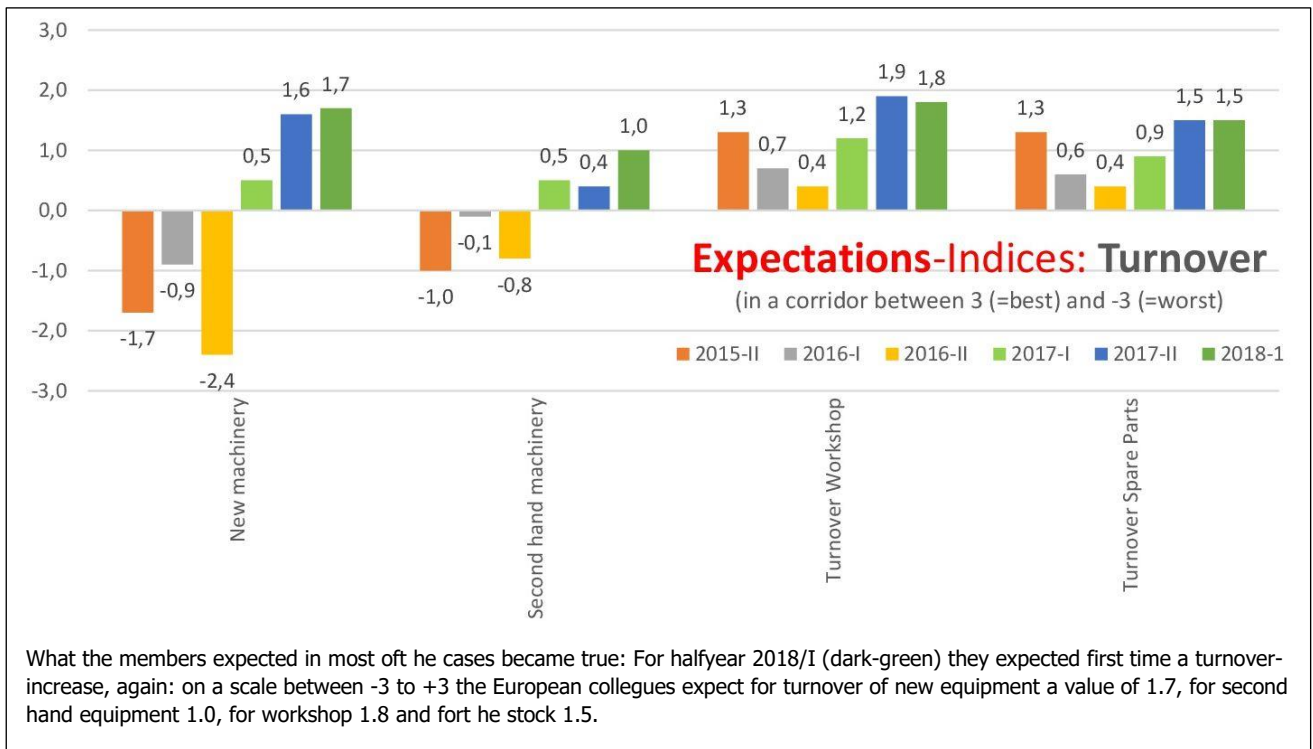
Optically easier to understand ist he view onto the map of Europe, here shown for the example „turnover“ (divided into complete, only machinery-sells, workshop and parts):



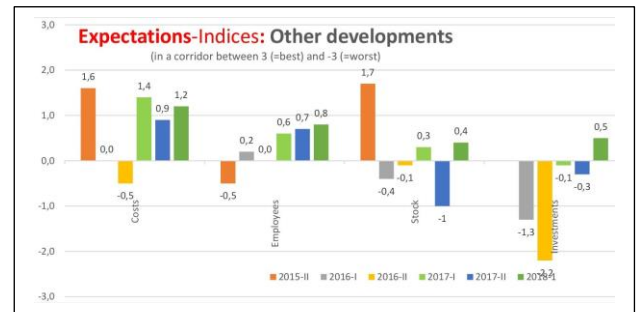
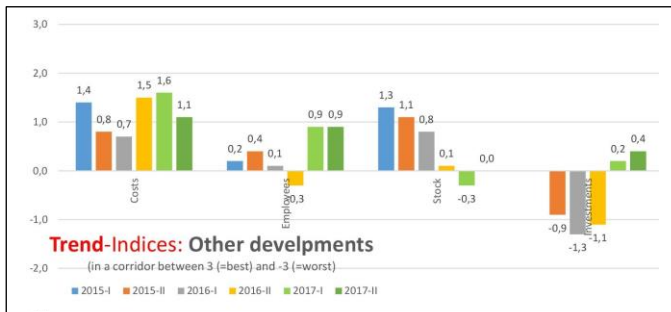
But: Until here is eas always just a view onto national situations. But the question should be: How is it in Europe at all?

For this view the projectteam created some kind of **Index-view**: Weigh every "plus" and "minus" in relation to the meaning of each country and thus come to a European value for each criterion - one each for the review ("How was it?") and one for the preview ("What do you expect, how will it be?"):





And even here you can see the branch-trends for Europe (Index-view) for some „non-turnover-criteria“ – but attention, please mention the difference between „Trend-Indices“ (what means: How was it?) and „Expectations-Indices“ (what means: What do you think, how it develops?).



Currently the CLIMMAR-project team works busy on visualisation-possibilities, how to show the complete branch-situation in just one and only figure, the „CLIMMAR-index“.