

National Associations' activities in 2019 in keywords

Country: Germany 2020

Please fulfill it only in English, thank you!

Please note: These are basic-informations that are counted in front of the annual congress and shall be given to the participants a week before the congress starts.

News from the industry/macro

(f.e. wave of new dealerscontracts, structural changes at all, specific brand-news)

pressure by global tractor-manufacturers is high, new player Argo is quite successful in filling the D-map with A-dealers. Problems with some gardenmachinery-brands that was very active in directselling during the corona-crisis.

News from farmers and contractors

their trends /
your action with the Green Lobby

The harvest was a bit lower than 2019, but all in all successful. Regions with pigs have problems due to the swine fever - even the disease is not yet proven transferred into Germany, was just found as cadavers.

News from the education/qualification-item

Were there any change in your educations system? New materiels for promotion? recruitment campaign?

In Germany the Branch education- & qualification system is in progress at all: Currently the rules and contents of the master-education are in work. German LBT-Association won the competition by Government to develop the total system exemplary for other industries. So, completely new aspects are coming into the focus, too, f.e. offers for University dropouts or Career changers

National political events, actions and results

with relevance onto our members and how did associations react?

Coronacrisis was a large job to do, more than 100% informations-offers on top about all the new ideas, rules, etc.

National exhibitions

How the Associations are involved?
New formats for dealers?

all shows are deleted, EuroTier is postponed to February 2021; Agritechnica still plans to start in November with integrated digital offers.

Other national Branch-events

General Assembly 2020 was held with 45 persons - so far (6 days later) no problems are yet known...

Associations' internal news:

internal changes, new persons /
new founded target groups / cooperations

new brand Associations for indoor-/seeding-equipment, here GEA and DeLaval; f.e. JD-Association has an organisationlevel of near to 100%