

# Highlights 2021

## The Netherlands





## Fedecom highlights 2021 -1-

- Business “fully” recovered of COVID 19, however agri-sector in the Netherlands is facing troubles of uncertainty on nitrogen regulation climate measures (which hinders sales of machines)
- On going and faster consolidation of dealer-companies on the one hand and starting one-man businesses at the other hand
- Start of the Registration of Agricultural Vehicles; with a lack of clear procedures for Dealers and Users/Owners and a lot of administrative obstacles for dealer companies
- Increasing business of the machinery- inspection hallmark VA-Keur (8-10% growth every year)





## Fedecom highlights 2021 -2-

- New President: Menko Boersma, Director/Shareholder of GroeNoord (John Deere Dealer Company)
- Raised membershipfee around 40% per member (because of missing fees from Trade Fair Shows in 2020 and 2021); nevertheless members stayed with Fedecom
- Organized virtual Trade Fair (held in March 2021) with a promising start with 80 exposers and 10.000 online visitors however technical constraints limited succes
- Digital communication reaching about 50% of the members in first half 2021; The online annual branche meeting in february with over 350 member-visitors on the theme “Digitization”



## Fedecom highlights 2021 -3-

- Tim (Tech In Motion) drives schools and branch-companies together:
  - Annually increase 7% new pupils;
  - Sales of schoolbooks up to 10.000: 75% of all pupils in mechanics
- Successfully got €4,9 mln. subsidy for a On-going Education Programme for fellow-workers (in collaboration with Association for Cooling Equipment)





## Fedecom plans 2022

- Trade Fair Show Agricultural Technics Holland in combination with Green Technics Holland in September '22
- Execution Education Programs for fellow-workers and starting digitization of Teaching Material
- Starting pilots with agricultural growers on reduction of pesticide-emission via new Spraying Techniques
- Participation in national programs on climat-neutral projects (reduction emission of CO<sub>2</sub>, nitrate, nitrogen)
- Growing new targetgroups on machine safety and quality inspections

And .....of course a lot more highlights  
in the Climmar association activities report 2021  
or [www.fedecom.nl](http://www.fedecom.nl)

**Thank you for your attention**

