



CLIMMAR CONGRESS 2015 PRESIDENT'S REPORT BELGIUM

FRIDAY 16 OCTOBER 2014
STOCKHOLM, SWEDEN



FEDAGRIM asbl vzw

Fédération Belge des Fournisseurs de machines, bâtiments et équipements
pour l'Agriculture et les Espaces Verts asbl

Fedagrim, de Belgische Federatie van de Toeleveranciers van machines, gebouwen en uitrustingen
voor de Landbouw en voor de Groenvoorzieningen vzw



Member of Climmar

CLIMMAR Congress 2015, Stockholm, Sweden.

President's report Belgium

Dear Mr. President,
good morning CLIMMAR,

a short review what happened in Belgium since our Congress in Riga last year.

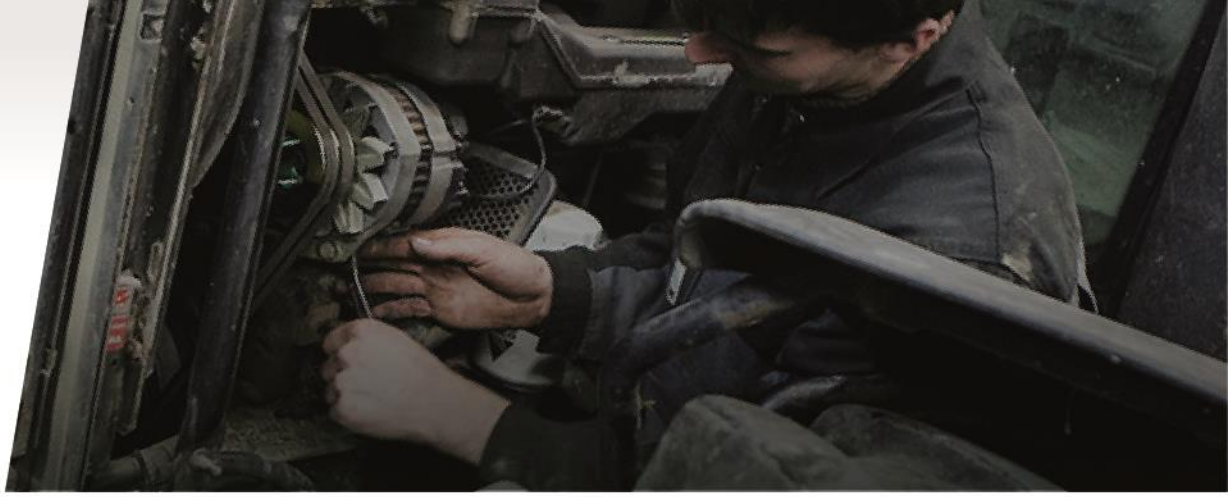
The Belgian market is under high pressure. Not only because sales figures dropped significantly (tractors -22%, combines -15%) but also because our dealers struggle with the rapidly advancing technology of new agricultural machinery.

You know that the vast majority of the Belgian dealers are small family businesses. They have to invest in manpower, knowledge, infrastructure and machines. Most of their quality time is spend in this struggle for live in an aggressive market.

In that context it's not so easy to motivate potential members to join us.

So, our major concern still is how to attract new members for our federation Fedagrim.





There for :

- we've set up meetings in several sites of members concerning interesting topics, like succession planning, background of the DSI,...
- We send info bulletins on social, legal, environmental and other issues like the results of the Belgian DSI survey.
- Some practical and legal models (workshop order, general sales conditions,...) were developed and presented to our members,
- A study was carried out to determine the interests of the garden machinery dealers for technical courses on electricity, electronics, hydraulics and for information about customer satisfaction and leadership.
- Delphine joined for a month our Dutch friends in Fedecom and found out more about their strong and succesfull association.
- A strong tool to support and advice our members still is the analysis of the workshop profitability. Our federation proposes to each member of the group Distribution a thorough analysis of the profitability of their workshop.
- A big issue remains of course manpower : how to find good collaborators and how to keep them... Fedagrif launched earlier the websites **Agrojobs** and **Gardenjobs** with a growing number of job offers.
- This year we also tried to start up our skill within Skills Belgium. One particular agricultural and technical school was very intrested, but after several meetings, the staff hooked off because the high work load. The yearly fee of €6.000,- is also very high in terms of price/quality ratio.
- Our profession is officially recognised as a 'shortage occupation'. The government will provide additional funds to support specific education. Some of the programs will be organised together with a French institute. Fedagrif launched a campagne 'Passez aux choses sérieuses' and organised a press conference with national covering.





Some important events in Belgium :

the **Foire de Libramont** (24th to 27th of July) is an open air show with its typical family character and attracted this edition more than 253.000 visitors.

Our association Fedagrим organises **Patato Europe** (2th & 3th of September), it was a real succes with 9.500 vistors, 149 companies from 43 countries presented their latest machinery and services,

And yet to come :

from the 8th to 13th of December you are all invited to visit the indoor Agribex show in Brussels (also organised by Fedagrим),

the 4 groups within Fedagrим developed 4 stands with specialised topics :

- **Smart farming** with the focus on sensors,
- **Feed the future** with topics like ammoniac emmisions, alternative protein sources, etc...
- **Garden passion** organises special events for dealers, golf managers and green keepers, green contractors,...
- the dealers (Group 4) present a **Workshop Life** were we present our profession and hope to attract youngsters.

The police will demonstrate a driving simulator to inform the visitors about safety on the road when driving heavy agricultural equipment.

2 Years ago the time was right in Belgium to join all forces (manufacturers, importers and dealers) in agricultural equipment under the banner of Fedagrим. I can confirm now that this was a very good decision. The dealers in Group 4 feel 'at home' in Fedagrим. The strong support and internal organization motivates a lot of colleagues, and the structure with 4 separate groups proved to be a good choice. Last month I presented before de board of Fedagrим our concern about the EU legislation 'Maintenance and Repair Information'. At the end of my presentation the board showed a genuine interest and granted without any obstruction the required financial support for the next 4 years for this MRI CLIMMAR project.

Dear listeners, I'll end my overview here, and thank you for your attention.

