



European Materials Handling Federation

Conference on Market Surveillance for Machinery

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Brussels

Panel 2: Market Surveillance to protect Innovation

Introduction by moderator

John Meale, FEM President

Ladies and Gentlemen, good morning

My name is John Meale and I am CEO of Thorworld, a British company which manufactures elevating equipment. I am also the President of FEM, the European Materials Handling Federation, which represents manufacturers of materials handling, lifting and storage equipment.

As a responsible industry, we work closely with EU decision-makers to ensure that regulatory requirements devised in Brussels match the realities that our manufacturers are facing. As a responsible industry, we also advocate and, when possible, try to facilitate through guidance the full compliance of our products and equipment with these regulatory requirements. I have now been involved in FEM for many years and I have witnessed the ever growing importance of market surveillance.

The European machinery industry has most definitely benefitted from the Internal Market: the removal of trade barriers within the EU has facilitated and consequently fostered trade. Harmonising the regulatory framework under which we operate has also been positive by creating a level-playing field for all the companies, whether or not EU-based, operating on the EU market. So the same rules apply to all of us; but do we all apply the same rules? We are not here today to judge the validity of such or such regulatory requirement but we can ask ourselves a simple question: can we consider that the Internal Market for machinery is completed because the rules are in place or because the rules are in place AND respected?

Market surveillance is an essential pillar of the Internal Market, and literally so: what is the value of requirements that are not complied with? And, more importantly, what are the concrete effects of incomplete market surveillance? The previous panel has shown that market surveillance plays a crucial role in preserving growth, jobs, sustainability and workers' safety. This panel will address the innovation aspect.

Many sectors of the European machinery industry are leaders on the world market. Why? I could mention many elements of our competitive edge: reliability, flexibility, know-how, experience. But for obvious reasons, I will focus on one: innovation. One of our great strengths is our ability to constantly design, develop and provide advanced solutions to our customers. This enables us to answer and even sometimes anticipate customers' needs and requirements. In the machinery sector, where technology plays such a crucial role, this ability is both decisive and a major component of our competitiveness.

The link between market surveillance and innovation is not necessarily obvious. Yet one can think of two aspects that relate one to the other. First, compliance has a cost for manufacturers. This is no complaint but simple reality. So the money saved by non-compliant companies can be used for other purposes,

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including innovation. The second, more direct, aspect is that of counterfeiting: market surveillance protects innovation by preventing counterfeiting.

This panel consists of representatives from various sectors of our industry: machine tools, construction machinery, materials handling and agricultural machinery. They will explain why and how market surveillance protects their innovation. After a short introduction by each panellist, we will be able to engage in an exchange in which I kindly request your active participation.

I look forward to an interesting discussion. Thank you for your attention.