



FOR IMMEDIATE RELEASE

Agrievolution Alliance Announces Key Decision from Steering Committee Meeting that includes introducing a worldwide technical meeting in 2025.

Brussels, February 14, 2024 – The Agrievolution Alliance concluded its latest Steering Committee meeting at the FederUnacoma Offices in Brussels, where members convened to discuss pivotal matters shaping the future of the agricultural machinery sector.

Chaired by Secretary General Charlie O'Brien, the meeting witnessed active participation from prominent industry figures including Ignacio Ruiz of ANSEMAT, Marco Pezzini, Fabio Ricci, and Federica Tugnoli of FEDERUNACOMA, Ruth Bailey of AEA, Selami Ileri of TARMAKBIR, Curt Blades and Jason Malcore of AEM, Toshihiko Tamura of JAMMA, David Targy of AXEMA, and Ekaterina Braichenko of ROSSPETSMAASH, who joined virtually.



Key highlights from the meeting include:

- **Worldwide Joint Technical Liaison Meeting (JTLM):** A task force was formed to explore the potential for an annual Global Technical Meeting for the agricultural sector. The objective is to share the technical and regulatory environment in various regions of the world and highlight issues that may impact others doing business in that regions today and in the future.
- **Engagement with CEMA and EU Parliament:** The committee discussed its engagement in the sector and provided an overview of activities with the CEMA Board. Additionally, the Steering Committee made a visit to the EU Parliament.
- **New Membership Classification:** The committee unanimously approved the addition of an "Affiliate Member" classification, offering new avenues for engagement within Agrievolution while enhancing collaboration and inclusivity across the sector.
- **Country Reports Presentation:** Plans were made to refine the upcoming April 16 Economic Committee meeting's Country Reports presentation to better harmonize reporting and promote robust discussion. These presentations provide an overview of supply and demand drivers for equipment worldwide. For the first time the meeting will be open to executives from Agrievolution member companies. These reports are made available on the Agrievolution website.
- **ESG Reporting Tool:** AEM presented an innovative tool to streamline ESG reporting requirements, offering insights into simplifying the reporting process within the supply chain.
- **Legal Entity Status:** The committee outlined the final steps towards establishing Agrievolution as a legal entity in 2024, emphasizing the importance of completing necessary documentation and processes.
- **Upcoming Events:** The committee announced plans for a news conference and reception for member company executives at EIMA on November 7, 2024,

The Agrievolution Alliance remains committed to fostering collaboration, innovation, and sustainability within the agricultural machinery sector, driving positive change and advancement on a global scale.

For further inquiries, please contact:

Anita Sennett – Agrievolution Secretariat
a.sennett@outlook.com

Charlie O'Brien – Agrievolution Secretary General
obriencharliebiz@gmail.com

About Agrievolution Alliance

Agrievolution Alliance is a global network of agricultural machinery associations dedicated to advancing the agricultural machinery sector through collaboration, innovation, and sustainable practices. With a diverse membership representing key stakeholders across the industry, Agrievolution aims to address challenges and drive positive change to meet the evolving needs of farmers and agricultural communities worldwide.

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