Making connections
Finding paths
Achieving goals

Your connection to us:
We have a consultant available to address your specific concerns and supply the solution for you.

VDMA
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Dear reader,

Would it be helpful for you to have a clear image in front of you? Then imagine a large bridge. A bridge that connects. It is a transport route, a channel.

That’s what we do too. We channel interests, convey knowledge, connect people. We also exchange opinions and experiences, and spread messages throughout the world.

In a nutshell: The VDMA association is one of Europe’s most influential industry associations, representing the interests of German construction equipment, building materials, glass and ceramic machine manufacturers. Our activities are based on the input from our members and are therefore precisely tailored to their needs.

To give you an even clearer picture, in this brochure we will introduce you to some of our main areas of activity and thus, too, endeavour to build a bridge to you and your interests.

Best wishes,

Joachim Schmid, CEO
We create a strong industry network through our experience and innovative power, contacts and competence
Networking is a fundamental part of business life. But how much time do you actually have left over for this at the end of day-to-day business?

As a member, you can always draw on a network of like-minded partners, experts and people facing similar challenges. We work hard every day to build and strengthen this network for you and to find new multipliers - within the sector and beyond, both nationally and internationally.

Furthermore, we make the knowledge and expertise of our partners available to you at all levels:

- VDMA central divisions
- VDMA representative offices abroad
- CECE (European construction equipment association)
- Partner, affiliate and clients’ associations
- Research institutes and universities
- Trade fair organisations
- Publishing houses and the media
- External chambers of commerce and business promotion
- Banks and consulting companies
- Professional trade associations
Together, we shape technology and business, and make a tangible difference
Anyone who really wants to move things and is forward-looking in their thinking finds our committees, steering and working groups, and standards committees a very useful and effective instrument in order to achieve something for their own company as well as for the entire sector.

With us, not only can you discuss things, you can actually influence, steer and participate in discussions on technical and business issues in a variety of ways.

Simply join in and shape things when it comes to tapping into a market, public relations work and trade fairs, setting standards or exports.

You can discuss anything you like with us, from customer service, efficiency, emissions to market surveillance, and get first-hand experience of what it means to be strong together.
Representing the interests of our companies effectively and in the long term – this is what we stand for

Through discussions with political decision-makers in Berlin and Brussels, in particular, the VDMA provides input on behalf of its member companies for important national and international draft laws regarding product requirements and company regulations.

Current topics include, for instance: emissions, the obligation for construction equipment to have particle filters, noise levels, vibration, field of vision, energy efficiency, and much more.

In order to strengthen the competitive strength of our companies, we are committed to promoting fair competition by monitoring the market. We make sure that machines that do not comply with the EU safety standards and are sold on the market anyway are withdrawn.

We currently represent some 300 companies who supply equipment and machinery for the construction, building materials, ceramics and glass industries. These include both small and medium-sized enterprises as well as German-based global players and international corporations’ local branches.

With around 45,000 employees in Germany and a turnover of around 12 billion euros, our sector is among the leading branches of the German equipment and machinery sector, which is dominated by medium-sized enterprises.

Although we have achieved a lot, there are always plenty of new tasks and goals for us to dedicate ourselves to commit to with passion and precision.
We help to make complex industrial regulations clear, give you the latest news first, and provide you with greater planning security and legal certainty.

We offer customised and personal advice on the regulations in the following areas:
- machinery safety
- emissions
- noise
- vibrations

or topics such as:
- CE mark
- declaration of conformity
- operating instructions
- self-certification

and with the support of the VDMA’s central divisions also on:
- product liability
- quality assurance
- delivery and export conditions

Once a year, we organise a „Technology Day“.

International, European and national standards form the basis of unrestricted global trade. We set standards and offer you a platform to present issues for discussion. This means standards are tailored to your requirements and are readily accepted. This is what we strive to achieve with our standardisation work at the DIN, CEN and ISO levels.

It is our aim - and we have the skills to do so - to strengthen the market position of the companies within our sector and to contribute towards simplifying global exports and dismantling trade barriers. And you can and ought to actively help us in this endeavour.

Conveying technological expertise: Our experts give you customised advice

Benefit from our customised top consulting services at no additional cost.
Seeking new customers and markets. We actively support and inform you – wherever you are in the world
Bridges can also be built to new markets, foreign cultures and other continents. Our sector is represented everywhere in the world - that’s why we are too.

For this purpose, the VDMA’s offices in India, China, Russia and Brazil are very closely connected with our umbrella organisation. From there we regularly publish sector-specific reports. We have colleagues in China and in India working especially in the interests of our sectors. We regularly organise industry get-togethers on the ground for the executives of local branches of member companies. Bringing together local branches and representative offices is also of decisive importance.

Other excellent networking channels that can be used around the world are trade fairs, symposia and delegations. As a member, you can help us stage bauma, the leading international trade fair, and other trade fairs from the „bauma family“, as well as glasstec and ceramitec.

We use our close cooperation with trade fair organisations to promote the interests of our sector. Furthermore, we stand up for the promotion of German participation at key international trade fairs and support the German government’s market development programme.

If requested and jointly supported by sections of the industry, we can use our experience and know-how to organise privately funded sector presentations, as we did recently in Chile, Peru, Brazil, India and Angola, or business connection and fact-finding trips.
NEW MARKETS
Market figures, economic data, sector analyses – we provide navigational support for managing your sales

In business, only hard facts and figures count. Only if you have precise data can you plan and act in a future- and success-oriented way. If, on top of that, you also have figures that nobody else has, then this gives you a key edge in terms of time and knowledge. We offer you this advantage. Having major partners around the world, as well as our international cooperation with affiliated associations around the globe ensures that we always have an overview of market activities.

Our statistics database is available around the clock. It goes without saying that it contains clearly presented, sound and reliable figures that are accessible to VDMA members only.

- Regular updates on the economy
- Market reports on the international construction business
- Market studies on the construction equipment and building material industry market in selected regions
- Economic indicators
- Official statistics
- Sales statistics for most serial machines in the construction equipment sector
- Regional statistics for Germany, Europe and the world

Our data keeps you informed about your subsector and serves as an instrument to monitor and manage national and international sales.

Data, facts and figures that you can count on.

In addition, there are market analysis working groups to provide more detail. By helping to shape the statistics structure there, you can ensure that the surveys are even more in line with your actual requirements.
Our future depends on research, development and promoting the young
Basic research and a technological edge are crucial for the survival for your company and are therefore major issues for us.

It is through the construction equipment and building material machinery’s research association „Forschungsvereinigung Bau- und Baustoffmaschinen” (FVB) and its working groups that we acquire funding for joint research ventures, have access to a vast research network and perform pre-competitive research with high-profile institutions. The participating companies can make direct use of the results to continue to improve their products.

However, it is not only the FVB, but the entire branch organisation that promotes and relies on the dialogue between science and industry. This also includes influencing research policies and study courses, as well as the exchange and cooperation with universities and research institutions.

Together with other partner organisations, we will be presenting an innovation award and live research at bauma, our central trade fair. The purpose of this competition is to honour the innovative capacity of companies and to make them more visible to the public.

Our future is in the hands of the next generation. It is therefore with joy that we dedicate ourselves to the promotion of the young.
We give our sector a public face

Our activities focus primarily on our sector’s public image. By the public, we mean politicians, just as much as young people, authorities, banks, and also the media and private individuals.

With your help, for example the public relations working group, we strive hard to be perceived as progressive, forward-looking, innovative, cosmopolitan and sustainable. The focus is not on individual companies, but on the network of companies in the sector as a whole. However, individual companies benefit from this of course.

We make use of our excellent contacts to the national and international specialist media, our outstanding VDMA network and know-how, collaboration in committees and classic PR work surrounding leading trade fairs and events to convey a positive branch image:

\begin{itemize}
  \item We strike an excellent balance between business and the environment.
  \item Our engineers are intelligent and competent problem-solvers, particularly with regard to the environment.
  \item Not only do we develop machines, but also innovative processes which make sparing use of resources.
  \item We give young people real job prospects.
\end{itemize}

Our initiative „Think Big! Have a career in construction equipment and building material machinery” is highly topical. In 2013, over 14,000 pupils and students visited the career hall at the bauma - which provided live presentations, hands-on activities and extensive information; they could help to shape the way forward into the future for us and with us.
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