

CONEXPO- CON/AGG 2014



4-8 MARCH 2014

LAS VEGAS CONVENTION CENTRE, LAS VEGAS,
NEVADA, USA

Conexpo-Con/Agg 2014 will be the biggest
global construction equipment show of the year.

Tues 4th	9.00 - 17.00
Wed 5th	9.00 - 17.00
Thur 6th	9.00 - 17.00
Fri 7th	9.00 - 17.00
Sat 8th	9.00 - 15.00



CEA CONEXPO PREVIEW



The show's organisers are expecting more than 130,000 visitors, of which 42% will be contractors. There should be plenty for them to see, as the North American market's continued recovery has spurred more than 2,400 exhibitors to book space in the Convention Centre's numerous halls and external lots.

A comprehensive education programme will run alongside the show, with more than 110 sessions concerning industry trends and issues, management and applied technologies. Topics will include aggregates, asphalt, business management best practise, concrete, cranes, earthmoving, equipment management and maintenance, recycling, safety and workforce development.

"Attendees will find the newest products and technologies and technical experts ready to discuss product features and applications. In the space of a few days, in one place, visitors can examine and compare the best of what our industries have to offer," says Megan Tanel, show director and Association of Equipment Manufacturers (AEM) vice president for exhibitions and events.

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Megan Tanel,
Conexpo-Con/Agg 2014
show director

Though a major international exhibition, the domestic North American market will of course be the main driver for a successful show this year, with continued steady recovery being felt in many sectors. However, while that growth has not been quite as rapid as many predicted at this time last year, market demand is expected to be strong. Indeed Conexpo itself will grow this year, with a record amount of show space being booked.

“The United States is still experiencing a pattern of slow growth,” says the AEM’s Dennis Slater.

“We were more optimistic early in 2013 for much stronger growth overall, but we anticipate for 2014 that Conexpo-Con/Agg in March will once again be a great momentum builder for our industry.

“Continued uncertainty in the marketplace caused by federal government gridlock has hurt business results and dampened business confidence. Key global markets remain sluggish.

“However with many companies delaying a buy decision, the uncertainty has actually helped rental company growth in utilization and rates.

“The energy market also continues its growth, with fracking and natural gas, while residential housing is still moving in a positive direction.”



Dennis Slater

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**Dennis Slater,
president and secretary, AEM**

Mike Osenga, publisher of industry titles Diesel Progress North America and Diesel Progress International, agrees.

“Depending on the specific equipment segment, the construction markets in North America are expected to be flat to slightly up in 2014.

“The first part of the year might be the better half, as the industry usually sees a Conexpo-Con/Agg “bump” in sales. Often Conexpo-Con/Agg provides a first quarter increase, followed by a slower second quarter.

“It’s hard to find any truly booming bright spot in the North America construction equipment markets right now,” says Mr Osenga.

“But, other than mining, there don’t appear to be many severely depressed markets either.”

Among the many show stands, there will be a number of international pavilions, from the UK, China, Italy, Taiwan, Germany, Ireland and Korea. The CEA will once again organise and run the highly successful UK Pavilion at Conexpo.



UK Trade & Investment

The UK Pavilion provides 20 UK companies with a high profile presence at the show, where smaller individual stands can often be lost in the many exhibition halls. However it also provides a central focus for other UK companies, CEA members and visitors to meet and do business throughout the show.

The CEA is once again working closely with UKTI on the Conexpo Pavilion and exporting companies should always make contact with UKTI to see what assistance might be available.

“The UKTI USA team provides a range of bespoke offerings to UK companies to assist with market entry, including a chargeable tailored consultancy service (OMIS - Overseas Market Introduction Service),” says Richard Colley, vice consul at UKTI Chicago with a focus on supporting trade in Advanced Engineering and Manufacturing sectors across the Midwest region. Additionally, he leads UKTI’s US activities across the construction equipment and commercial vehicle sectors.

“This can include market information (research/competitors), contacts (agents/distributors/partners) and relevant events (product launch/workshops),” he says.

“The UK point of contact for all global business expansion plans is an International Trade Adviser (ITA), who can provide companies with further information about UKTI's services and any funding that may be available to perform market research and visits. To find your ITA follow www.ukti.gov.uk/export.html.”

“The best way to explore the variety of trade services that UKTI offers is to visit <https://www.ukti.gov.uk>, and click on the Export tab at the top of the page. From there, you can select whether you are a new exporter or an experienced exporter.”



Richard Colley

For companies with any questions, who would like to discuss support for their US objectives in the lead up to Conexpo, contact Richard Colley of UKTI Chicago at richard.colley@fco.gov.uk or **001 312 970 3846**.

UK PAVILION AT CONEXPO

ALL STANDS ARE LOCATED IN CENTRAL HALL 2
UNLESS OTHERWISE STATED

AMBER VALLEY LLP

STAND 40422



AmberValley Developments is a specialist manufacturer of auto electrical safety equipment. The range of products has been developed to suit the exact requirements of many original equipment manufacturing and distribution customers throughout the world. Amber Valley designs and manufactures bespoke auto electrical equipment and is therefore able to assist customers with the supply of specific and unusual products. The latest patented product Alarmlight (the ultimate alarm and light warning system) will be available to view at Conexpo 2014.

www.amber-valley.co.uk

ASHTREEVISION & SAFETY LTD

STAND 40517



Ashtree Vision and Safety designs and manufactures mirrors and mirror arms for industrial and commercial vehicles of all types. From a newly-enlarged factory in Bradford, UK, Ashtree supplies high quality products to many of the world's leading manufacturers of construction equipment, including Oshkosh, JCB, Komatsu and Liebherr. Ashtree's sustained success in developing and increasing worldwide sales was rewarded in 2012 with a Queen's Award for Enterprise in the International Trade category.

www.avsuc.co

ATP INDUSTRIES GROUP LTD

STAND 40424



The Home of Remanufacturing

ATP is Europe's largest independent remanufacturer of transmissions, torque converters and machine electronics. The company also has factories in Guangzhou (China), Ann Arbor, Mi (USA). In June 2013 ATP was awarded the prestigious, global, Remanufacturer of the Year Award.

www.atp-group.com

BRITAX PMG

STAND 40625



Britax PMG designs and manufactures a comprehensive range of amber warning beacons, which are used extensively by operators of all types of construction machines, agricultural, recovery and commercial vehicles worldwide. The extensive Britax beacon range has been extended by the addition of over 20, competitively priced LED options. Britax LED beacons feature high intensity light modules, which provide ultra low current consumption (0.25amps per module) and multiple voltages (10-49V).

The new LED beacon range will fully interchange with all current Britax styles, without the need for drilling additional mounting holes. The range includes a wide selection of LED beacons, light bars and directional warning modules approved to ECE Regulation 65.

The range of Britax light bars has been extended with LED options and Europe's favourite mini-bar, the A420 Series, now features a two module option, providing all the LED benefits, included in the beacon range. A range of LED bar lengths are available, along with low profile options.

www.britax-pmg.com

BSP INTERNATIONAL FOUNDATION LTD

STAND 40522



BSP International Foundations is one of the world's foremost manufacturers of pile driving and rapid dynamic compaction equipment. Established in 1906, BSP has used the experience and innovation gained to produce high performance products which provide the construction industry with economic benefits. Hydraulic hammer product ranges with rams from 2.5-40t. Rapid Impact Compaction (RIC) product ranges with rams from 5-12t.

www.bsp-if.com

CDE GLOBAL LTD

PLATINUM LOT STAND 9009



Over the last 21 years CDE Global has grown to be recognized as the leading supplier of washing and classification equipment for quarries and mines on the global market. The company's areas of expertise include sand and aggregate washing, construction and demolition waste recycling, mining and specialist industrial sands as well as tailings management. CDE is currently delivering three washing projects per week across Europe, Russia, Middle East, Africa, Australia, North America and Latin America.

www.cdeglobal.com

CEA

STAND 40424

The UK Trade Association representing manufacturers of construction equipment, attachments, components and service providers.

CEA members are welcome to visit us on our stand as is anyone who wants more information on the UK construction industry.

Tel: **020 8253 4502**

Email: cea@admin.co.uk

www.coneq.org.uk



CONSTRUCTION EQUIPMENT EVENTS LTD

STAND 40424

The UK Construction Equipment exhibition Plantworx first took place in May 2013 and will be held every two years going forwards. Leading OEMs, attachments, component suppliers and service providers exhibiting include JCB, Finning, Terex, Amman, Volvo, Bomag, Case, Doosan, Hyundai, Kubota, Manitou, Merlo, Liebherr, Wacker Neuson, and many others.

www.plantworx.co.uk



DATATAG ID LTD

STAND 40424



CESAR, the world's leading machine security and registration scheme powered by Datatag ID, acts as a powerful deterrent against theft and an invaluable aid in recovery. CESAR is the first sensible step to protect assets. CESAR works by giving each machine a unique and permanent identity using state of the art security marking technology including tamper evident plates, RFID tags, DNA and Datadots. CESAR registered machines are four times less likely to be stolen and six times more likely to be recovered than unregistered machines.

www.cesarscheme.org

FRICTION MARKETING CO LTD

STAND 40526



Friction Marketing Company is a specialist manufacturer of original equipment friction discs and manufactures a wide range of clutch, brake, and transmission plates. FMC supplies friction plates with various friction materials like sinter, rubber, paper, cork or carbon materials.

Typical applications for our friction plates are in agriculture, bus, excavator, forklift, marine, mining and motorsport.

www.frictionmarketing.co.uk

GATE 7 LTD

STAND 40524



Gate 7 is a dynamic and innovative company specialising in the supply of vehicle branding, safety, warning and instructional decals to the construction equipment, agricultural and industrial markets. It has developed long-term business partnerships with major clients in North America, Europe, and Asia. Across manufacturing plants in the UK and USA Gate 7 provides screen print and digital solutions to meet a wide range of requirements including rapid prototyping, design engineering, project management and research and development.

www.gate7.co.uk

GKD TECHNIK LTD

STAND 40424



GKD will be showing its SiteGuard proximity warning system for the first time in the USA. SiteGuard protects workers by warning the operator or driver of construction machinery when a pedestrian or vehicle enters the danger zone. With data-logging and Internet access to data, SiteGuard provides safety management statistics to the contractor too. The GKD market leading range of road/rail and civil safety and envelope control systems will also be on show.

www.gkdtechnik.com

INTERPART UK LTD

STAND 40518



Interpart supplies replacement alternative parts for JCB machines. Parts are sourced from high quality manufactures that produce parts, equal to or exceeding the OEM specifications. Interpart prides itself on the quality of the products it sells and its commitment to continuous quality improvement is demonstrated by ISO 9001:2008 accreditation. The company distributes across a worldwide market direct to a dealer network that stocks our parts and sells to the end user market.

www.interpart.com

JET MATERIALS LTD

STAND 40424



Jet Materials is a UK based company with over 30 years technical and sales knowledge providing a range of services and products to civil engineering and education. Jet Materials main focus is materials testing equipment, covering soils, concrete, asphalt, bitumen, cement, steel, rock, aggregates and general laboratory equipment. All equipment is compliant to EN, BS, ASTM or AASHTO standards. Jet is UK agent/distributor for quality equipment manufacturers from Italy, Germany, USA and Australia. The company has supplied major materials laboratory projects into Africa, Middle East, Asia and Europe.

Jet also provides the supply of educational engineering equipment for colleges and universities, designs site and permanent laboratories for construction testing, supplies bespoke temporary laboratory buildings in steel or traditional materials, complete laboratory test sets with product codes and accessories to assist with specification and tendering, on-site commissioning and installation of laboratories by experienced engineers anywhere in the world.

www.jetmaterials.com

NUROCK MIXERS LTD

STAND 40424



Nurock Mixers has been involved in the design, manufacture and operation of batch on-site and volumetric concrete mixers since 1987. Through experience and innovation the company has developed the most comprehensive volumetric concrete mixer on the market today and provides complete product and customer support.

Having progressively designed and manufactured mixers, Nurock has great understanding of customer needs in all areas of the industry. The mixers have been developed through actual experience and have produced many thousands of cubic metres of concrete.

Nurock mixers are in use in many countries around the world in the concrete, construction, civil engineering, rail, defence and oil industries.

www.nurock.co.uk

NYLACAST LTD

STAND 40527



Nylacast's engineering polymers offer many advantages for the arduous environments faced within the construction industry. These include exceptional resistance to wear and abrasion, high impact strength, corrosion and chemical resistance, self-lubricating, eliminating routine and costly maintenance, lightweight (typically one seventh the weight of steel). Furthermore enhanced performance is available by building on the well-known brands of Nylube, Oilon and Aquanyl, bringing together the experience of Nylacast engineers and chemists. Nylacast is able to tailor its materials to suit customers projects.

www.nylacast.com

OFF GRID ENERGY

STAND 40424



Grid-to-Go is a hybrid power solution that delivers silent, clean energy. Grid-to-Go reduces reliance on conventional fossil fuel power generators by up to 80% with corresponding reductions in fuel consumption and CO2 emissions. No noise, no exhaust, just clean, silent power. Ideal for events where noise and exhaust emissions are undesirable, construction sites where fuel economy and reducing CO2 emissions are important.

www.offgrid-energy.co.uk

OFF-HIGHWAY RESEARCH LTD

STAND 40519

Off-Highway Research

Off-Highway Research provides research reports and databases on international construction equipment markets. These cover the key markets of Western Europe, China and India, and are available to clients on a subscription basis, while a private client capability is offered through a customised facility. In addition, a wide range of multi-client Studies are available on such markets as Indonesia, Thailand, Saudi Arabia, Korea, Japan and Turkey.

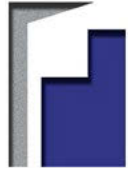
www.offhighway.co.uk

RESALE WEEKLY

GRAND LOBBY STAND 20106

Resaleweekly.com is an online marketplace that connects buyers and sellers in construction and allied machinery industries. The commitment to innovation with solutions like Resale iPhone Application, Resale mobile site, and the proven specialist information solution of Resale Weekly, enables customers to search further, dig deeper, work smarter, innovate faster for making reliable decisions. Resale Weekly is a world-class publisher and information provider enabling construction and allied machinery professionals to achieve excellence.

www.resaleweekly.com



RICARDO UK LTD

STAND 40428

Ricardo is a global, UK FTSE-listed engineering, niche manufacturing and strategy consultancy that successfully demonstrates a century of delivering value. Customers are served through a network that employs over 2,300 consultant engineers across three continents and in 11 countries. Ricardo works in partnership with the world's transportation manufacturers and their supply chains, energy and defence organisations, financial institutions and governments.

www.ricardo.com



Construction Equipment Association UK Group Networking Reception and Whisky Tasting



Conexpo-Con/Agg 2014

16.30 – 18.00 Thursday 6 March

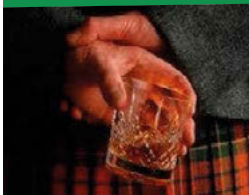
CEA Information Centre - Central Hall 2 40424

The President and Officers of the UK Construction Equipment Association invite you to meet the CEA UK Group members at Conexpo-Con/Agg 2014 and network over a few glasses of fine malt whisky at Conexpo on Thursday 6 March.

The event has been generously sponsored by UK Trade and Investment and is an excellent opportunity to network whilst sampling some excellent malt whiskies from around Scotland and experience the subtle nuances between the Scottish regions (alternatives available for non-whisky drinkers!).

Invited Guests include representatives from the UK Government, Conexpo and IFPE Organisers, International Trade Associations and the leading global OEMs.

You are welcome to bring a colleague. To help us with numbers please RSVP to **Gill Stirk** – gill.stirk@admin.co.uk by Monday 24 February 2014. We look forward to meeting with you at Conexpo.



*Kilt optional!

CEA
Construction Equipment Association

Supported by



UK Trade
& Investment