European Garden Machinery Federation

GARDENING FROM A PROFESSIONAL VIEW
The European Garden Machinery Industry Federation - EGMF - has been representing the entire garden machinery industry in Europe since 1977. Our industry consists of manufacturers of garden, landscaping, forestry and turf maintenance equipment. We share with households, municipalities, landscapers and greenkeepers the responsibility for green area maintenance which improves the quality of our lives.

A few facts about the industry:

EGMF member companies sold over 17 million units into the European Market (39 countries) in 2015:

- 9.9 million petrol units
- 4.7 million corded units
- 2.4 million cordless units

EGMF unit volumes sold on the market in the past three years show an average growth of 4.3%:

- 0.3% 2011
- 1.4% 2013
- 5.9% 2014
- 0.3% 2015

EGMF member companies employ over 120,000 people in the EU

(source: EGMF 2020 vision)
A selection of products manufactured by our members

Fig. A - Ride-on lawnmowers

Fig. B - Tillers

Fig. C - Robotic mowers

Fig. D - Walk-behind lawnmowers

Fig. E - Shredders

Fig. F - Brushcutters & Grass trimmers

Fig. G - Chainsaws

Fig. H - High pressure cleaners

Fig. I - Blowers & vacuums

Fig. J - Turf aerators & scarifiers

Fig. K - Hedge Trimmers

Fig. L - Pumps & Submersible pumps
A business of seasons

The garden equipment sector faces a seasonal business demand starting in October each year. The success of the year depends very much on whether the climate conditions are favourable for the growth of plants and trees which in turn has a direct impact on the business outlook in a given year.

Dealers as the first line of customer service

Due to the diversity of activities in the garden, turf and forestry sector, a wide range of tools and machines is needed. They are used by consumers and professionals and sold through retail stores and dealers. Professional and dedicated dealers are a prime distribution channel to serve our lawn and ground care, agricultural, construction and off-road engine customers.

Our industry is dedicated to keeping our dealers equipped with the necessary products and services to maintain this leadership role. However, the growing role of retail stores and also e-commerce pose a challenge to this well-established distribution practice, revealing the continuous need for a highly-skilled technical and maintenance workforce.

As part of a continually growing industry, EGMF represents today more than basic garden machinery. In a globalised market environment more types of outdoor power equipment and machinery are available than ever before.

The steady growth of robotic lawn mowers in use exemplifies how a new product can become subject to increasing regulatory provisions beyond purely mechanical legislation, and also requirements on frequency/telecommunications or energy efficiency.
Background & History

The European Lawnmower Manufacturers Federation was created in 1977. Its members were European manufacturers of lawnmowers for domestic, municipal and recreational use, and the national associations representing these manufacturers in France, Germany and the UK. It broadened its scope to cover all lawn and garden equipment and became EGMF in 1993.

Initially, the main aim of the federation was to monitor and influence the production of technical documents on European and international standardisation in the fields of safety, noise, environmental impact and performance.

The association worked in close liaison with the European Commission on the preparation of directives on the free circulation and use of lawnmowers and garden equipment in the European Union.

EGMF ensures that its views are taken into consideration by international scientific and technical organisations.

In 1998, with a view to enhancing its lobbying activities with the European institutions in Brussels and its contacts with decision-makers in the field, EGMF established its general secretariat with Orgalime, the liaison group of the European mechanical, electrical, electronic and metalworking industries.

Today

EGMF provides for its members a single voice of the industry as well as a forum where European manufacturers can meet and work together.

The European Garden Machinery industry spends over 5% of its turnover in R&D, three times more than the EU economy-wide average.

Various scientific publications have found proof that interaction with the outdoors provided by many urban green spaces has significant positive health benefits on a city’s population.
MISSION STATEMENT

To serve as a spokesman for the manufacturers of garden and outdoor power equipment in Europe and internationally

To provide expertise to stakeholders on technical, marketing and other issues related to the involved industry

To provide an effective forum for exchange of information and knowledge about our sector and its equipment and services

We are driven by these 3 main principles:

1. Quality

EGMF and its members promote the highest available quality standards for each and every product they sell. Quality, safety and environmental performance are interlinked and of paramount importance to EGMF members. We take great pride in building products which fulfil the promises we make to our customers. They are compliant with ever more demanding EU legislation on safety, ergonomics and the environment.

2. Innovation

We firmly believe that securing growth and jobs in Europe can only be achieved by constant efforts to build the most sophisticated and innovative equipment possible. Maintaining this cutting edge is our answer to global competition. First-class engineering and research leading to innovative solutions means not only safer and better performing machines, but also jobs which focus on highly-skilled employment which, in turn, contributes to the EU competitiveness and sustainable growth agenda.

3. Sustainability

For many years our industry has been developing new solutions to limit the environmental impact of its products. As an industry close to nature, we know full well that we depend on the protection of the environment for our jobs and businesses. Our customers rightly expect to maintain their green areas not only efficiently, but also with minimum impact on the environment in general. Consequently, we constantly aim to push the boundaries with regard to emissions, noise levels and the overall environmental impact of our products and their use.
**Wolfgang Simmer, President**

Born in Innsbruck, Austria in 1962 and raised in Kufstein, studied at the University of Innsbruck where he graduated with a Master degree in Economics with focus on marketing and languages. He started his professional career at VIKING in 1990, first as assistant of the management, and later as sales manager for Austria and then Europe. After VIKING joined the Stihl company group in 1993, he managed VIKING sales activities for all markets. After an organisational restructuring in 2008, he took over the overall management position for marketing and sales. He lives in Kufstein, is married and has three children.

**Eric Stegemyr, Vice-President**

Born in 1967 and lives in Sweden with his wife and 4 sons. Eric obtained a Master of Science degree from Chalmers University of Technology, Gothenburg, Sweden in 1993. He joined Husqvarna in 1994 as a design engineer and was then appointed project manager and subsequently product manager. He then became a Category Manager responsible for production, purchasing, product planning and product development. Since 2009 he has been Vice President and Global Category Manager with responsibility for strategic and operational product planning and development for various product areas. Eric has been part of the EGMF Board representing Husqvarna Group since 2011.
Fabio Ricci, Technical Committee Chairperson

Born in Rome, Italy, and graduated in Mechanical Engineering at University “La Sapienza” in Rome in 1991. In 2011 attended a six-month training course on Management at LUISS Business School in Rome. Since 1991 has been working at FederUnacoma for the Technical Department and in 2008 was appointed Secretary of Comacomp and Special Project Manager of FederUnacoma. In 2013 was appointed International Market Manager of the Federation working closely with the Internationalisation Department. Joined the EGMF Technical Committee in 2006 and became its Chairman in 2015.

Christian W. Ruge, Marketing Committee Chairperson

Born in Villingen, Germany in 1966 and grew up in Munich. Studied Industrial Engineering in Munich and graduated in 1991 with a Master degree. After gaining marketing management experience in several companies in the chemicals, construction and commercial equipment industries, he joined John Deere in 2001. He worked for several years in Sales & Marketing at a factory location and is currently based at the European Headquarters in Mannheim, Germany. He joined the EGMF Marketing Committee in 2007 and was elected Chairperson for the Wheeled Products Task Force in 2014. He is married and has one daughter.

Paul Wilczek, Secretary General

Elected as EGMF Secretary General in October 2015. Paul is a German national with 10 years of work experience of public advocacy in transport and energy policies in Brussels. His last work assignment was as a senior advisor for over six years at the European Wind Energy Association (EWEA) with over 600 members. He holds a Master degree of economics, political sciences and public law from the Universities of Heidelberg and Potsdam. He is married and has one son.
The Annual General Meeting is attended by all members. It is held in order to establish the policies and work programme of the association, to approve guidelines for publication, to elect Board members and the President, and to approve the annual fees.

The Board comprises senior executives from member companies. It is responsible for all EGMF activities which take place between the Annual General Meetings.

The Marketing Committee is mainly responsible for statistics, the study of developments within the sector, European economic and legal issues, exchanges with OPEI, policy on support for trade fairs, and EGMF publications.

The Technical Committee is mainly responsible for matters concerning standardisation, European legislation, contacts with environmental agencies, research and the study of technical developments.
EGMF ACTIVITIES

Technical & regulatory

- Road circulation
- Environment & Ecodesign
  (+Working Group Non Road Mobile Machinery)
- Market surveillance
- Robot mowers
- Chemicals & waste
- Noise
- Machinery Directive
  (+Working Group e-documentation)

Marketing & communication

- Statistical surveys and market analyses
- Press releases
- Other activities, such as involvement in targeted policy events

Cooperation at European and International level

EGMF cooperates closely with the following European and international organisations:

European organisations:

- Orgalime: the European engineering industries association   www.orgalime.org
- EPTA: the European Power Tool Association   www.epta.eu
- Euromot: the European association of internal combustion engines manufacturers www.euromot.org
- CEMA: European Agricultural Machinery   www.cema-agri.org

International organisations:

- OPEI: the Outdoor Power Equipment Institute in the USA   www.opei.org
- IICEMA: International Internal Combustion Engine Manufacturers Associations
Companies and associations represented in this photo are:

VIKING, John Deere, Etesia, Toro, Stihl, Honda, GGP, Husqvarna, MTD, Bosch Lawn and Garden, AXEMA, IVG, AEA, Fedecom, FederUnacoma/Comagarden
MEMBERS

Company Members

- AL-KO
- Ariens
- Blount International
- Bosch
- Briggs & Stratton
- Emak
- ETESIA
- Global Garden Products
- Hitachi
- Honda Power Equipment
- Husqvarna
- John Deere
- Kubota
- Belrobotics
- Zucchetti Centrosistemi
- Makita
- MTD
- Ryobi
- Stanley Black & Decker
- STIHL
- Toro
- Viking

National Associations

- AEA
- ANSEMAT
- AEMA
- FedagriM
- Fedecom
- Feder Unacoma
- IVG

Associate Members

- General Transmissions
- Hydro-Gear
- Kawasaki Engines
Becoming part of the most powerful network of the European garden machinery industry entails the following membership benefits:

- Receive early information and become involved in the preparation of EU and international regulations impacting your company and your products.
- Share reliable and independent sector statistics and market forecasts.
- Unite forces and speak as one voice of the garden machinery industry towards the EU institutions and other stakeholders.
- Be part of the main centre of expertise for your sector in the EU.
- Get involved in our technical and regulatory task forces to be ahead of the learning curve.
- Networking with industry colleagues in Europe and beyond and with European and international trade associations.
Diamant Building
Blvd. A. Reyers 80
B-1030 Brussels

www.egmf.org
©EGMF