



ASSOCIATION OF
EQUIPMENT MANUFACTURERS

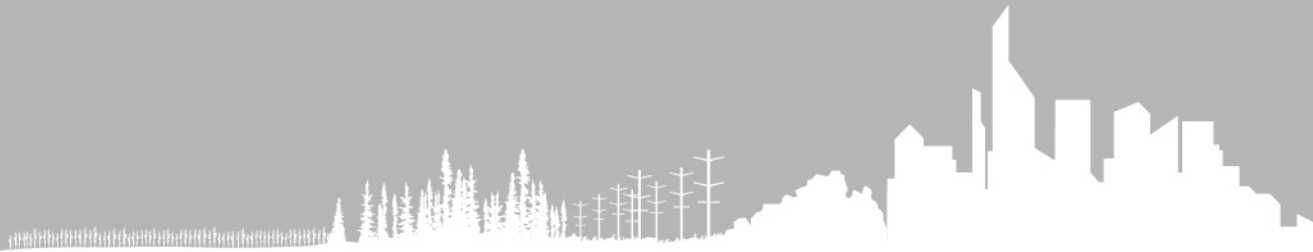
Atlantic Alliance "Safer by Design"

September 25, 2008

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Technical and Safety Services

www.AEM.org



Association of Equipment Manufacturers
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Milwaukee, WI 53214-5647

AGENDA:

- What is AEM?
- What does AEM do?
- Technical and Safety Services
- MSHA Alliance
- Global marketplace / Global standards
- Local modifications
- Operational Responsibilities

AEM OVERVIEW:

The Association of Equipment Manufacturers (AEM) is the international trade and business development resource for companies that manufacture equipment, products and services in:

- Agriculture
- Construction
- Forestry
- Mining
- Utilities

LOCATIONS:

AEM Headquarters

- Milwaukee, Wisconsin

Offices

- Washington, DC
- Ottawa, Canada
- Beijing, China
- European Resource: Brussels, Belgium

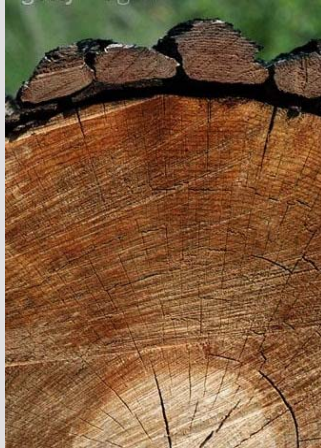


AEM MISSION:

AEM will create a strong voice for its members and the industries it represents in the global marketplace by delivering superior services in global public policy, market information, trade shows, technical and safety services, education and international market support.

AEM MEMBERSHIP:

- AEM represents nearly 800 member companies across the 5 industries.
- Our goal is to help members compete in the global marketplace.



CORE SERVICES:

- Global Public Policy
- Market Information
- Technical & Safety
- Trade Shows



TECHNICAL & SAFETY SERVICES:

Experienced AEM technical staff help members to address product-specific and broad-based technical, regulatory and safety issues.



Examples include:

- Publically accessible safety sign pictorial database
- Work with OSHA and MSHA on safety issues
- Work with international partners to help promote the development and adoption of globally relevant standards
- More than 80 product groups and technical committees
- Safety materials (i.e.. Safety Manuals)



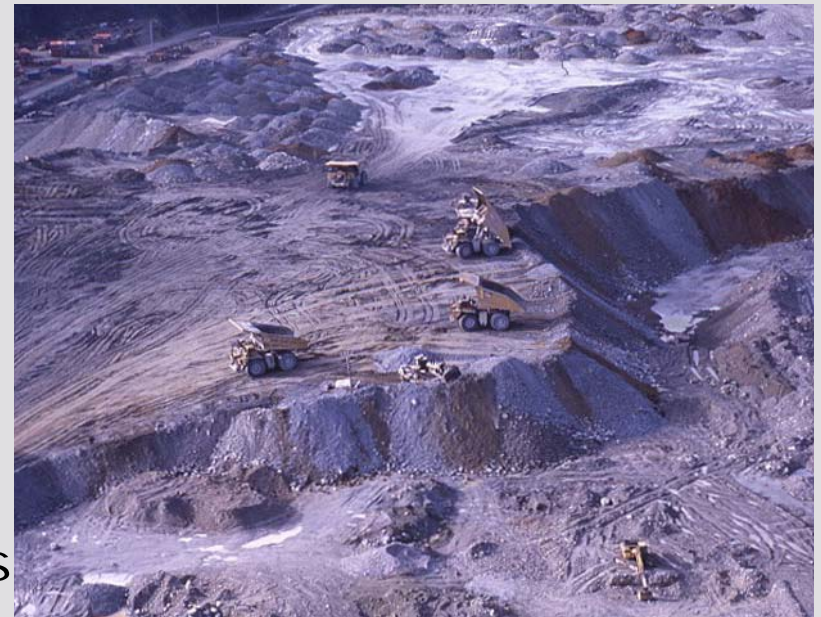
MSHA ALLIANCE

- AEM partnered with MSHA in an alliance January 23, 2007.
- The initial focus is to:
 - promote the use of seat belts
 - share technical expertise
 - encourage the use of the AEM pictorial database images
- Work products to date include:
 - safety key fob
 - safety-related calendars
 - power point presentation and DVD
 - MSHA/AEM alliance web page
- New projects include:
 - “data-mining” the MSHA databases



GLOBAL MARKETPLACE

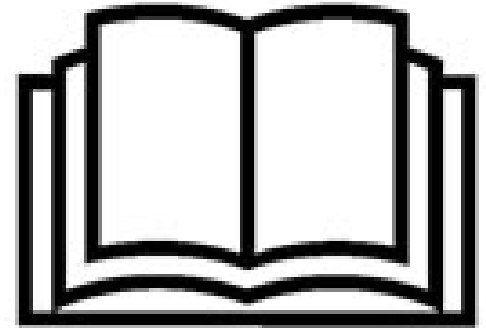
- Manufacturers strive to produce safe, reliable, cost effective products that are marketed to a broad base of independent users with different:
 - demands
 - capabilities
 - conditions
 - expectations
 - expertise
 - operational
 - maintenance
 - communication challenges



GLOBAL STANDARDS

- AEM's approach is to:
 - Do it once!
 - Do it right!
 - Do it globally!

- The desired result:
 - One standard
 - One test
 - One declaration of conformity recognized worldwide



GLOBAL STANDARDS / ACTIVITIES

- AEM technical & safety staff support over 80 bureaus, councils and committees in addition to activities in:
 - ISO
 - OECD
 - SAE
 - ANSI
 - Joint Technical Liaison (JTLM) international activities include representatives of CEMA, CECE, KOCEMA from:
 - Germany, UK, Korea, France, Belgium, Finland, Japan, Italy, Sweden, Netherlands, China.
- International efforts are expanding to:
 - Central and South America
 - Russia
 - India

ISO STANDARDS

- Consensus standards
- Best when performance based
 - Allows independent manufacturer's development and encourages innovation and new ideas
 - Market relevant - (What the customer wants)
 - Simple solutions are often the best solutions
 - Encourages technology when and where appropriate
- AEM members & staff actively participate in the development of numerous international safety and performance standards for a wide variety of products
- Stakeholder participation is encouraged

LOCAL MODIFICATIONS

- Many manufacturers meet specific local needs by relying on the value added efforts of:
 - distributors
 - dealers
 - regional facilities
 - local agents
- Providing:
 - improved product definition due to customer contact
 - improved product support from local agent
 - improved value to the global market

OPERATIONAL RESPONSIBILITIES

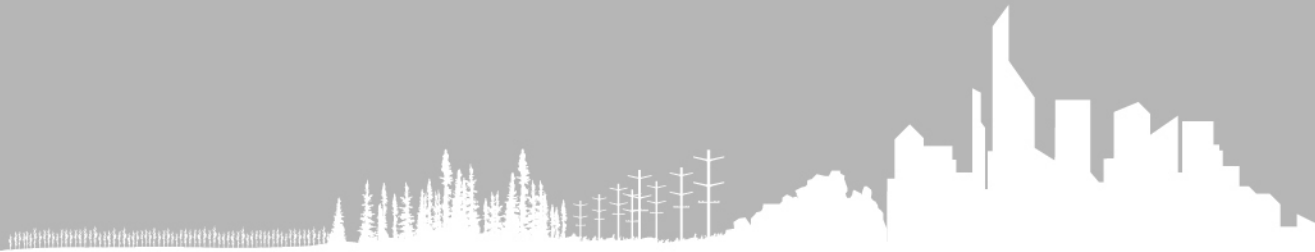
- Skilled competent operators
 - Safety procedures that are
 - well defined
 - enforced
- Skilled technicians
- Training
- Proper routine maintenance
- Well defined and executed equipment repair procedures
- Even the most advanced technology will not be effective if not used properly or not maintained properly





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THANK YOU



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