



Final Programme

ECED First Dealers' Conference
20 April 2009 – Hall 3 Mezzanine, INTERMAT, Paris

(Kindly sponsored by DLR, Off-Highway Research, Ritchie Bros., IronPlanet)



Agenda:

- 9h – 9h30: **Arrival** and registration

- 9h30 – 10h: **Welcome** by ECED President **Dr. José Gameiro**, DLR President **Michel Gable**, ECED Vice-President **Philippe Papin** and Secretary General **Tom Antonissen**

- 10h – 10h45: **Wolfgang Pinner, Director Partnerships and Joint Venture, BNP Paribas Leasing Group (BPLG)** – “Funding construction equipment purchases during the crisis”

- 10h45 – 11h15: **Toby Mack, President and CEO, AED** – “US President Obama’s Economic Stimulus Plan and its impact on the Construction (Equipment) Sector”

- 11h15 – 11h45: *Coffee Break*

- 11h45 – 12h15: **David Phillips, Managing Director, Off-Highway Research** – “Global Challenges for the Construction Equipment Industry”

- 12h15 – 12h30: **Gérard Déprez, President, ERA** – “The future of Rental in the light of the current credit crunch and other economic changes”

- 12h30 – 13h30: *Networking Buffet-lunch*

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Final Programme (Part 2)

- 13h30 – 14h00: **Paolo Cesarini, Head of Unit, DG Competition, European Commission** – “The Commission’s vision on Distribution Agreements and Competition (Law) in the machinery sector”
- 14h00 – 15h00: **Roundtable Discussion on Distribution Agreements** (ECED members, individual dealers and Paolo Cesarini representing the Commission)
- 15h00 – 15h30: *Coffee Break*
- 15h30 – 16h00: **ECED Initiative on End-of-life Vehicles** (Proposal from ECED President) – Reactions from European Commission and different countries
- 16h00 – 17h00: **Discussion on Used Equipment:** “Auctions of Equipment: *How to partner with distributors?*”

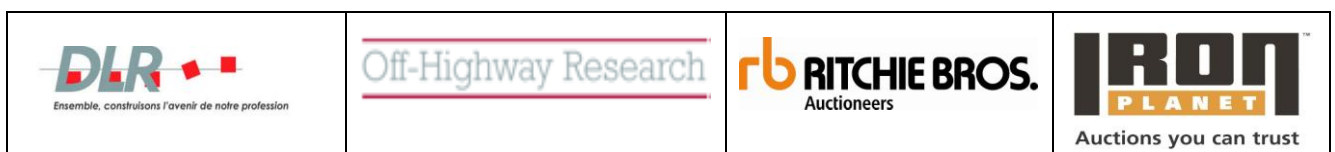
Ritchie Bros.: **Guylain Turgeon, Managing Director Europe, Middle East & Asia**

IronPlanet: **Tom Cornell, Managing Director, IronPlanet Limited (Europe)**

Moderated by ECED President, **Dr. José Gameiro**

- 17h00: Conclusions and future ECED actions
- 17h30: **Cocktail Reception**

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