

**“Roundtable Forum for Regional Agricultural Machinery
Manufacturers and Distributors Association”**

***Practice and lessons from the
European Network for Testing of
Agricultural Machinery (ENTAM)***

Sandro Liberatori

Seoul, November the 22nd 2006

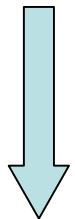


With this presentation I'd like to offer a quick view on the following items:

- status of the art in the European Union;
- Italian experience of Enama as a way to promote synergies for the industry, the trade and the use of agricultural machines;
- international experience of Entam as a way to overcome barriers to regional and global trade including successful strategies for manufacturers to enter new markets;
- policies and strategies for the development of quality, the establishment of co-operation and the removal of barriers.



Added value on the product

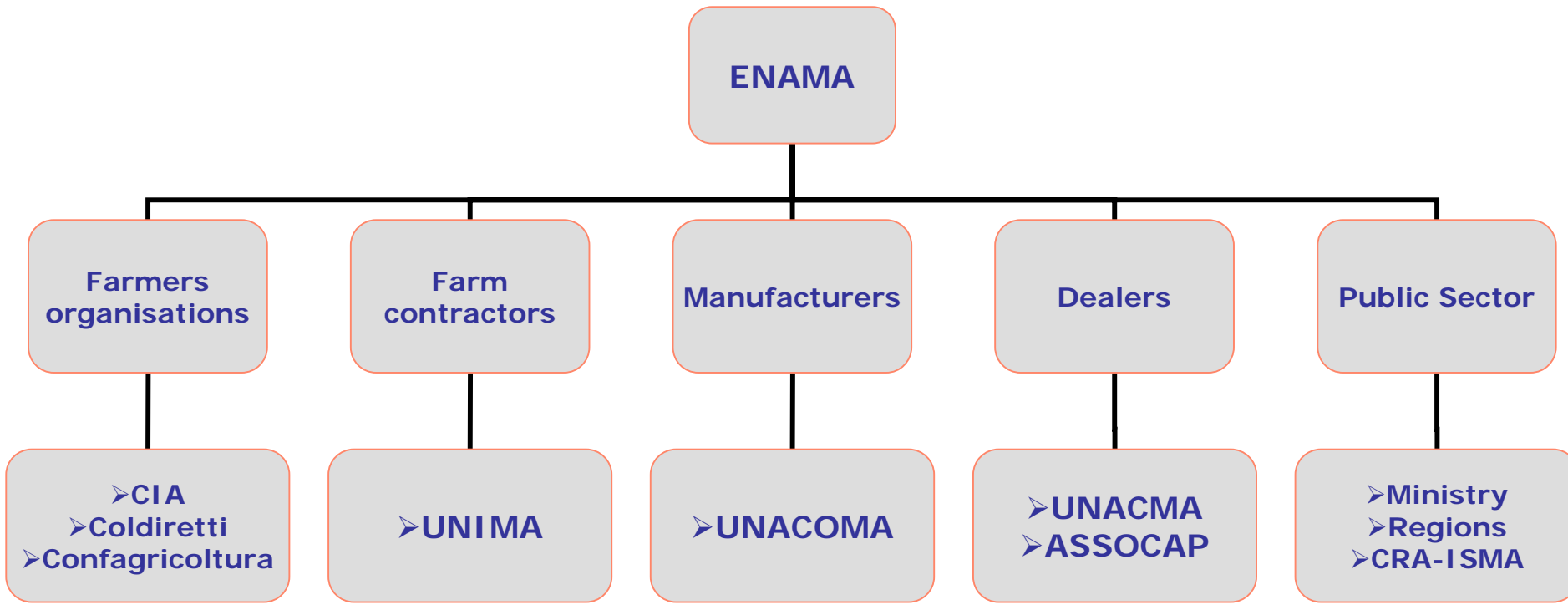


NOT TESTED

TESTED



The Italian experience





Main activities of Enama:

Certification: performances and safety, OECD;

Innovation: development of prototypes;

Safety and road regulations: publications, training, fairs;

Standardisation: membership of UNI and CUNA;

Road homologations: technical support to manufacturers for homologations and to the public sector for new regulations;

Studies and researches: agricultural fuels, promotion of control of used machines and many other

ENTAM: international co-operation



ENAMA has developed 2 types of “voluntary certification” of new machines:

- Certification of performances + safety



- Certification of safety



And a service of fulfilment of safety requirements of used machines will start at the end of 2006.



What is a certification:

It is the “**conformity assurance**” of products / processes to Technical Regulations (mandatory certification) or to Technical Standards or equivalent documents (voluntary certification).

therefore

the voluntary certification is intended to assess conformity of products to the requirements established by voluntary Technical Standards or equivalent normative documents. They are produced with the consensus of all interested parties.



At the end of 2005 more than 950 machines received the Enama certification (including the machines that are at the end of the certification process).



Main problem concerning the certification of agricultural machines:

for the consumer on some products the certification is a well established priority (toys etc.) but on other it isn't (PC's) even if it should be very important. In this case the performances (HD, RAM, monitor inches, processor speed etc.) are more considered than other certifications (TCO etc.).



Benefits of the Enama voluntary certification:

- The CE mark is not a certification;
- It guarantees the manufacturer, the dealer and the farmer that they are producing, selling and using a high value and safe machine;
- It helps manufacturers to improve their products.

11 The international experience of Entam as a way to overcome barriers to regional and global trade including successful strategies for manufacturers to enter new markets.



**European
Network
for
Testing
Agricultural
Machines**

12 The international experience of Entam as a way to overcome barriers to regional and global trade including successful strategies for manufacturers to enter new market. – The need for establishing a network.



Applying for and obtaining the ENTAM mark on the reports means that the manufacturer operates in an international market and it is ensured that all appropriate standards have been used giving the farmer an effective tool for the best choice when buying machines.

13 The international experience of Entam as a way to overcome barriers to regional and global trade including successful strategies for manufacturers to enter new market. – The need for establishing a network.



CO - OPERATION

IS A

**POWERFUL PLATFORM FOR THE EXCHANGE OF INFORMATION,
RECOGNITION OF ACTIVITIES, IMPROVEMENT OF QUALITY AND
TRADE**



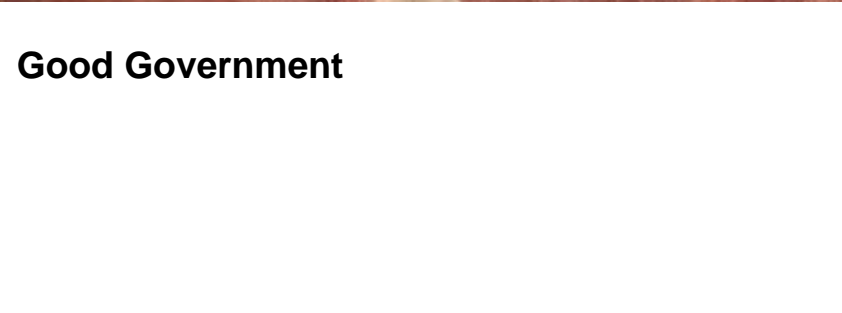
THE PRICE OF A PRODUCT IS A POWERFUL TOOL BUT NOT ENOUGH TO BE ON A MARKET WHERE ACTORS SEEK FOR GLOBAL QUALITY

THEN

PLAN AND PRODUCE MACHINES ACCORDING TO THE NEEDS OF THE CUSTOMER, THE ENVIRONMENT, THE SAFETY, THE ETHICAL MODELS etc. TOGETHER WITH CO - OPERATION IS THE PRESCRIPTION TO GROW IN A MARKET



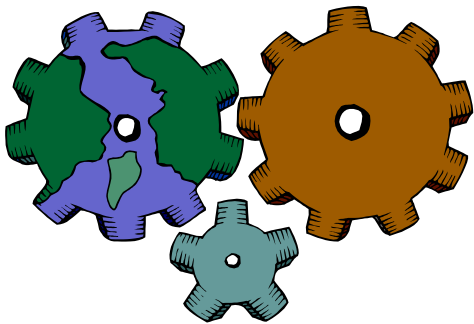
Bad Government



Good Government



Ambrogio Lorenzetti – 14th century



info@enama.it

www.enama.it



Thank you and special thanks to the organisers of the Roundtable.