

# Role of the private sector in the agricultural machinery cluster and the PPD's impact on the balance sheet

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# Agric Bemvig



❑ Company founded in 1961 for the purpose of manufacturing and marketing agricultural equipment and livestock installations.

❑ We have large industrial premises, provided with the latest production systems:

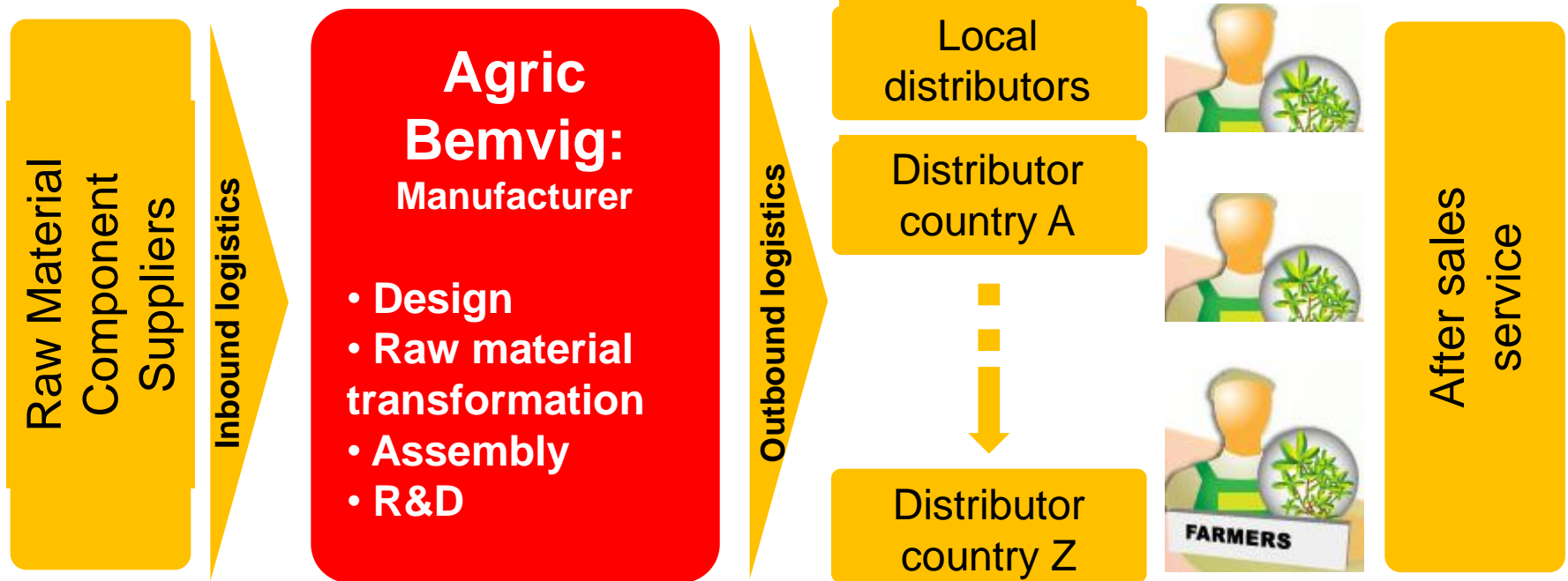
- Area of 30.000 m<sup>2</sup>
- 12.000 m<sup>2</sup> occupied by buildings and fitted out with machinery, numerical-control systems, robots, etc.

❑ Largest catalogue range in Spain

❑ 70 employees

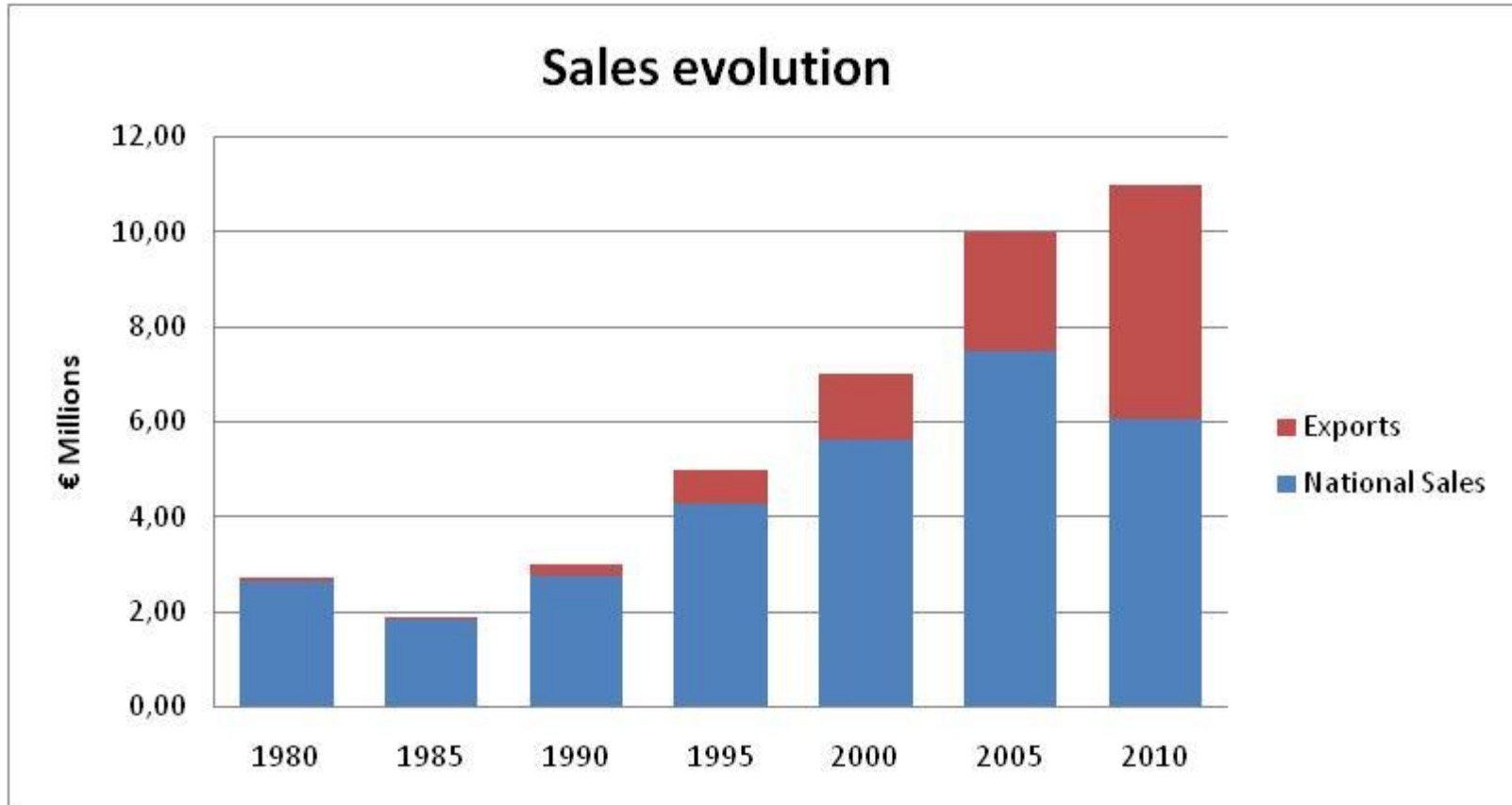
# Our value chain

Universities and Technical centers, Agronomist Association, Maqcenter



FEMAC, Ministry of Agriculture, Chamber of Commerce, other public institutions

# Company performance



Agricultural division export sales in 2010:  
45% turnover

# What is bigger, cost or benefits?

## Costs

Sharing confidential information with competitors

Getting exposed to direct competitors

Investing 10-15% of management time

Spending fix membership fee of 500€ + 34,500€ (trips, partnerships, hourly costs)

## Benefits

University projects: Value chain improved through IPF (Intelligent Pig Feeder)

Jobs: Retained 3 employees during an economic downturn

New markets: example, '99 in Mexico (4% increase in sales)

New product development: paper mulch (in process)

Technological center ('Maqcentre'): new measurement system for tractor hitching

Ten years of collaboration have been very profitable and innovative.  
Our FEMAC membership goes on...