The Agricultural Machinery cluster in Catalonia: achieving sector-level results through PPD

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The region: Catalonia

- Spanish autonomous community
- Population: 7.5 million
- The highest regional GDP in Spain
- 33% of land is devoted to agricultural activities
The Agricultural Machinery Cluster

• Since 1960, the agricultural machinery industry has developed in the region.

• Lleida’s cluster was originally made up of blacksmiths that have evolved from making animal-driven wagons to tractor-driven trailers.

• Today, this sub-area represents an annual €170 million turnover, and about 1,000 direct jobs spread over 60 companies throughout Catalonia.
Evolution of the sector

Over the years, important actions have fostered the development of the sector.

Source: FEMAC
How does the dialogue work today?
Map of the Catalan Agricultural Machinery Cluster
Evolution of the sector

Over the years, important actions have fostered the development of the sector.

In the mid 80’s and 90’s, the industry is in a deep depression

Source: FEMAC
Evolution of the sector

Over the years, important actions have fostered the development of the sector.

Source: Registre Oficial de Maquinària Agrícola. Dades referides a la Província de Lleida
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### Evolution of the sector

**1995**
First action of strategic cooperation: the Catalan government launched a dialogue process with a strong strategic reflection involving local companies and associations.

Source: FEMAC
Over the years, important actions have fostered the development of the sector.

**1998**
Establishment of FEMAC, its goals are cooperation in a common strategy and share common competitive challenges, innovation in value-creating activities and internationalization.

Source: FEMAC
Evolution of the sector

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1999
Regulation: FEMAC became a member of the Spanish Regulatory Committee

Source: FEMAC
Evolution of the sector

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1999-2002
Business Development: Export missions worldwide and participation in international fairs

Source: FEMAC
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**2009**

Infrastructure: creation of MAQCENTRE with the goal to respond to new technological challenges of modern agriculture. It is devoted to R+D+i.
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2011
Innovation: collaboration with the Government of Morocco to create two new product lines for argan oil and dates

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The PPD mechanism set up is successful until today. FEMAC and its companies continue to pursue the strategic direction jointly defined in the 1995-6 effort.
THANK YOU.

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