



MEMBER BENEFIT

Pump Market Intelligence and Statistical Data

DOMESTIC AND GLOBAL INSIGHTS

An HI Exclusive: Privileged Access to Timely Global Pump Market Data — A Valuable Asset for Strategic Planning; A Priceless Tool for Business Forecasting and Optimizing Profitability

HI members enjoy a myriad of important benefits: from world-class Standards development, state-of-the-art pump education courses, and extensive educational materials to industry forums, business networking and more. One of the most valuable benefits, though, is members' privileged access to comprehensive market intelligence. While HI's annual Market Outlook Workshop is the key industry resource for this critical information, HI members may also access this intelligence via HI's insightful market reports. These reports provide detailed pump-specific statistical data (as reported by HI member companies), as well as domestic and international pump market trends, economic updates, and useful business forecasting tools. Not only are these reports sources for vital information that can directly affect your business planning and forecasting — and significantly impact your bottom line — they also provide meaningful data to help you determine the most advantageous course of action to take for your business and reveal how you measure against your competitors! Take advantage of this worthwhile HI benefit; most of the reports are available to you now, **FREE** of charge, an HI member privilege!

HI Statistics Reports

Distributed monthly, HI's Report of Pump Orders Booked (known as the M10 Report) provides participating members with pump booking data by centrifugal and vertical pump types. This report is issued within 45 days of the close of each month, helping members keep a pulse on market dynamics by pump type.

HI's statistical reports assemble data into concise, readable formats, enabling members to gain valuable strategic planning insights. HI's Market Intelligence Committee provides oversight for the Institute's statistics program, which includes information on product bookings, wages and benefits, and financial and operating ratio data for the exclusive use of eligible, participating HI members.

HI maintains detailed Statistics Policies and Procedures that govern the overall program, including confidentiality of data and procedures for securely submitting data. By using a third-party statistics reporting firm (Association Research) HI ensures the quality and security of statistical data. The Market Intelligence Committee also works closely with the US Department of Commerce, Bureau of Census, to ensure that reports produced by the two organizations are aligned.

All eligible HI member companies are encouraged to contribute data to these reports; final reports are available electronically for the exclusive use of eligible, participating HI members, and are **FREE** of charge.

World Pump Market Report

All HI members are entitled to receive European Industrial Forecasting's (EIF) highly regarded and detailed *World Pump Market Report*, a 500+ page report that provides five-year macroeconomic pump market forecasts and summary results by country; world regions by pump type; and world regions by end use, industry and pump application. Sixty-three countries are included. The report, which also provides a comprehensive analysis of imports into each country by pump type, is issued annually in October/November. This

report is provided **FREE** of charge to all HI members. In addition, HI members have the opportunity to attend a scheduled Web briefing at which the EIF President supplies a thorough review of the report, answers members' questions and adds further insights on emerging industry trends and events which will influence the global pump market.

Europump Market Report

Members are provided with the *Europump Market Report*, an annual spring supplement to the *World Market Pump Report*. The supplement, which presents updates to the global pump market size estimate and Europump country-specific forecasts given in the *World Pump Market Report* of the previous fall, covers the following topics: historical pump production, historical pump exports and imports, historical market for complete pumps and pump parts, forecast for complete pump market, and prices and exchange rates. Fourteen countries are included in the report: Austria, Belgium, Czech Republic, Denmark, Finland, France, Germany, Italy, Netherlands, Russia, Spain, Sweden, Switzerland, United Kingdom. This report is provided **FREE** of charge to all HI members.

Market Data, the Defining Difference

HI membership has its advantages, and access to valuable data via these reports is certainly one tremendous benefit. You can garner information that will help sharpen your business and economic insights and, importantly, enhance your planning ability. You'll be better informed to make critical decisions: when to increase or decrease your overhead, when to add or cut staff, when to increase or decrease inventory, when to enhance or limit sales/marketing allocations, and more — decisions any of which could make the difference in determining your company's profit or loss. Market Data is a priceless tool for optimizing profitability; it's available to you now with your HI membership. Ask for it and use it! Contact Mary Silver, Director of Marketing and Membership at msilver@Pumps.org or call 973.267.9700 ext. 117 for more information.

Remember: As an HI member you can receive beneficial statistical Market Data for FREE. HI membership is an invaluable business resource.

Other Ways to Grow Your Business with Global Insights, Forecasting Tools, Market Access, & Import/Export Risk Avoidance

KEY EVENT! Pump and Valve Manufacturers VMA-HI Market Outlook Workshop

**Renaissance Blackstone Hotel, Chicago, Illinois
August 13–14, 2009**

Thirteen market trend and economic presentations plus Q&A on issues, trends, more. Great business networking for CEOs, Marketing/Sales Executives and Business Analysts! Details at: www.Pumps.org/MarketOutlook or contact Gabrielle Bosco at 973.267.9700 x125.

Invaluable Economic Reports and Business Forecasting Services

HI has partnered with Institute for Trend Research (ITR), the respected and reliable market forecasting organization, to develop a set of Economic Report Services to enhance your business planning capability. Report services available:

- Quarterly Economic Reports by Market and Region
- Monthly Forecast Updates, Web Access, and Consulting
- Company-specific Analysis

HI members can subscribe to the Reports for a fraction of the regular subscription cost. The HI/ITR Company-Specific Analysis is a unique forecasting tool, helping you and your staff to predict sales and business conditions up to six quarters ahead. To learn more or subscribe, call Mary Silver at 973.267.9700 x117.

Learn from Popular ITR Economist Alan Beaulieu

ITR principal and senior economist addresses members each year at the Annual Meeting and at the VMA-HI Market Outlook Workshop. Come meet, hear and connect with this distinguished economist. Learn about the trends shaping future business conditions and gain a preview of the year ahead.

Mark your calendar and save these dates!

- VMA-HI Market Outlook Workshop: August 13-14, 2009 at the Renaissance Blackstone Hotel, Chicago, Illinois – Register Now!
- HI Annual Meeting: February 19-23, 2010 at the Marco Island Marriott Beach Resort

International Trade Task Force (ITTF) — Minimizing Risks

Is your company at risk for a potential failure to comply with a maze of complex and changeable rules for export and imports of pumps, pump parts, valves and related equipment as covered by five regulatory agencies? **Penalties for non-compliance are significant!**

HI's ITTF provides a unique benefit for members with international trade interests: in-person and teleconference meetings afford education and best practices discussions on topics such as export controls, compliance, customs, anti-corruption and more.

Guest speakers from various agencies including the Department of Commerce, Bureau of Industry Security, and the Nuclear Regulatory Commission address ITTF members on a range of topics related to international trade regulation by US government.

Participating HI members gain multiple benefits from:

- Receiving expert legal counsel
- Collaborating with peers
- Acquiring immediate access to the latest import/export information
- Having the ability to comment to effect better regulations/legislation
- Hearing top speakers from controlling agencies
- Having the option to appoint to the ITTF any staff member from his/her organization who has "a need to know"
- Realizing that there is strength in numbers and unity!

For more information, contact Mary Silver:
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