



AGMA—

AMERICAN NAME, INTERNATIONAL ASSOCIATION

AGMA Voices is a new feature brought to you by Gear Technology in cooperation with the American Gear Manufacturers Association. **AGMA Voices** will give you opinions, insight and information presented by various AGMA staff members, board members, committee heads and volunteers. In this column, Gear Technology will bring you guest editorials from the gear industry's leading association. If you are involved with AGMA and you'd like to contribute a guest editorial, please e-mail publisher@geartechnology.com.

I'd like to thank Michael Goldstein and the staff of *Gear Technology* for offering us the space in their magazine for AGMA Voices. I am confident this forum will serve the industry well as the *Gear Technology* editors communicate with the gear industry leaders on the many great programs, activities and resources made available through the American Gear Manufacturers Association. Since this is the inaugural AGMA Voices column, as well as *Gear Technology's* "Global Gear Industry" issue, I thought it would be appropriate to give an overview of the association, as well as some information about the association's global reach.

In the first quarter of 2010, individuals from 118 countries clicked onto the AGMA website. Fifty-seven percent were from the United States, leaving 43 percent from the rest of the world. This level of international activity is astounding and clearly reflects the recognition around the globe that AGMA is the association for the international gear and mechanical power transmission industries.

Founded in 1916, the American Gear Manufacturers Association had nine members that first year. In 1973, the Board of Directors authorized a membership category for international gear manufacturers—those with no manufacturing in the United States. And today, we have a total of 427 members in 34 countries; 110 of AGMA's members are outside of the United States.

We commonly hear that the world

is smaller today. True, we can communicate by phone and e-mail at the speed of light. Air travel, for all the discomfort and bother, gets us face-to-face in a matter of hours no matter where we are when we start out.

But, I think the reason for AGMA's success and international success is that our industry is more complex and more demanding than it ever has been. Complex and demanding means that fewer companies have the capability to compete successfully in these products. Expertise is thinner and suppliers more difficult to find.

The solution is global manufacturing, and that means being connected to the best technical information and most knowledgeable experts. AGMA is the focal point for many of these activities.

AGMA's Gear Expo allows specialized manufacturers to come together for a few days to meet with manufacturers who need their products, services and knowledge.

AGMA's leadership in the development of technical standards complements experts in the other countries as we all work toward global solutions and global standards that become international standards under ISO's TC-60. AGMA is Secretariat to TC-60, the international committee charged with developing technical standards for the world's gear industries. (AGMA was first elected Secretariat in 1993 and has been reelected every three years since.)

AGMA's Annual Meeting of members is becoming the place for industry executives from the world's key players to come together to learn and to

network with their peers.

And, AGMA's education programs, especially the newer offerings of advanced-engineering seminars, frequently draw attendees from around the world. Leading engineers do not hesitate to come from Europe, Australia and India to be part of these learning opportunities.

When we look at all of the members and participants outside of North America, does any country stand out as more active than others? Yes, India is growing rapidly in the AGMA as a source of members and of interest in AGMA programs and activities. Of our total international membership, 10 percent is located in India; internet traffic follows the same pattern, as 11 percent of visitors from outside the United States are also in India.

Interest is not restricted to a few of the large cities; internet users for the first quarter of this year came from 79 cities in India.

AGMA is planning to take a delegation of members to visit Indian manufacturers in February 2011. This May 2010, AGMA is exhibiting at the International Power Transmission Exposition (IPTTEX 2010) in Mumbai.

And, the association is always available no matter where you are, at www.agma.org. 

Sincerely,

Joe T. Franklin Jr., President
The American Gear Manufacturers Association