EUROPEAN
RENTAL
ASSOCIATION

Global Rental Alliance discusses key issues for equipment rental today

The Global Rental Alliance (GRA), a networking organisation for equipment rental associations that was formed in 2003 to promote rental worldwide, met on 29 April for the first time under the stewardship of the European Rental Association (ERA) to discuss the future priorities of the Alliance and the expansion of the membership to make it more representative of the global equipment rental industry.

The ERA Secretariat was joined by representatives of the Canadian Rental Association, Hire Association Europe, the Brazilian Rental Association, the Hire and Rental Industry Association Australia and the Japanese Construction and Rental Association to talk about the key topics relevant to the industry today. These included promoting the industry, attracting and retaining talent, sustainability, digitalisation, global market data and the challenges of the COVID-19 pandemic.

The Alliance also agreed to welcome CERA, the Construction Equipment Rental Association of India, as its newest member, extending the scope of the GRA to one of the biggest construction market in the world.

The GRA will meet again virtually in June before a physical meeting in Amsterdam in October at the end of the ERA Convention.

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About ERA
The European Rental Association was created in 2006 to represent national rental associations and equipment rental companies in Europe. Today, the membership includes over 5,000 rental companies, either directly or through 15 rental associations. ERA is active through its committees in the fields of Promotion, Sustainability, Statistics and Technical, and through its working groups, including the Future Group and the Cybersecurity Working Group.

Extensive information on ERA's activities, reports, and publications is available on the ERA website at https://www.erarental.org.

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