

# BONN



*European Union  
of Electrical Wholesalers*

63<sup>rd</sup> General Convention

21 ○ 23 June  
2018

# A Message From EUEW's Leaders



**ULRICH LIEDTKE**  
EUEW President

It is a privilege and a pleasure for me to welcome you to Bonn for EUEW's (European Union of Electrical Wholesalers) 63rd Annual Convention.

I first came in contact with this valuable organization back in 2004 when the annual convention was hosted in Lausanne, Switzerland. This was also my first introduction to the European world of electrical wholesalers. So much has changed since then. Together with our customers - in particular electrical installers and industrial customers - we are facing changes to every possible aspect of our businesses. Be it in terms of technology, companies' vision and purpose, buying habits, online trading platforms, focus on sustainable living, emerging economies, diversity in workforce, political and socio-economic environment, and so much more.

It's only natural and inevitable that a leading organization like the EUEW needs to embrace these changes, or be at the forefront of championing some of the positive changes being made in our society and business models. Change is good! As Winston Churchill said: To improve is to change; to be perfect is to change often.

Back in 2004, I could not have imagined ever serving as the EUEW President. Since then I have benefitted from the network of contacts I have built under the umbrella of the EUEW. In practice this has meant learning from remarkable individuals who lead the industry at the time, detecting overarching trends in the market or understanding the true European aspects of our business - and so much more. This networking function in my eyes is a very valuable aspect of the EUEW. This holds true

from a pure personal point of view, as well as a company and broader industry perspective. I hope that you will have a similar experience, whether you are participating as a wholesaler, a supplier or in any other function.

As change is evitable, I feel privileged to announce on behalf of the EUEW Board of Directors and my two Vice-Presidents that we, too, have implemented two fundamental strategic changes in our organization. First, we have taken the decision to appoint a professional association management company to manage the corporate governance, strategic operations, communications and event management of EUEW. To this effect, Hans Hanegreefs, now serves as the new Secretary General of EUEW, since June 2017.

Secondly, we want to further strengthen direct links with the electrical wholesaler businesses. To bring this to life, we have created an EUEW Advisory Council, who met officially for the first time on 1<sup>st</sup> June 2017, to serve as the unique platform for interested and qualified European wholesalers to get involved in our organization's work. This Council should complement the work of the EUEW Board, which is made up of members of the national associations.

We look forward to presenting to you a full strategic overview of our priorities for 2018 and the years ahead in Bonn at the EUEW Summit on 21-23 June, 2018.

I am looking forward to an exciting future for the electrical industry - and we are going to discuss aspects of it in Bonn - together!



**HANS HANEGREEFS**  
EUEW Secretary General

Welcome to the Federal City of Bonn and to the 2018 General Convention of the European Union of Electrical Wholesalers!

We are proud of the EUEW Convention's 63 year history, which has made it the ultimate platform for all European electrical wholesalers. Every year, this unique event brings together the thought-leaders and influencers of our industry, while facilitating its attendees to stay abreast of the latest developments, current challenges and future trends in electrical wholesaling.

With one eye on the future, this year's General Convention is built around the topic of Digitalization. At the dawn of this new era - already bringing tremendous changes in the way we work and live - it becomes imperative to anticipate, identify and deal with the economic implications and their effects on our businesses. We have assembled an impressive array of internationally acclaimed speakers, who will share with you their knowledge and experience on Digitalization and its effects, delivering presentations of transformational impact and providing you with key takeaways to assimilate into your business back home.

In my new role as Secretary General of the EUEW, I look forward to welcoming you to Bonn, and to getting better acquainted with you - our esteemed EUEW community.

## Reasons to Attend

Meet the movers and shakers, thought leaders and influencers of the European electrical wholesaling industry.

Attend state-of-the-art presentations from internationally acclaimed and renowned speakers.

Follow the latest developments in the industry and engage in discussions on the industry's current status and challenges and future trends.

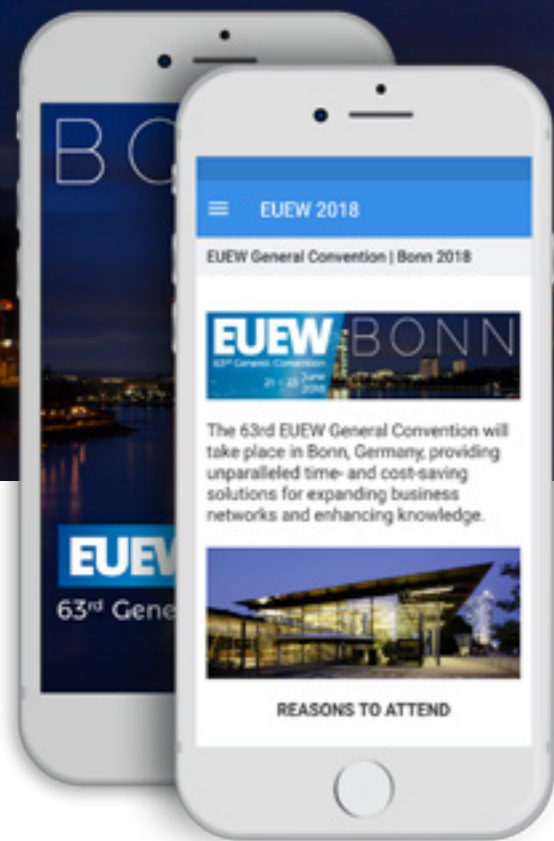
Benefit from the tailor-made educational programme aimed at unlocking future business potential.

Celebrate and network with your peers at the Grand Finale Reception and Grand Finale Dinner.

Indulge yourself together with your spouse/partner in relaxing, yet educational social tours.

Experience unparalleled hospitality and cultural heritage in the historic Federal City of Bonn.

# Convention App



## EUEW 2018

This convention app will provide you with the latest event updates, keeping you informed and connected. Use this app to access resources, network with other attendees and share your experiences.



# Newsletter

Be the first to get latest news on EUEW activities, Convention programme updates, speakers, venues and accommodation.

Sign up today for the EUEW General Convention 2018 Newsletter. Please subscribe online at [EUEW-Newsletter](mailto:ueew-newsletter@veg.de) or write to [ueew2018@veg.de](mailto:ueew2018@veg.de).

Impressed? Tell you friends and peers!



# Programme

## Thursday, 21 June

- 14.00 **General Convention Registration Desk Opens**
- 19.00 – 23.00 **Welcome Reception & Buffet Supper**

## Friday, 22 June

- 8.00 **General Convention Registration Desk Opens**
- 8.45 – 9.30 **Welcome and Opening Words**
  - **Ulrich Liedtke** (EUEW President)
  - **Holger Heckle** (VEG President)
  - **Axel Voss** (Guest of Honour) : **Digital Transformation and Intellectual Property (IP) Challenges in Our Industry**
- 9.30 – 10.30 **Opening Keynote Session**  
**Ramon Vullings** : **The Right Strategy in a Digital Age**
- 10.30 – 11.00 **Networking Break**
- 11.00 – 12.30 **Executive Seminar 1 & Panel Discussion**  
**Steven van Belleghem** : **Client Relations in Transformation - When Digital Becomes Human**
- 12.30 – 14.00 **Lunch**
- 14.00 – 15.15 **Executive Seminar 2 and Q&A Session**  
**Alan Beaulieu** : **A Global Economic Outlook for the Electrical Wholesale Industry**
- 15.15 – 15.45 **Networking Break**
- 15.45 – 17.00 **Executive Seminar 3 & Closing Panel Discussion**  
**Kai Hudetz** : **Online Business B2B - Challenges and Opportunities & When B2B Goes B2C**
- 17.00 – 17.15 **Closing Address by EUEW Leaders**
- 19.00 – 19.30 **Grand Finale Reception**
- 19.30 – 23.00 **Grand Finale Dinner**

## Saturday, 23 June

- 10.00 – 12.00 **Sightseeing Tour : A Visit to Beethoven-Haus / Chamber Music Hall**  
**Departures** : 10.00 AM from the **Kameha Grand Bonn Hotel**; 10.15 AM from the **Bonn Marriott World Conference Hotel**
- 12.00 – 15.00 **Farewell Lunch**  
Yunico Restaurant, Kameha Grand Bonn Hotel



**HOLGER HECKLE**  
President of the VEG  
(German Wholesalers' Federation)

Holger Heckle started his professional career with studies in business administration at the University of Freiburg. Today he is general manager of Sonepar Deutschland GmbH for the countries Switzerland, Austria, Czech Republic, Hungary and Romania. He is responsible for strategic purchasing and product management. In this function he is member of Sonepar Group's Leadership Team, leader of the International Expert Committee on Industrial Automation and member of the International Suppliers' Committee.



**KAI HUDETZ**  
Managing Director of the Institute  
for Business Development, Cologne

Since August 2009, Dr. Kai Hudetz has been the Managing Director of the Institut für Handelsforschung GmbH Köln (IFH Köln) in Cologne, Germany. From its foundation in 1999 until 2011 he has been in charge of the E-Commerce-Center (ECC Köln), which is a business unit of the IFH Köln.

Dr. Hudetz is a well-known e-commerce expert in Germany with many years' experience. Moreover, he is the author of numerous studies and professional articles dealing with current issues of retail and wholesale in the digital age.

Besides his work as a guest lecturer at various universities, he is a keynote speaker at high-level events. Furthermore, Dr. Hudetz is a member of several advisory boards.

**ONLINE BUSINESS B2B: CHALLENGES AND OPPORTUNITIES**

*When B2B Goes B2C*  
E-commerce has dramatically changed the way consumers seek information and buy products. Consumers use their smartphones 24/7 for a lot of reasons and shopping is one of them. Besides FMCG (fast moving consumer goods), online market shares exceed 10 percent throughout most categories, going up to 35 or even 40 percent for some products and they are still growing pretty fast. What does this mean for the B2B sector? Will electrical wholesalers be affected by the same development as seen in the retail sector? What can B2B learn from B2C?



**AXEL VOSS**  
Member of the  
European Parliament (MEP)

Axel Voss is a trained lawyer, lecturer and current MEP. Upon re-election as Member of the European Parliament in 2014, Mr. Voss became a Vice-Chair of the Committee on Legal Affairs, then the Coordinator for the EPP Group in January 2017. He is substitute member in the Committee of Civil Liberties, Justice and Home Affairs. During his first legislative term as MEP (2009-2014), the European Data Protection Package was a crucial element of his parliamentary work.

**DIGITAL TRANSFORMATION AND INTELLECTUAL PROPERTY (IP) CHALLENGES IN OUR INDUSTRY**

The huge potential of a full digitalization for our democracy, society and economy is well known. However, what is essential are concrete and comprehensive projects that fully include digital elements in our life. In order to be competitive by modern standards, European companies need to come up with innovative products, as well as services, and go new creative ways empowered by digital technologies.

Intellectual property is of course a very controversial issue with strong interests from many different sides. At the same time, we have to provide clear regulations on the economic use of copyright protected content, as well as personal data. It is our obligation to find a proper balance between the protection of the individual user and the innovative measures within the technical progress.



**ALAN BEAULIEU**  
President of  
ITR Economics

Alan has been providing workshops and economic analysis seminars in countries across the world to literally thousands of business owners and executives for the last 25 years. He is considered one of the country's most informed economists. He is co-author of Prosperity in the Age of Decline, a powerful look at how to make the most of US and global trends over the next 20 years. Alan also co-authored Make Your Move, a practical and insightful guide on increasing profits through business cycle changes, and noted by one reviewer as 'simple, yet awesome'. As the chief economist for numerous US and European trade associations, it has been remarked that Alan's 'insight into our business, a track record of accurate forecasting, and unparalleled knowledge of global markets has earned him the respect and appreciation of key business leaders in our industry.'

**A GLOBAL ECONOMIC OUTLOOK FOR THE ELECTRICAL WHOLESAL INDUSTRY**

*The Year Ahead*  
There have been a lot of changes in the EU, the US, and the rest of the world, in 2018. We will look at how these changes will impact the Electrical Wholesale industry and your business. Through the use of leading indicators and macroeconomic analysis attendees will be know what to expect for the rest of 2018 and in 2019. We will discuss what tactical decisions need to be made now in anticipation of the upcoming changes in the EU and global economy.



**STEVEN VAN BELLEGHEM**  
Author, Keynote Speaker and  
Entrepreneur

Steven is an expert in customer focus in a digital world. In his keynote presentations, Steven takes his audience on a journey to the world of modern customer relationships in a clever, enthusiastic and inspiring way. Steven is the author of four bestselling books. He became known for his first book, *The Conversation Manager*, which won the award for most innovative marketing book of 2010. His previous book, *When Digital Becomes Human*, received the award of 'Best Marketing Book of 2015'. His latest book, *Customers the Day after Tomorrow*, talks about the role of AI in the customer relationship. Over 100,000 copies of his books have been sold and they are published in 7 languages.

**WHEN DIGITAL BECOMES HUMAN**

*About the Transformation of Customer Relationships*  
There is an urgent need for an extreme transformation of the customer relationship. Customers live in a world of self-service, big data, customer automation and the integration of the online & offline world. Failing to implement the digital relationship puts your company's future on the line. Due to the digital evolution, your customer relations need to change on a human level as well. The key challenges in this regard are both numerous and interesting: finding a balance in the relationship between man and machine; outlining the role of the human touch; and using the power to connect people with people to maximum advantage.



**RAMON VULLINGS**  
Speaker, Author and  
Cross-Industry Expert

With over 15 years' experience in the field of creativity and innovation consulting, in most industries on all five continents, Ramon is able to relate to the specifics in any given sector, infusing people with tangible ideas, spot-on inspiration and actionable advice. His presentations are highly interactive (even for large groups) and are always tailored to his audience. The combined role of speaker and Master of Interaction is where Ramon excels. Ramon has written a management book (Creativity in Business) on applied creativity and he has just finished writing his latest book on cross-industry innovation: Not Invented Here. He is also Chairman of the (not for profit) European Association for Creativity and Innovation for sharing and developing thought leadership and linking the international creative community.

**THE RIGHT STRATEGY IN A DIGITAL AGE**

During this presentation, Ramon will be touching on topics like cross-industry innovation, business model innovation, applied creativity and failure management. Seeing and hearing Ramon speak about a wide variety of creativity and innovation topics is always thought-provoking: You go back to the office with a set of practical ideas and a great number of insights to discuss with your friends and colleagues. Ramon's presentations are always a wake-up call, making you think about many things differently.

Speakers & Presentations

## BONN MARRIOTT WORLD CONFERENCE HOTEL

Platz der Vereinten Nationen 4, 53113 Bonn, Germany  
www.wccbhotel.com

The new Bonn Marriott World Conference Hotel is located in the middle of the former government district of the 'Beethoven City' – on the banks of the Rhine and in close proximity to the World Conference Center Bonn and the famous Museum Mile.

It combines contemporary design, memorable on-site dining and breathtaking views from the rooms and the bar on the 17th floor. Adjacent to the World Conference Center, this hotel is a premier location for conferences, meetings and events in the city centre. Providing a modern design, a high level of comfort and excellent service, this hotel will guarantee an outstanding experience in Bonn for all Convention delegates and guests.

## KAMEHA GRAND BONN HOTEL

Am Bonner Bogen 1, 53227 Bonn, Germany  
www.kamehabonn.de

The Kameha Grand Bonn Hotel impresses and inspires at the same time: an extraordinary design accessorized with a warm service.

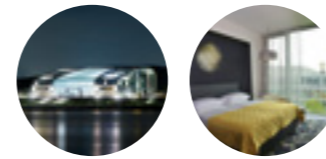
Experience a place full of surprises, beauty and energy. Each room has a special ambiance and a unique design, making your stay memorable.

The classic concept of a "Grand Hotel" was interpreted in a state-of-the-art way, setting this hotel apart in Beethoven's city. With its surprising surroundings and impressive presentation, it will delight all Convention delegates and guests throughout their stay.

## HOTEL RESERVATION

The EUEW have teamed up with two hotels to offer accommodation to our delegates on the 20<sup>th</sup>, 21<sup>st</sup> & 22<sup>nd</sup> June 2018. Bonn is a busy corporate, academic and leisure city. Hotel room availability is consistently difficult to book if left until the last minute, so book early to avoid disappointment. The EUEW are holding a limited number of rooms at each of the partner hotels, these will be allocated on a first come, first served basis. Please refer to each individual hotel for full booking terms and conditions, the EUEW cannot be held responsible for any bookings.

KAMEHA GRAND BONN



BONN MARRIOTT



### KAMEHA GRAND BONN

Rates: 189 € single occupancy, 229 € double occupancy. Room rates include VAT, wifi and breakfast. Reservations can be made via the following link: [EUEW General Convention – Kameha Grand Bonn](#)

### BONN MARRIOTT

Rates: 169 € single occupancy, 194 € double occupancy. Room rates include VAT, wifi and breakfast. Reservations can be made via the following link: [EUEW General Convention – Bonn Marriott](#)

Rooms are limited and will sell out fast, however any unsold rooms at the Kameha and the Marriott will be released on 20 April 2018 and this rate will no longer be available.

# Venues & Practical Information



# Registration

## WORLD CONFERENCE CENTER BONN

Platz der Vereinten Nationen 2, 53113 Bonn, Germany

The World Conference Center Bonn encompasses the Main Building together with the Plenary Building. The combination of modern architecture and first-class facilities enables events of every sort to be held for up to 7,000 people. The WorldCCBonn is located in the middle of Bonn's former government quarter next to the river Rhine.

The Plenary Chamber where the German Parliament met from 1992 to 1999 is located right beside the Rhine. Today the Plenary Chamber has capacity for events with up to 1,230 people. The Plenary Chamber with the benches for parliamentary groups, the government bench, the Bundesrat and the presidium has 730 seats. The visitors' gallery can seat 495 people. With the transparent effect created by the glass construction and its harmonious integration into the cityscape, the Plenary

Chamber is considered to be one of the most beautiful buildings in the world. It comes across as being filled with daylight, as well as friendly and cosmopolitan.

The glass walls and light steel construction create a lively atmosphere suffused by light, symbolising democracy and political transparency. The large glass facades allow a direct view of the Rhine and the opposite bank.

The glass-roofed, square hall provides circular seating. It is bordered by airy and transparent two-story lobbies and the building of the Bundestag President on the Rhine side, whose horizontal structural outline blends into the Rhine shoreline landscape.

## CONVENTION REGISTRATION

To register for the Convention, please complete the online registration form at [www.euewconvention.org/registration](http://www.euewconvention.org/registration).

**Early Registration Rate:**  
390 € delegate, 240 € accompanying person

**Regular Registration Rate:**  
490 € delegate, 290 € accompanying person

### REGISTRATION DEADLINES

**Early Registration Deadline:** 29 March 2018

**Cancellation Deadline:** 20 April 2018

**After cancellation deadline, no refunds can be made.**

The registration fee includes:

- Attendance at all sessions and entry to the exhibition area
- Conference Materials

- Tea/Coffee/Lunch/Snacks
- Welcome Reception
- Grand Finale Reception and Dinner
- Accompanying Programme

### PAYMENT OF REGISTRATION FEES

Registration fees are automatically debited from your bank account (SEPA Direct Debit). Please be prepared to provide your IBAN bank account identification and the SWIFT-BIC bank identifier during the registration process.

### DELEGATE CANCELLATION

Notification of cancellation must be sent by email to [euew2018@veg.de](mailto:euew2018@veg.de). Please ensure you receive an acknowledgement. A refund will be provided on cancellations received on or before 20 April 2018. No refunds will be made after this date.

## WELCOME RECEPTION AND BUFFET SUPPER

📍 GOP Varieté-Theater Bonn  
/ Restaurant Leander  
Karl-Carstens-Straße 1, 53113 Bonn  
Thursday, 21 June  
19.00 - 23.00

Seize the opportunity to meet and greet, enjoy the venue, and enjoy a delicious meal and a memorable show. We will marvel at living legends, young festival finalists, amazing artists and current curiosities. Each of them is a highlight in their own right. Look forward to an evening of shared laughter, amazement and thrills while you enjoy the unique atmosphere and delicious fine dining at your seat in the theatre hall.

## GRAND FINALE RECEPTION

📍 Kameha Grand Bonn - Dome  
Am Bonner Bogen 1, 53227 Bonn  
Friday, 22 June  
19.00 - 19.30

At the end of the Convention day all participants are invited to the Grand Finale Reception in the Dome of the Kameha Grand Bonn. Take the opportunity to discuss the day, exchange views and enjoy the view of the river Rhine.

## GRAND FINALE DINNER

📍 Kameha Grand Bonn - Dome  
Am Bonner Bogen 1, 53227 Bonn  
Friday, 22 June  
19.30 - Open End

The day closes with the Grand Finale Dinner in the impressive Dome of the Kameha Grand Bonn. If you are a football fan, you have the one-of-a-kind opportunity to share in the Germans' joy of the sport as you watch exciting FIFA World Cup matches on the big screen at the banks of the river Rhine.



### BONN, A WELCOMING CITY

Bonn is a dynamic, youthful city with a remarkable history. It comfortably combines international flair with Rhineland joie de vivre and modern architecture with historic buildings. It is these contrasts that give the city its attractive face. The Romanesque Minster church with its 900-year-old cloister, the Old Town Hall in Rococo style, the electoral palaces which now form part of the University of Bonn or the modern Post Tower are just some of the highlights. So set off and visit, and discover all the diversity Bonn has to offer.

For around 50 years, Bonn was the capital city of the Federal Republic of Germany. The former parliament and government district, known today as the federal district, with the Palais Schaumburg, Villa Hammerschmidt and Chancellor's Bungalow, stands as a symbol for the first successful democracy in Germany. Bonn is the second site of national government today, but has also evolved successfully into a centre for international cooperation and a location for global enterprises. The former Plenary Chamber of the Federal Parliament, now the World Conference Center Bonn, is a popular congress venue. Since 1996, Bonn has also been Germany's hitherto only UNO city.

### BONN - BEETHOVEN CITY

Ludwig van Beethoven is not just Bonn's most famous son, but his birthplace in Bonngasse also houses the largest Beethoven collection worldwide, with paintings, music scores and instruments providing a vivid picture of the life and outstanding works of the composer. Located very nearby is the Chamber music hall, a venue whose outstanding acoustics have given it a reputation as one of the most sophisticated concert halls in Europe.

# Social Programme

## BEETHOVEN-HAUS / CHAMBER MUSIC HALL

📍 Bonngasse 18-26, 53111 Bonn, Germany  
Saturday, 23 June  
10.00 - 12.00

Embark on a musical journey and gain amazing insights into one of the world's most famous music composers, Ludwig van Beethoven.

An expert guide will introduce you to the magnificent Beethoven-Haus and the Chamber Music Hall. This impressive museum significantly contributes to the identity of the city of Bonn, known as Beethoven city.

Enjoy the special atmosphere of this legendary composer's birthplace, discover an exclusive collection of exhibits and observe the results of long-time research and documentation efforts, that keep this place alive.

At the end of the tour, we invite you to listen to a live concert that will bring the artist's presence even closer.

## FAREWELL LUNCH

📍 Yunico Restaurant, Kameha Bonn Hotel  
Saturday, 23 June  
12.00 - 15.00

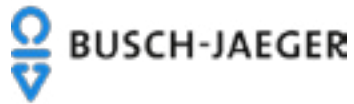
The farewell lunch for all convention delegates and their spouses/partners will be hosted at an exclusive location: Yunico, a Michelin-starred, fine dining restaurant. Indulge yourself in the culinary creations of Chef Christian Sturm-Willms, while enjoying the charming setting of this wonderful restaurant.

# BONN City of Beethoven and Former Capital of Germany





# Sponsors



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(EUEW)

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