

Berlaymont
Building

09 to 11
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Improve & Secure the Value of Your Business

EUEW BRUSSELS **2019**

*european union
of electrical wholesalers*

EUROPE'S LEADING EVENT FOR ELECTRICAL WHOLESALERS



EUEW 2019

CONVENTION APP



Available on the iPhone
App Store

ANDROID APP ON
Google Play

9
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14:00 - 18:00
General Convention
Registration Desk
Opening Hours

19:00 - 23:00
Welcome
Reception & Dinner
 Dolce la Hulpe Hotel

10
MAY
FRI

08:00 - 17:00
General Convention
Registration Desk
Opening Hours

08:30 - 08:40
Welcome and
Opening
Ulrich Liedtke
Hans Hanegreefs

08:40 - 09:50
Opening Keynote
Session & Panel
Discussion
Guy Wollaert
Thriving with Circular
Economy Principles

09:00 - 15:00
City Tour:
Ghent
For spouses/partners
 Departure at 09:00

09:50 - 10:15
Anti-trust &
Competition
Maxim Kleine
European Anti-Trust
Legislation
in the Industry

10:15 - 10:45
Networking Break

10:45 - 11:30
Keynote Session
Matthias De Clercq
Adding Value Through
Conversation

11:30 - 12:45
Executive Seminar 1
& Panel Discussion
Ian Heller
Upcoming Challenges for
Electrical Wholesalers

12:45 - 14:15
Lunch

14:15 - 15:30
Executive Seminar 2
& Panel Discussion
Pascal Coppens
China's New Normal

15:30 - 16:00
Networking Break

16:00 - 16:30
ETIM International
Jan Janse
How ETIM Supports
Your Business

16:30 - 16:45
Closing Address
EUEW Leaders

19:00 - 23:00
Grand Finale
Reception & Dinner
New President Ceremony
• **Alexander Dewulf**
 Royal Museums of
Fine Arts, Brussels

11
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09:00 - 12:00
City Tour:
Beautiful Brussels
 Departure at 09:00

12:00 - 15:00
Farewell Lunch
 Dolce la Hulpe Hotel



MESSAGE FROM THE PRESIDENT



ULRICH LIEDTKE

It is with great pleasure and privilege that I welcome you to Brussels for the European Union of Electrical Wholesalers in 2019, for our 64th Annual General Convention.

My colleagues and me had the ultimate honor of hosting you in Bonn last year, where we mutually created a new momentum in the EUEW community with a renewed vision and ambition. Certainly not a revolution but quite a bit of evolution. Thanks for contributing to this change. Our unique annual event aims to bring together all the movers and shakers of our industry and related industries, on one united platform. As the leaders and partners of the European Union of Electrical Wholesalers, we aim to stay on top of the business development opportunities, trend analysis, business intelligence, and personal networking to ensure that this community stays informed about upcoming challenges and is able to identify its great opportunities.

Inspired by our keynote speakers we had many great conversations last year on what will be important to manage the future. We all share the same ambition – we want to grow. Be it professionally with our businesses or in our personal knowledge – or both. Together with our members, we want to stand ready to embrace the changing face of our industry through digitalization, artificial intelligence, emerging economies and more – all the while we strive

to protect our intellectual capital, our heritage and strong European values about business ethics, social standards etc., as we venture out to stay competitive and purposeful in the global marketplace.

We are exceptionally glad to host our Annual General Convention in Brussels, at such a critical time in our history, when our existence as the European Union and our values are being questioned by fellow Europeans and the world. We are convinced that our business reunion in Brussels will showcase our commitment to a stronger Europe as Europeans, European businesses and European business leaders. Our conversations and debates certainly will center around supporting the electrical value chain – for the success of our customers and to contribute to some of the most important issues of our societies. Whether it is a new approach to mobility thanks to e-mobility, whether the discussion is around how to fight the climate change or it is about modern ways of communication. The vast majority of these “hot topics” can’t be discussed without touching the “electrical industry”. That’s quite a perspective for all of us!

Now is the time! We welcome you to Brussels which might not be the commercial European Capital, but for two days will become the capital of Europe’s Electrical Wholesale Industry.

Welcome to Brussels, home of the European Union of Electrical Wholesalers, home of the European Parliament, home of numerous international organizations, politicians, diplomats and civil servants, and my own personal home. It is a great pleasure to welcome you to this alpha global city. Small in size, big at heart!

I am also honoured to continue serving you for the second year, as the EUEW’s Secretary General. I took on this position in 2016 with great expectations and passion, and over the course of the past two years, I have had the honour of meeting living legends and several inspirational leaders who are personally committed to driving the electrical industry into a powerful beacon of global change and sustainability.

The time is indeed NOW, as the world looks at Europe for inspiration and innovation – two of our strongest characteristics. It is the two things that unite us as global businesses, but there’s so much more that defines us as Europeans. We protect our heritage. We learn from our past and we are never afraid to embrace a new future. Come what may!

The leaders and bureau of EUEW have once again strived to put together a powerful programme for the Annual General Convention that’s designed to fuel inspiration and innovation. We have chosen the best minds in business to help us understand

the changes happening in our industry and around our economic world. I am truly delighted to have global influencers like Matthias De Clercq and Guy Wollaert on the stage, who will introduce us to the value of conversations and circular economy principles, and Ian Heller, who will tell us which challenges we will face next as an electrical wholesaler. With Pascal Coppens, we will travel to China, and get a thorough understanding of this vast economy, analyse the effects it might have on our industry, while also learning about his expertise in all things innovation.

So how do we put circular economy, innovation and sustainability on everyone’s agenda? How do we protect our heritage while continuously moving forward and adapting to new ways of working?

Beyond these meaningful conversations, we will also let you taste the best of Belgium – its fine cuisine, its culture, its architecture and art, and so much more, through a carefully crafted social and entertainment programme.

These two days together – in the unique settings of the Sonian forest, outside the hustle bustle and stress of the city – will help us reflect on our past to create a future that’s truly positive, bright and electric.

Brussels has never failed to amaze! Welcome to my home.



MESSAGE FROM THE SECRETARY GENERAL



HANS HANEGREEFS

“I would like to take the opportunity to congratulate you and your team for an extraordinary good EUEW convention. Perfect organisation, excellent mixture of high valuable speakers, discussions which were not too long or too short, and an amazing program. A strong big move which empowers the EUEW!”

BUSCH-JAEGER
Adalbert M. Neumann
CEO

“I would like to express my congratulations on a much improved EUEW event 2018! The morning session I found truly excellent – a sentiment that was shared by everybody I spoke to afterwards. I feel confident that together we will work successfully in the interests of European electrical wholesalers.”

FEGIME
David Garratt
Managing Director

“Thank you very much for your excellent organization of this event. I was very much impressed by the quality of the speakers and I have to say, as well of the special location in Bonn. I would be very happy to support again in the future.”

SIEMENS
Ralf Christian
CEO Energy Management Division



EUEW INCOMING PRESIDENT

ALEXANDER DEWULF

The Presidential ceremony, celebrating the official appointment of Alexander Dewulf as EUEW’s President, will be held on Friday, 10 May 2019, during the Grand Finale Dinner at the Royal Museums of Fine Arts of Belgium.

“I’m honored to have the opportunity to serve as the new President of EUEW, an admirable organization with a bold vision “to be the voice of the electrical wholesaling national associations in Europe, striving to achieve together peoples’ well-being through electricity.” I have been part of this community as the President of its Belgian chapter, since 2015, and look forward to continue building on the legacy of Mr. Ulrich Liedtke and all past presidents and leaders, and steer the association’s 3-Year Strategic Plan.



Keynote Speaker

IAN HELLER
President
Modern Distribution Management

▶ Ian Heller is President of Modern Distribution Management, a market research and media company that provides competitive intelligence and services to industrial product marketers and wholesale distribution executives worldwide. Ian's distribution career started in 1984, unloading trucks at a Grainger branch in Colorado, USA; 15 years later he became Grainger's Marketing Vice-President. Ian served on executive roles at three other major distributors and at GE Capital Rail and was the founder of consultancy Real Results Marketing. Ian received an MBA degree from the Kellogg School of Management at Northwestern University, Chicago.

Upcoming Challenges for Electrical Wholesalers

Digitalisation, artificial intelligence, Internet 4.0 – these trends are shaping today's emerging competitive requirements. But the real opportunity for electrical wholesalers to grow in the future is by investing in their "moats" of unique services and culture – employees who are agile in managing change and disruption – to secure their value propositions in the future with customers as well as their supplier partners. Ian will help meet these new challenges to unlock our organisation's full potential.



Industry Legal Expert

MAXIM KLEINE
Partner
Norton Rose Fulbright LLP

▶ Maxim Kleine is a competition lawyer specialized in anti-trust proceedings, structuring of joint-ventures and co-operations between competitors. He also covers litigation and arbitration proceedings concerning anti-trust law. In recent years, Maxim has worked on a number of high-profile contentious competition law cases before the German Federal Cartel Office and has worked on a number of anti-trust cases before the European Commission. Maxim is based in Hamburg and holds a law and a doctoral degree from the University of Goettingen and the University of Leuven in Belgium.

European Anti-Trust Legislation in the Industry

The presentation will focus on the assessment of rebate conditions increasingly used by manufacturers which may raise concerns under European anti-trust law since manufacturers request data from wholesalers which might be considered to be competitively sensitive information. European anti-trust law may provide protection for wholesalers against supplying the respective information without taking any risk not to be well supplied and granted attractive rebate conditions by manufacturers.

How ETIM Supports Your Business

This presentation is a short overview of the current situation regarding the ETIM classification model, organisation and new developments together with the value ETIM adds to the industry. The session will also focus on sharing the main aim and objectives of ETIM for the following years, as well as an overview of the role that all companies can play in order to facilitate the digital journey of their customers.



Industry Leader

JAN JANSE
President of the Board
ETIM International

▶ Jan Janse is the president of the Board of ETIM International since October 2017. His previous experience includes setting up a digital team and overseeing the Digital Business Development of Sonepar in Northern Europe for a period of two years and eight years of experience as Managing Director and Operations Director for Technische Unie, the Sonepar subsidiary in The Netherlands. Mr. Janse has a degree in economics from the Erasmus University of Rotterdam.



Opening Keynote Speaker

GUY WOLLAERT
Owner
idea-value-impact advisory services (CommV)

▶ Guy Wollaert embarked in 2015 on his third career, advising leaders in large corporations and mentoring start-ups who seek disruptive change. Guy lived for 30 years outside of Europe. He worked for the first seven years as an architect based in South Africa, the subsequent 23 years in Asia and in the USA with Coca-Cola. Guy was Chief Technical & Innovation Officer, and member of the Operating Committee.

Thriving with Circular Economy Principles

Planning for infinite growth in a world of finite resources is lunacy! Yet, it is exactly what our linear growth models are based upon. The disruptive realities and consequences of climate change, pollution of air, water and soil resources, and the decline of biodiversity, are much closer upon us than we realise. Infinite growth is possible, when embracing the principles of the Circular Economy. Guy Wollaert will elaborate on the supply chain and organisational structure, especially the leadership implications required to make the transition.



Keynote Speaker

MATTHIAS DE CLERCQ
Chief Commercial Officer
nexworks

▶ Matthias worked for several years at Coolblue, where he was Country Manager of Belgium. He is a keynote speaker and expert in customer experience and customer journey strategy. Matthias is currently the CCO at nexworks, helping companies kickstart their innovation. Matthias is a strong believer in the power and potential of dialogue, in combination with strongly developed listening capabilities. He experienced this from his early career as a sales representative throughout the rest of his management career in high level negotiations and problem solving: listen, learn and only then think about monetizing.

Adding Value Through Conversation

In a world where the average attention span of customers has dropped to a historical low point, having actual conversations with prospects has become a major challenge. Spamming, broadcasting or relying on the power of your brand will no longer suffice to attract them, let alone keep them loyal. How to generate communication that has actual value for your enterprise and how to implement that value in a business model that is agile and customer-centric is the key topic of his keynote.



Keynote Speaker

PASCAL COPPENS
China Entrepreneur

▶ Pascal Coppens is the expert in all things innovation and Day After Tomorrow in China, rooted in his deep understanding of the country as a sinologist and has more than 20 years of experience in China and Silicon Valley. Pascal has employed, partnered and competed with hundreds of Chinese innovators. He started his career at Alcatel in Shanghai, and after an intense period in Silicon Valley, he returned to China and later founded Letsface to build the first offline digital community platform for premium brands.

China's New Normal

By 2030, China wants to become the world leader in innovation. This leaves Western companies with some 10 years to gear up. Pascal's keynote "China's New Normal" gives clear insights into the modern China, and reveals new potentials and superpowers coming from the fast and furious innovators of China. As ever more radical innovation will soon be inspired by China, this eye-opening keynote is a treat to anyone who is concerned with disruption and excited about the opportunity.

DOLCE LA HULPE HOTEL

Dolce La Hulpe Hotel is located in the heart of the ancient Sonian forest, creating a tranquil and green sanctuary only minutes away from the Brussels City Centre and Brussels International Airport.

This premier resort and conference hotel is dedicated to inspiring its business and leisure guests - especially with its indoor pool and fitness center, a lavish CINQ MONDES Spa, two superb restaurants and lounges, and a selection of 264 guest rooms and suites newly appointed with ultra-modern conveniences and sleek, contemporary decor.

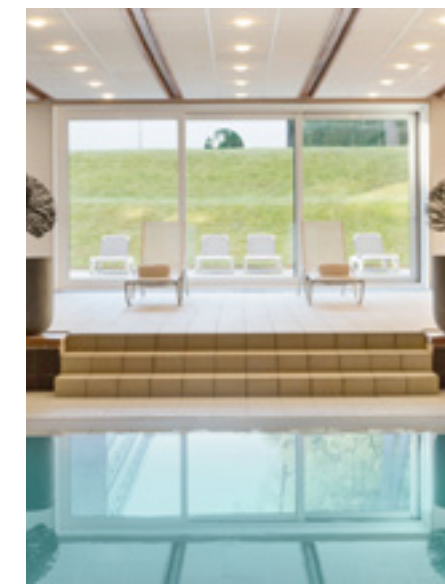
The Sonian Forest that surrounds the Dolce La Hulpe Hotel is one of the largest ancient beech forests in Europe. In July 2017, part of the Sonian Forest was recognized as world heritage of humanity by UNESCO (United Nations Organization for Education, Science and Culture).

The delegates and guests of EUEW Brussels 2019 will experience something truly exceptional. Take the opportunity to explore this unique convention venue and hotel surrounded by nothing but pure, blissful nature.



HOTEL RESERVATIONS

EUEW urges all participants to reserve their rooms as soon as possible - either through the EUEW 2019 Convention App or website - to secure the special rates. Please be aware that the hotel is situated out of the city, in a secluded residential area amidst the Sonian Forest. EUEW recommends that you reserve your room at the Dolce Hotel itself or at a hotel in the close vicinity of this hotel, to avoid any commuting issues. Brussels is a beautiful city, but it is rather small, and the traffic can be disappointing.



GENERAL CONVENTION REGISTRATION

To register for the General Convention, please complete the online registration form at www.euewconvention.org/registration.




- Early-bird registration rate:**
- €390 / delegate
 - €240 / accompanying person
- Full registration rate:**
- €490 / delegate
 - €290 / accompanying person

- Early-bird registration deadline:**
15 March 2019
- Full registration deadline:**
19 April 2019

No refunds or changes can be made after the full registration deadline of 19 April 2019.




- The registration fee includes access to:
- All meeting sessions
 - Conference materials
 - All food & drink and networking breaks
 - Welcome Reception & Dinner
 - Grand Finale Reception & Dinner



 Dolce la Hulpe Hotel
 Thursday, 9 May
 19:00 - 23:00




WELCOME RECEPTION & DINNER

The EUEW General Convention will be kicked-off by a Welcome Reception & Dinner called “Made in Belgium”, at the Dolce la Hulpe Hotel. Delegates and partners will have the opportunity to enjoy the best of Belgian cuisine and signature flavours, while networking with peers and stakeholders in a natural, light-hearted and highly engaging environment. This first evening together is styled with several entertainment surprises to give our international guests a supreme and truly memorable welcome.

 Royal Museums of Fine Arts
 Friday, 10 May
 19:00 - 23:00

GRAND FINALE RECEPTION & DINNER New President Inauguration Ceremony




EUEW delegates and partners are in for another treat, as we invite them to walk back in history and soak the magic of timeless creation of art at the Royal Museums of Fine Arts of Belgium, a prestigious collection of 20,000 works of art. The Museums' collection trace the history of the visual arts from the 15th to the 21st centuries. EUEW's Grand Finale Reception & Dinner at the museum is designed to be a heartfelt royal salute to our European heritage. During this exclusive event, Mr. Alexander Dewulf, CEO of Cebeo & Sonepar Belgium, will be inaugurated as EUEW's new incoming President.

 Dolce la Hulpe Hotel
 Saturday, 11 May
 12:00 - 15:00

FAREWELL LUNCH

Before bidding au-revoir to Brussels, join us for another signature surprise Farewell Lunch - Barbeque, The Belgian Way - at the Dolce La Hulpe Hotel. Relive the memories of the past two days at EUEW with your colleagues, peers and guests, and create meaningful, purposeful bonds for life.



 Brussels
 Saturday, 11 May
 09:00 - 12:00

BEAUTIFUL BRUSSELS So much more than the European Capital

Historic yet hip, bureaucratic yet bizarre, self-confident yet unshowy, Brussels is multicultural to its roots - as Lonely Planet describes it. Brussels is so much more than meets the eye. It's the ultimate political capital with a strong identity and a great sense of life. The city and its unique international residents - not just Eurocrats - are not afraid to truly and fully express themselves in form of art, opinion, style, design, food, culture, fashion and everything else.




Brussels is truly beautiful and we are looking forward to showcasing its true charm and all the hidden secrets to EUEW delegates and guests. Join us for a special morning!

GHENT Belgium's best kept secret

The spouses, guests and partners are welcome to explore Ghent, Belgium's oldest city, while the EUEW delegates attend the official business programme of the General Convention. The city tour participants can look forward to a walk to remember in the historic lanes that showcase the wealth of medieval and classical architecture of gorgeous Ghent. It is also a town of the future - with a great student and youth population.

Join a guided tour and see the best of Ghent from the eyes of its locals, admire some of the best museums in the world, take a boat trip on the canal, and have lunch at one of the signature local restaurant. That's what the Belgian way of life is. Enjoy it!



 Ghent
 Friday, 10 May
 09:00 - 15:00

HEADLINE PARTNERS



CONVENTION PARTNER



Grensstraat 7, 1831 Brussels (Diegem), Belgium

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www.euew.org | www.euewconvention.org

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