

GLOBALCIRCUIT

A PUBLICATION OF THE WORLDWIDE IMELCO NETWORK

DEDICATED TO THE MEN AND WOMEN THAT ARE SERVING THE NEEDS OF THE ELECTRICAL CONSTRUCTION PROFESSIONAL ALL OVER THE WORLD

2017 ISSUE 6

MARKETING

STAY GLOBALLY CONNECTED !
IMELCO MEETINGS IN
WASHINGTON D.C.

OPPORTUNITIES

UPDATE ON INNOVATIVE
SOLUTIONS OF OUR SUPPLIERS

NETWORKING

"HAPPY 25TH BIRTHDAY!"
TO GRUDILEC

BUSINESS

THE IMPACT OF BLOCKCHAIN TECHNOLOGY

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Global Circuit would love to **picture your organisation in the next issue.**

If you are interested or wish to contribute to the editorial content of the Global Circuit's next issue, please contact:

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DISRUPTIVE BLOCKCHAIN

MANY OF US CERTAINLY ALREADY HAVE HEARD ABOUT THE "BLOCKCHAIN". IT IS A HOT TOPIC THAT IS DISRUPTIVE AND ACCELERATING AND IT IS A TERM THAT IS FREQUENTLY USED TOGETHER WITH "BITCOIN", THE CRYPTOCURRENCY.

The terminology around these subjects is still imprecise and can be confusing. Hence, the blockchain is often described as a "distributed ledger", as a database of transactions that is shared and synchronized across multiple computers and locations. Each party involved in the transaction owns an identical copy of the record, which is automatically updated as soon as any additions are made. The ledger does not have a centralized

control, which makes it very reliable and almost impossible to hack.

This issue of the "Global Circuit" is not dedicated to the blockchain technology as such, as we preferred to leave this type of discussion to real experts.

We were however interested to see which impact blockchain may have on the electrical distribution business, how our suppliers react already today and which investments they carry out by now.

Elena Reignier

IMELCO Managing Director

IMELCO HOSTS ANNUAL SUPPLIER MEETINGS IN WASHINGTON DC

On September 18th and 19th IMELCO held their annual Supplier Meetings in Washington DC. "IMARK Group was pleased to host the first IMELCO Meeting to be held in the United States.", says Bob Smith, President and CEO of IMARK Group and President-Elect of IMELCO.

During these meetings, the national Managing Directors from all IMELCO organizations worldwide get together with the partner suppliers to exchange on how to improve the relationship between IMELCO and its preferred suppliers.

This year's meetings also featured a networking event during which all suppliers and also IMARK distributors had been invited to attend. While IMARK gave an interesting insight into some of the collective activities of its members, there was plenty of networking going on amongst the assembled throng. This produced a great deal of interesting topics to ponder for the future development of the Group.

Co Braber, IMELCO's newly appointed Vice President of Supplier Relations and Development, took the opportunity of his first meeting to introduce himself to all participants and made a very positive impression. "There is much work to be done, but we have the benefit of a strong team in place and with plenty to go at, we are confident that this team will help develop the profile and commercial

interests of the organization.", says Simon Barkes, acting President of IMELCO and Director of BEMCO Ltd, based in Great Britain.

On Tuesday, IMELCO representatives and IMARK members spent their evening at Mount Vernon, former US President George Washington's estate, enjoying a guided tour and dinner banquet. The event was generously sponsored by Legrand, who have been a steady partner to IMELCO for over 9 years.

Jean-Francois Fredon, Account Manager for IMELCO at Legrand perceived the meetings as a "very constructive and excellent occasion to share our business vision with all of IMELCO's members". The event was "well concluded by a nice evening at Mount Vernon allowing

to highlight and celebrate the quality of the relationship built since years by Legrand IMELCO worldwide and IMARK in the United States and Canada."

Bob Smith: "It was another great collaboration meeting and we wish to thank all the suppliers and IMELCO Members for their participation.

In particular Marty Burbridge & Jared Hoover's discussion with the IMELCO Managing Directors and Supervisory Board on IM Supply and international end customer opportunities was most beneficial.

Finally, with varied IMARK Board Members such as Wes Smith, George Vorwick, Dan Dungan, Scott Lawhead and John Thompson, participation continues to build a closer working relationship with global IMELCO Members and Suppliers."





Mount Vernon



*Jerry Knight (IMARK)
with Klein Tool representatives*



*Frank Dahl (OBO Bettermann)
and Oscar Cantaré (ELECTROCLUB)*



Presentation of IM Supply (IMARK member)



Joint presentation from IMELCO and IMARK on current and future activities



*Introduction of Co Braber (VP Supplier Relations
& Development at IMELCO)*

IMARK GROUP LAUNCHES LIGHTING CONTROLS TRAINING TO ITS MEMBERS

The U.S. Department of Energy predicts that one-third of all LED energy savings by 2030 will come from the use of lighting controls. Lighting distributor personnel that can knowledgably pair controls with LED upgrades will have a competitive advantage and be poised for increased profitability.

The lighting industry is undergoing a transformational change. Demand for lighting controls, including advanced networked control systems, is steadily increasing, as controls technology improves and becomes less expensive, and as intelligent lighting, tunable-white lighting and the Internet of Things emerge in the marketplace.

In response to current lighting industry trends, IMARK has teamed with the National Association of Innovative Lighting Distributors (NAILD) and has expanded its educational offerings to include the Lighting Specialist-Controls (LS-C) Training Program.

This fee-based training course is now available to IMARK members on IMARK University.

The LS-C training is the latest addition to NAILD's LS online training that is available to IMARK members. LS I (Lighting Fundamentals) and LS II (Advanced Selling Skills) are also available.

"NAILD began discussing LS-C more than two years ago as the next natural step for our educational offerings" said Becky Phillips, of Professional Lighting and Supply Inc., an IMARK member in Greensboro, North Carolina and NAILD's immediate past president.

"The NAILD board felt that we wanted to continue to offer timely, relevant education for the industry and our members. We knew that controls were on the horizon of the evolution of lighting technology. Broad acceptance of control technology goes hand-in-hand with LED advances. We wanted to make sure there was control education to meet the needs of the industry."

Lighting distributors can leverage LS-C to create effective employees who will know how to select the right control strategy, develop a control narrative and apply products to applications.

"Inside and outside sales personnel, customer service representatives and lighting specifiers will all benefit from control education and knowing how controls fit into their customers' and clients' lighting plans for now and the future," Phillips said.

A brand-agnostic and technology-neutral course, LS-C trains lighting professionals to speak to customers and suppliers about lighting controls with competence and confidence.

The self-paced online program is supported by workbook exercises, hands-on activities, online quizzes, in-house coaching and a final exam.

Lighting professionals who complete LS-C will be able to:

- Identify control strategies and match them to applications.
- Build packages of equipment that satisfy these strategies.
- Identify methods used to connect devices within a system.
- Predict how various light sources, including LED, behave while being controlled.
- Design a lighting control solution.
- Locate utility rebates.
- Participate in the commissioning process.

The challenge to competing in the growing market of controls is staying on top of the many strategies, technologies and applications and NAILD's LS-C can help you do just that, according to Phillips.

"We think that education of industry personnel is extremely important," Phillips said, adding that basic lighting knowledge is important to understand controls and their benefit.

For more information about these training resources, please contact Steve Ruane of IMARK Group at sruane@imarkgroup.com

BLOCKCHAIN'S INFLUENCE ON WHOLESALE DISTRIBUTION

The world's very first blockchain was created in 2008 and was used to establish the cryptocurrency Bitcoin. Since then the potential for the technology had mainly been seen in the financial sphere.

Today, blockchain is breaking into new areas of business thanks to the introduction of so called 'smart contracts'. They are self-executing agreements based on blockchain technology that mimic the logic of traditional contracts. Actions or payments are automatically triggered once conditions are met.

This not only guarantees payment and eliminates fraud, but it also requires no transaction costs or currency exchange fees.

Application of blockchain for wholesale distributors

In wholesale, blockchain will open the opportunity for providing better service to customers by improving transparency and accountability across the supply chain. Distributed ledgers will make it possible to track and trace materials back to the source and prove authenticity and origin of products. This total transparency of the value chain reduces the risk of fraud as well as counterfeit products and creates trust between all involved parties.

Due to smart contracts processes will no longer be limited to office hours, which accelerates the flow of goods

"It is a critical technology which is going to have a lot of impact over the next five, ten, twenty years, much like the internet did."

Dr. Gavin Wood, Co-founder and former CTO of Ethereum

and with the elimination of third-party intermediaries, the supply chain will become more efficient and reliable. The distributed and encrypted nature of Blockchain makes it almost impossible to hack. This shows promise for all kinds of business and cyber security such as Cloud computing and data storage and opens up new opportunities for IoT applications.

The biggest threat coming from blockchain, as it is with many digital breakthroughs, is the potential disruption of existing businesses and business models¹. Latecomers in the wholesale industry might get their business reduced to that of a mere logistic provider, once the competition's investment in blockchain technology pays out.

Obreahny O'Brien, who is leading the development of business solutions for blockchain at EY Professional Consulting Services, advises Business Leaders to "not solely look at this technology as a way to improve current processes, but more as a way to pivot their business models."

Conclusion

Blockchain will transform the way industries and individuals do business in the near future, it is only a matter of time. In the next few years, new applications for blockchain will be found and slowly adapted into the business processes. The challenge now, as it is with most innovations, is to be ahead of the competition.

SAP is already offering a ready-to-use blockchain service on their cloud platform to early birds who want to invest in the new technology².

Notes

1. With blockchain, what comes first, opportunity or threat?. (2017). [Blog] betterworkingworld by EY.
2. <https://www.sap.com/products/leonardo.html>

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STARTUP CENTERS

OUTSIDE OF THE SILICON VALLEY

Silicon Valley is considered to be the world's innovation capital where the most influential startups of this century were built up and turned into multi-billion corporations. But let's look beyond United States.

Today, startup centers can be found in almost every larger city in the world. Especially Europe has become an interesting location for international startups to nurture their business.

This ranking shows the 15 most popular locations for innovation companies in Europe based on the number of registered startups.

1. London
2. Berlin
3. Paris
4. Amsterdam
5. Barcelona
6. Madrid
7. Stockholm
8. Dublin
9. Copenhagen
10. Milan
11. Munich
12. Helsinki
13. Lisbon
14. Warsaw
15. Zurich

* based on the number of registered startups.

While Berlin has serious ambitions to become Europe's leading tech hub, and Brexit seems to have sharpened that ambition, also other tech hubs spring up around Europe

Station F, Paris

Currently, the most prominent example for increasing investments in startup hubs in Europe is Station F, located in Paris, which was opened just this year in June. It is the biggest startup campus in the world with a total area of 34,000 m² in office space.

The facility provides office accommodation for up to 1,000 start-up and early stage businesses with 3,000 desk spaces and private meeting rooms. It also hosts a 370-seat auditorium and a number of restaurants which are open to the public.

The project has already drawn in several famous partner companies such as Facebook and Microsoft, which are using Station F as an incubator to foster their own startup projects. So far, Station F certainly is Europe's most ambitious startup project.

Skolkovo, Russia

The Skolkovo Innovation Center is a high technology business area near Moscow, Russia. It is a 400 hectares wide territory with a permanent population of approximately 21,000 employees.

"Residents" of the city receive financial assistance from the Russian government and special legal conditions such as tax holidays lasting 5–7 years and lighter migratory policies. Most prominent partners of the project include:

- Nokia
- Siemens
- SAP
- Microsoft
- Boeing
- Intel
- Cisco
- IBM
- Johnson & Johnson

Sources

- Ohr, T. (2017). Top 15: Europe's biggest startup hubs in 2017. [online] www.eu-startups.com. Available at: <http://www.eu-startups.com/2017/10/top-15-europes-biggest-startup-hubs-in-2017/> [Accessed 12 Oct. 2017].
- Medeiros, J. (2017). Station F, the world's largest startup campus opens in Paris. WIRED.
- <http://sk.ru/news/>



DATA "OIL" WILL BE THE NEXT

Data is becoming a key business asset with tangible value. Owning the source of data, building value from it, and improving the business relevancy for customers will be game changers. The game will be less about selling products than owning the relationship and the data. Tomorrow's winners will be the ones who have managed to not only connect their customers, but have made sense of the consequential flow of data to them.

Yet, we're only at the start of unlocking the full value of the data at our disposal. The same is true for all the machine-generated and IoT data that exists and will soon become a real data flood. Are we ready to deal with it? And how can we leverage it in a smart, safe, and purposeful way?

The Data "Oil Well"

While data is omnipresent, it can be leveraged in more ways than it is today. While it needs to be turned into value, there are technical challenges to gather these volumes of data.

First is real-time transmission of information from devices such as sensors, which can require far more bandwidth than is available. Consider, for example, a smart operating room in a hospital, which could contain a wide variety of sensing devices to monitor every aspect of a patient's health including their breathing, heart rate, blood levels, and even skin colour and muscle tone. It's an overwhelming amount of data

that must be analysed in real time as it can literally save lives. Or, take a large office building where contextual data is gathered on all levels, ranging from real-time alerts and meeting room occupancy to smart metering data for regulatory or energy saving goals and pattern detection.

Next, is the aggregation of the data and the intelligence that can be extracted from it. Aggregating data so that it can be useful presents different questions and opportunities alike. Consider a smart city concept with smart homes and buildings across a major metropolitan area; the amount of data is immense and continuous.

This information is also extraordinarily useful when examined on an aggregate level. Resource usage throughout a city can be predicted by analysing the aggregate data and then factoring in the effects of weather, social events, and other variables. Let's take the example of a smart stadium that was connected to the surrounding metropolitan area; in a large event, such as a football game, it's predictable that there will be a surge of traffic as the event begins and ends. Sensors could report on the number of people in the stadium, and adjust patterns automatically as those people begin to leave the parking area. Businesses in the local area – such as restaurants – which normally close early, could receive notifications of the traffic surge and remain open longer.

The third challenge is the storage and legal ownership of the data. Does the customer own their information? Or, do the companies and businesses which

collect information own it? Or, perhaps the data aggregators own the data; or is the data, once personalised information has been removed, available to the public domain? There are also legal aspects to consider such as the data general protection regulation (GDPR), which is intended to strengthen data protection in the European Union.

The Forest Behind the Trees: Dark Data

Recently McKinsey & Company calculated that on an oil rig with 30,000 sensors, only one percent of data is examined. Why? Because the data serves a purpose: detecting and controlling anomalies. When used for prediction and optimisation the unused data can create real value, the company stated. There is even more value at stake if you consider that, in practice, we use several data formats and sources in most applications where actionable information and decisions are the outcomes. A pharmaceutical company, for instance, combines IoT data, health data, data from wearables, hospital data, research data, and even genetic data to find new healthcare solutions.

Gartner defines dark data as the information assets organisations collect, process, and store during regular business activities, but generally fail to use for other purposes. You can imagine the opportunities and challenges of detecting, storing, and leveraging dark data.

IoT is the “Pickaxe” and “Shovel” of the Oil Race

The Internet of Things is connecting things with things, people with things, and people with people; this is unleashing an unprecedented flow of data. It will definitively change the way we work, live, and seek entertainment in smart buildings and cities. However, end-to-end connectivity on a broad urban scale has never been deployed. We should not underestimate the societal benefits of such connected ecosystems, which aim to reduce carbon footprints, provide better living conditions, cope with growing and aging populations, and ensure the security, safety, and comfort of citizens, while respecting their data and privacy. There will also be more and more alternative and distributed sources of energy, which will raise the complexity of connected buildings, smart city ecosystems, and tomorrow’s digital factories. Considering that network infrastructure has evolved over the past 10 years, moving from basic hub to fully routed and intelligent networks, it is a good indicator of what we will experience over the next 10 – 15 years. The digital transformation trends of the industry, intelligent buildings, smart cities, intelligent energy grids, and connected critical power infrastructure in airports and hospitals will have similar impacts, if not greater, than what the internet had on the way we live our everyday life.

Data sovereignty

Dealing with the aspects of sovereignty (data ownership), IoT data transactions and data exchanges that are inevitable to achieve innovation and transformation beyond the level of the single organisation -and on the level of industrial markets, smart cities, and the types of connected ecosystems as described – is not an easy task.

Transformational programs which are organised on sectorial, local, national, and supra-national scales, such as the European Union’s program for a regulated data market, are being studied and developed today. Their purpose is to create the framework and safe, certified, and regulated contractual mechanisms to not just leverage an organisation’s own data – but to enable innovation and digital transformation using aggregated data and the resulting insights.

There is a new kid on the proverbial block that could solve the transactional data dimension with the same considerations of sovereignty, transactions, and safe contractual methods. That blockchain technology, which promises to be the missing link enabling peer-to-peer contractual behavior without any third party to “certify” the IoT transaction. It also answers the challenge of scalability, single point of failure, time stamping, record, privacy, trust, and reliability in a very consistent way.

Some companies are investing in innovations and programs that enable and equip their partner channels to effectively deliver on this IoT evolution. One such program is Schneider Electric’s EcoXpert™ Partner Program, which puts the business growth of its partner channel at the forefront of its mission while delivering best-in-class, IoT-enabled solutions to customers such as that offered by the EcoStruxure™ architecture and platform.

Regardless of which technologies or frameworks will be chosen for the further development of IoT and the data opportunities it offers in a value-generating way, we’ve only seen the beginning of the true potential of IoT data as we enter the next stages in collaborative and connected ways.



Nicolas Windpassinger
Global Channel Program Vice President
EcoBuilding Division
Building & IT Business
Schneider Electric



DIGITIZE OR DIE **Transform Your Organization and Rise Above the Competition with IoT.**

The Internet of Things will disrupt all businesses, including market leaders. Making sense of these changes and more importantly, understanding how to leverage them to grow above your completion is one of the objectives of this book. It describes what the IoT is, its impacts and consequences as well as how to leverage the digital transformation to your benefit.

Publication date: October 31, 2017
 Publisher: IoT Hub

Available for pre-order on Amazon

BIG DATA

For over 10 years Elex has had visibility of member wholesalers' data regarding sales, purchases and stocks and all this information is available per single article code.

Having such information has been vital in allowing the group to define efficient promotional activities, to estimate yearly member purchases and also to centrally define specific purchasing and sales activities with suppliers. Today this information still has its use, but new sales opportunities, such as e-commerce and new data elaboration techniques are pushing us a step further. The applications are countless even though we have decided to explore new possibilities one step at a time.

So, where are we today?

We have implemented the data received from member wholesalers so as to include information regarding customer code, sales order number, destination of material, etc. This may seem like an enormous amount of detail to work on and it certainly is, but the advantages, even in the project's first phase, are well worth the effort.

The first step regards the possibility of creating a recommendation system. Thinking about "over the counter" sales or sales through e-commerce platforms (whether B2B or B2C), we have until today relied on suppliers providing information regarding alternative or correlated products to be able to cross-sell or up-sell. Unfortunately, not many suppliers actually provide such information and even when they do, product suggestions are limited to products within the same brand.

Analyzing BigData allows to identify customers' repetitive purchasing patterns and therefore automatically suggest correlated products, pushing the customer to increase the number of products placed in a single order. The principle behind such reasoning is that, if a certain and reliable number of customers are found to purchase product "B" every time they purchase product "A", why not also propose product "B" to those who purchase product "A" for the first time.

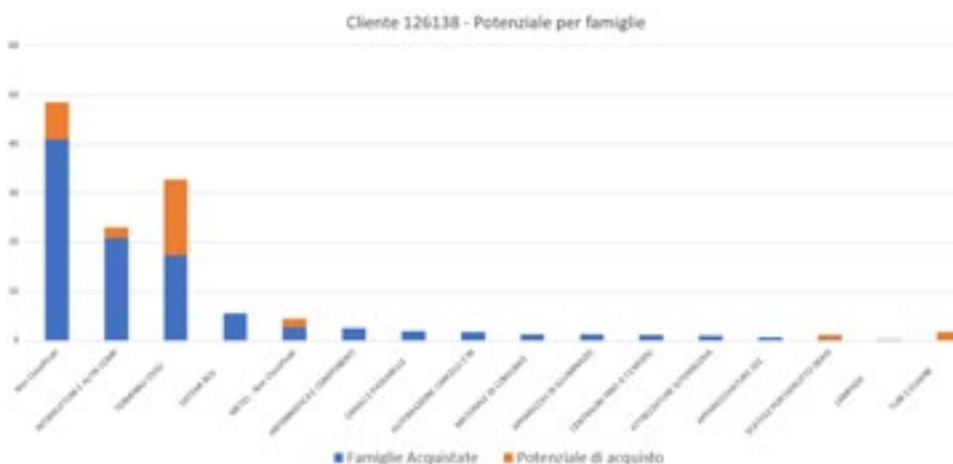
This is actually a simple example and BigData analysis allows to understand many more complex relations amongst products. An interesting



study on Big Data has for example found that "people who buy small felt pads that adhere to the bottom of chair legs (to protect the floor) are more likely than others to be good credit risks." We have certainly not reached such a similar level of sophistication but we are beginning to return useful information to our members so as to allow them to propose specific offers to single customers, pinpointing flaws in the customer's purchases, allowing sales personnel to understand why certain correlated products are not purchased by the customer or why they are purchased from another wholesaler.

The current marketing tendency is in fact that of proposing customers personalized and dedicated promotional activities or special offers. This is now possible thanks to such BigData analysis.

We are only at the beginning and in the near future we will certainly be spending some time and effort in exploring further BigData applications.



BLOCKCHAIN APPLICATIONS

NEW SOLUTION FOR DIGITAL TRANSACTIONS

At Siemens, experts are considering whether and how blockchain technology can be used for industry.

- Implementation of blockchain in devices is an interesting but as yet fully untested area. All kinds of applications are conceivable. For instance, the tokens often used in washing machines in apartment buildings could be replaced by Siemens controllers connected with a blockchain to account for electricity costs or to define and log times of use.

- Blockchain technology could secure direct interaction between autonomously operating machines. Shared vehicles could manage their availability and charge for their services, for example.

Another application area is energy trading, where blockchain technology could ensure safe, cheap and fast exchanges between producers and consumers. In addition, transactions can be stored and settled as RWE has already shown with a microgrid of six private households in Mülheim an der Ruhr, Germany. In the New York borough of Brooklyn, TransActive Grid (a joint venture founded by Lo3 Energy and Bitcoin developer ConsenSys) has set up a local electricity microgrid that is managed on the basis of a blockchain. This microgrid receives power from the solar systems of five residential buildings.

The buildings sell the solar power they do not use themselves to

buildings on the same street, thus implementing the concept of peer-to-peer electricity on the smallest level. This is profitable because the blockchain entails very little management effort.

Blockchain technology could also play a key role in the Internet of Things. As the strategy behind Industrie 4.0 is based on networking distributed, automated manufacturing and logistics processes and – increasingly – allowing such processes to organize themselves, associated machines must be monitored on a higher-level.

Blockchain technology is ideal for monitoring whether machines are operating within their defined scope of action.

The next revolution?

Many experts see blockchain as a technology with disruptive potential. Initial experiences with it as a data transfer method for all transactions with Bitcoin have encouraged many start-ups to examine new potential applications.

New applications are currently focused on financial and legal transactions. Siemens is following these developments with great interest.

In the future, blockchain could make many processes simpler or more secure wherever data needs to be recorded. This aspect is highly significant for Siemens in many respects. Energy trading between producers and consumers can be managed quickly, cheaply and securely.

Many digital-based services could also be managed more easily with a blockchain. Siemens wants to be part of this revolution and is therefore taking a two-track approach.

On the one hand, Siemens experts are perpetually looking for interesting application areas in this very young market and, on the other hand, the group wants to come up with disruptive innovations together with start-ups, for example:

- Solutions designed to address rapidly increasing data volumes
- Software for open source communities
- Solutions for new forms of Internet trading
- Digital solutions for financial transactions

next 47

Next47

In October 2016, Siemens founded a new company named next 47 to combine the speed and agility of an independent investor with the breadth of Siemens' business and technology.

Its local offices in Palo Alto, Boston, London, Munich, Shanghai and Beijing cover all regions of the world from their respective locations.

Next47 builds on Siemens' existing startup activities and was given the necessary independence, while still being able to utilize the advantages offered by Siemens.

<http://next47.com>

NEW ERA OF ETIM IN RUSSIA TIME OF THE DIGITAL PIONEERS

On the 6th of September, 2017 at the ETIM International meeting in Frankfurt the Executive Board decided to approve RAEC as a full member of the association.

On that the ETIM International partnership has been enlarged by the 17th national organization. The Centre of nomenclature and ETIM will be responsible for the development and coordination of ETIM as ETIM Russia. The Centre successfully operates on the field of standardization of the electrotechnical industry and has accumulated super competence in this area. The appearance of the official national ETIM representative leads to a milestone in the development of standards in Russia.



E TIM International membership as ETIM Russia, is a great honor for us. During the past 3 years we have built a unique expertise and came closer to the implementation of our main goal – standardization of the Russian electrotechnical industry. I am sure that our new status will help us to ambitiously continue our activity.

Maya Avdonina
 Head of the Centre
 of nomenclature and ETIM

Goal 1: Make industry digital

This task was set for the Centre of nomenclature and ETIM in 2014. A unified electro technical e-catalogue using ETIM standard became the main tool of reaching this goal, e.g. the digitalization. The Centre's staff is responsible for preparing and publishing the catalogue as well as the data exchange with wholesalers. The responsible team constantly manages more than 1 million items of 760 brands. As a result of this ultimate work, the industry got a unique product containing e-commerce, wiki and BI functionality that gives powerful capabilities to its users.

Industry competency centre

In the past 3 years the Centre of nomenclature and ETIM has become an acknowledged expert for ETIM in the Russian electrotechnical industry and was even admitted by ETIM International. The Centre works actively with wholesalers and manufacturers who are educating about the ETIM standard. For many companies, ETIM has become a great advantage, which can be used to optimize and automate their business processes. ETIM is not just simply a standard. It is a criterion of success and business decency. Standard popularization has become the key goal of the Centre. Staff members of the Center will take part in Interlight 2017, the top exhibition in Russia, as experts in the field of ETIM. The Interlight 2017 represents international Light&Building in Russia and gathers professionals of electrotechnical industry.

Unified electro technical e-catalogue in ETIM standard today:

- More than 1 million items
- More than 11 million filled features
- 760 brands, including ABB, Schneider Electric, Philips, Siemens, Legrand, Eaton and etc.
- 12 leading Russian wholesalers connected their B2B systems to the e-catalogue

Future of ETIM Russia: Global ETIMization

ETIM Russia will continue to implement the global tasks that have been set by the Centre, who are the pioneer of the ETIM-movement. Like never before, education and standardization became the questions of highest importance.

The main goal is to provide an educational background of ETIM for future employees that are now still students. Standardization is in a constant progress. The appearance of the 7th ETIM release gives another task to the Centre concerning its adaptation and promotion.

RAEC as ETIM Russia and member of ETIM International will put emphasis on its movement towards the final goal – stating ETIM as the unified standard for Russian electrotechnical industry.

DIGITALIZATION IS ESSENTIAL

DIGITALIZATION AT **OBO BETTERMANN**

“Digitalization” has become a key issue for OBO Bettermann too. Investments are being made in digitalization in different areas of the company in order for it to keep the leading position on the market in the long run.

This includes the digitalization of three-stage sales, because information and purchasing behavior as well as entire long-maintained business processes are changing due to increasing digitalization. Therefore it is critically important to recognize digitalization trends early and integrate them into the actual three-stage sales process.

It is well known that it is simple to offer individual product segments online and to directly become involved in B2B commerce. While doing so, individual stages could be skipped and the goods delivered directly to the final customer. However, as a manufacturer we attach great importance to reassessing the time-tested processes and procedures of the three-stage distribution channel together with our retailing and trading partners and adapting them to modern structures. Ultimately it is our goal to unify product innovations with customer relations and thereby use the existing strengths of our partners on the market.

An additional step towards digitalization is Building Information Modeling, abbreviated BIM. On the one hand, the digital building information model,

understood as a planning method, significantly revolutionizes planning in the construction branch and, on the other hand, allows for uniformly updated information regarding construction project planning and operations.

Digital models are simulated and optimized during this process. The advantage is that all users can draw on a uniform database and that processes become more transparent and detailed. Modifications made immediately affect the entire project. This can drastically reduce the number of errors and significantly reduce the expenses for correcting errors in the construction phase, while increasing planning security. The BIM approach also optimizes all procedures during operation and until the dismantling of the object, because all relevant information is constantly available. The relevance of this method is of great significance for us as a manufacturer, which is why we have been working for a long time on making available all relevant products from our portfolio in the BIM format little by little.

Furthermore, based on the concept OBO Construct we are continuously further developing the offer of planning tools and configurators to support the planning activities of our clients. OBO Construct offers electronic support services for the time-consuming selection of suitable product systems, compliance with regulations and norms as well

as schedules and budgets. This enormously facilitates the work of engineers, architects and electric installers when planning projects and finding timely solutions.

In order for customers to better envision our products with their wide-ranging functions, OBO offers the possibility of viewing the products with virtual reality glasses. It creates a digital experience, which clients can partake in at expositions, among other places, and which will also be offered permanently at OBO's headquarters in Menden.

All product units will certainly also be supported by videos explaining how the products are used. This way, products and their applications can be easily explained and presented.

All these steps towards digitalization have already become a matter of course for OBO, which is the best proof that digitalization is actively lived out every day in the future-oriented company.

About OBO Bettermann

OBO Bettermann operates globally with 40 subsidiaries in over 60 countries. The range of products of OBO comprises 30,000 items for electrical infrastructures, in which connector and fastening systems, transient and lightning protection, cable support systems, fire protection systems, cable routing systems, built-in appliances systems and underfloor systems are used.

The corporation employs over 4,000 employees and generates an annual turnover of more than 500 million Euros. OBO Bettermann owns its own production plants in Germany, Hungary, Switzerland, the USA, Great Britain, South Africa, India and Russia.

ABB ABILITY™ BRINGS OPPORTUNITY TO THE WORLD OF DISTRIBUTORS

We read about digitalization everywhere today, but what does it really bring to our business?

ABB launched ABB Ability™ as the umbrella for all of its digital offerings; all connected and software enabled solutions. These solutions help customers to do more and do better, taking advantage of the insights that can be gathered in all areas of operations. Today, there are around 180 ABB Ability™ solutions, with more in the pipeline, offering improvements to help monitor, optimize and control electrical systems across a broad range of applications from utility to residential.

Massimo Lattuada, ABB's Global Account Manager for Imelco, said: *"For our electrical distributor customers, our digital offering can bring a number of benefits. We want to make it easier to do business with ABB, focusing on configuration and software tools to support the product selection and engineering planning process. We are also committed to supporting distributors' multichannel approach providing support such as access to data and content to fill customers' own online catalogues."*

ABB has a portfolio of solutions that can help end customers to improve productivity and energy efficiency, with significant growth in the utility, industry, transport and infrastructure sectors in everything from smart distribution through to game changing solutions in building automation.

Lattuada continues: *"What is important is that we work together with our channel partners, like Imelco, to implement joint programs,*

ensuring that we maximize the value of digitalization for everyone. People need to be able to explain how this supports end customers' success."

Example solutions

ABB Ability™ Electrical Distribution Control System is an innovative cloud-computing platform that connects a facility's electrical equipment with the Internet of Things, leveraging the built-in sensing and connectivity of ABB's circuit breakers to provide the information and control functions that can reduce total operating costs by up to 30 percent.

The system can also provide reporting functions, immediate access to documentation and the remote diagnosis of assets, making maintenance simpler and more effective. It allows faster commissioning and integration of devices, with panels placed online in only ten minutes.

And it isn't just industrial applications that benefit from ABB Ability™ solutions. ABB-free@home demonstrates the exciting capability of ABB Ability™ solutions in smarter buildings, unlocking the potential for increased automation in the home.

Designed to transform homes into intelligent spaces by bringing the advantages enabled by the IoT in to our living spaces, the use of ABB-free@home means homeowners are able to control up to 65 functions including lighting, blinds, security and heating through either a switch on the wall, a laptop or smart phone for added convenience and flexibility.

Following the launch of ABB-free@home, ABB provided access to smart home technology to even more consumers with the addition of a wireless solution.

And, only in September ABB announced a further extension of our free@home functionality with the integration of Amazon Alexa, Sonos, BSH and Miele home appliances within the same open home automation platform.

With more than 40 years' experience in software, mechanical and electrical engineering and an installed base of more than 70 million digitally enabled connected devices, 7,000 digital control systems and 6,000 software solutions we understand that harnessing the Fourth Industrial Revolution requires bridging the physical and digital worlds, not focusing exclusively on either one.

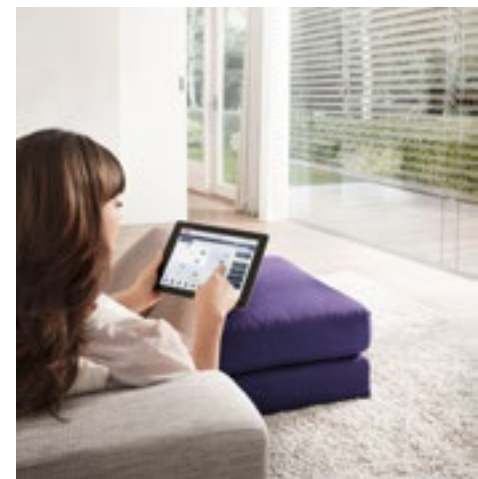


ABB is committed to professionalism and to putting customers first. ABB Ability is an enabler to drive progress for our channel partners, offering the best possible support, as a trusted advisor and partner, to maximize the benefits of digitalization today, tomorrow and in the months and years to come.

Related press releases:

ABB facilitates new networking opportunities for external developers (bit.ly/GC6-ABB1)

ABB unveils expanded free@home solution (bit.ly/GC6-ABB2)

SECURE REMOTE MAINTENANCE OF MACHINES

The TC Cloud Client remote maintenance modules from Phoenix Contact connect machines to the mGuard Secure Cloud securely over the Internet.

The clients provide an inexpensive basis for scalable remote maintenance of machines. Customers have the choice of TC Cloud Clients, which use the operator network, and variants which use the worldwide 4G-LTE mobile network for Cloud communication. The clients are configured with the help of the Cloud and are ready immediately for use in the machine.

The mGuard Secure Cloud constitutes a high-performance, scalable VPN infrastructure which connects service personnel with machines and systems via the Internet. The professional data center ensures a high degree of reliability and availability in terms of the service for machines and systems. The integrated mGuard VPN technology uses the IPsec security protocol with strong encryption. This ensures the confidentiality, authenticity, and integrity of all information and data transmitted between the service technicians and the machines. The TC Cloud Clients have one digital input and one output. As a result, service connections to the Cloud can be made and signaled as required.



mGUARD SECURE CLOUD WITH NEW FUNCTIONS

The new Version 2.7 of the mGuard Secure Cloud improves the user-friendliness and speed of the web interface.

In addition, there are new functions available: the cloud VPN builder, which automatically establishes the connection to the machines, now also supports the TC Cloud Client LAN and TC Cloud Client 4G VPN gateways.

The mGuard Secure Cloud offers a turnkey complete VPN solution for operators and companies that build machines. Service personnel connect quickly and securely to machines, industrial PCs, and con-

trollers via a simple web interface. In addition, secure remote maintenance can be performed at any location and any time without requiring specialist IT knowledge.

The TC Cloud Clients connect the machines to the mGuard Secure Cloud securely via the Internet. The clients provide an inexpensive basis for the scalable remote maintenance of machines. Customers can choose between TC Cloud Clients which use operator networks and versions which use global 4G-LTE mobile networks for cloud communication.

The cloud also supports the integration of iOS devices as service workstations for mobile service

technicians. These devices can also be configured automatically in the cloud VPN builder in just a few clicks.



This initial investment prepared the ground for the further long term growth in the coming years, sustained by a second similar size development

FAST FORWARD OPERATIONS AND FOCUS ON FLEXIBLE RUBBER AND FIRE RESISTANT CABLE PRODUCTION

Prysmian Group, in light of continuous improvement in Operations and Technology, has launched the Fast Forward Operations Campaign: a full Program to strengthen the leadership skills and technical capabilities of the professionals and managers who work daily in Prysmian Group plants around the world and to create a Manufacturing community able to share ideas, best practices and know-how.

Three of the most relevant topics are: **1. HUMAN FACTOR supported by specific initiatives:**

- **Manufacturing Academy:** to develop and strengthen the skills of our employees (different courses depending on the role: fundamentals, advanced, excellence).
- **Make-It:** to hire people with already experience in Manufacturing, Quality and Supply Chain
- **Good Practice Network:** to easier the exchange of knowledge between the Operations people of our 82 Factories (i.e. Good Practice Online Community + Good Practice Focus Group)

2. PRODUCTION TECHNOLOGY, investing into new technology potential (i.e. IoT, Cloud, Big Data) to support the activity of our workforce inside the Factory.

3. FACTORS OF PRODUCTION, setting of projects and methodologies to continuously improve our Manufacturing processes and our product Quality.

One of the tangible examples of Prysmian Group Fast Forward Operations is our Rubber Cable Producing Facility in Kistelek, Hungary.

Prysmian MKM Hungarian Cable Works, is an operating unit of the Prysmian Group - world leader in the energy and telecom cables and systems industry - inaugurated the new rubber cable producing facility in Kistelek, Hungary in April 2016.

Prysmian MKM is the leading energy cable producer in Hungary and one of the largest in East Europe, leveraging on its two manufacturing units in the country (Balassagyarmat and Kistelek) and operating in Hungary for more than 130 years.

Prysmian Group development of Kistelek factory in the medium-long term, aiming to create the Center of Excellence for Flexible Rubber and Fire Resistant cable production in Central Eastern Europe. To support its strategic targets, Prysmian Group have set an investment plan in 2014 that will be further developed in the following



years, in order to support both Eastern and Western European markets' demand.

Prysmian Group key strategic targets are:

1. **enhance Kistelek Plant capability** (product range) and capacity (volume output) by enabling production of 'high tech' Rubber and Fire Resistant cables,
2. **increase the actual production capacity of standard PVC cables,**

The first step of the **development in value more than 12 million Euro** in the period 2014-2016 has been achieved. During this phase, **15 new production lines and new laboratory equipment had been installed, enabling a potential turnover increase of around 50 million Euro[*]** offering sizeable working opportunities (more than 50 new workplaces are linked to this first step) for the most qualified Hungarian workforce, both in terms of engineers to support the project implementation and operators to manage the new production lines. **This initial investment prepared the ground for the further long term growth in the coming years, sustained by a second similar size development, planned for 2017 and 2018.**

For any further information please liaise with infocables-hu@prysmiangroup.com

* at constant raw material value.

DIALING DOWN THE RISK OF ARC FLASH INCIDENTS WITH ENERGY-REDUCING MAINTENANCE SWITCHES

While there are many causes of arc flash incidents - from worn cable insulation and corroded electrical contacts to a static electricity discharge - maintenance, upgrade or repair work on electrical distribution equipment, by even well-trained personnel, heightens the risk of an arc flash accident.

Combined with a host of preventive practices and systems, one of the strongest ways to improve worker safety is to limit the potential arc flash incident energy that personnel may be exposed to during maintenance or upgrades.

The power and dangerous impact of an arc flash incident is a function of two factors:

- What is the magnitude or level of the energy emitted during an arc fault incident? Understanding the potential extent of released energy is typically part of an arc flash hazard study, which includes calculations based on metrics in the Institute of Electrical and Engineers' (IEEE) 1584 standard.
- What is the duration that fault current is active before the overcurrent protective device engages to clear the fault? There are many inter-related arc flash mitigation technologies that help to monitor, react and isolate a fault, including GE's Instantaneous Zone Selective Interlocking (I-ZSI) and Waveform Recognition (WF) technologies.

Working in conjunction with these systems is the use of an energy-reducing maintenance switch, such as GE's Reduced Energy Let-Through, or RELT, technology.

Lowering the Risk Threshold for Arc Flash

RELT protects workers and equipment with a method that lowers arc flash incident energy levels when electrical maintenance personnel are working on or near energized equipment. This function limits the duration of the fault current by lowering the pickup settings on a second instantaneous overcurrent protection device, or maintenance switch.

The use of an energy-reducing maintenance switch, such as GE's RELT technology, is described in a section of the 2017 National Electric Code® (NEC) 240.87 9 for circuit breaker-protected circuits as a method to reduce arc flash incident energy in circuits 1200A and larger. This requirement specifies that if normal instantaneous protection by a circuit breaker is not able to operate at the estimated arcing current, then one of several methods must be part of the circuit design. The use of an energy-reducing maintenance switch is one of those methods.

The concept behind the RELT function is simple: in addition to a circuit breaker's normal protection functions, there is a second instantaneous protection function with a

dedicated threshold and algorithm optimized for both speed and sensitivity. Personnel set the threshold as needed, enabling the RELT function when required for maintenance or special monitoring.

By selecting a lower pickup point for the instantaneous trip function of the breaker, the time factor in the calculations is reduced, thus lowering the arc flash energy expended, and the risk or impact of the event on an employee or equipment.

The RELT device can be adjusted from 1.5x to 15x (± 10 percent) times the chosen primary current (Ie) in steps of 0.5x. Selecting a faster pickup point for the instantaneous trip function of the circuit breaker allows the time factor in the calculations to be reduced, thereby lowering the arc flash energy workers may be potentially exposed to.

Activation Control and Feedback
 Since RELT is an alternative setting for the instantaneous trip pickup level at the trip unit, the maintenance worker must first be able to activate this alternative setting and then, secondly, receive a clear indication that the system is active.

Activation is accomplished by a 24Vdc signal initiated through a switch mounted on the electrical equipment, or a switch located outside of the arc flash boundary for that piece of equipment.

Additionally, if the electronic trip unit is equipped with communication capabilities, the command can be activated via serial communications using either Modbus or Profibus. The activation of the RELT can then be done via a human machine interface (HMI) monitoring and control system.

Once the system is activated, the worker needs positive feedback that RELT has been activated. When a hardwired system is used, the trip unit can provide a contact closure that illuminates a lamp indicating that the system is activated. When

the system is activated remotely via serial communications, the feedback indicator is engaged via a remote HMI control panel.

After the RELT function is activated with protection levels set to a lower pickup threshold, maintenance workers can more safely operate in and around electrical equipment to conduct critical maintenance and repair operations.

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 3. ArcWatch" - <http://www.geindustrial.com/arcwatch>
 4. "Waveform Recognition" – B.Wright, M.D’Mello, R.Cuculic <http://apps.geindustrial.com/publibrary/checkout/IZSI-WFR?TNR=White%20Papers|IZSI-WFR|generic>

About the author, Brian Schmalberger

Brian Schmalberger is the segment marketing leader for panel builders and machine builders for GE Power’s Industrial Solutions, which is working to transform the future of electrification. Industrial Solutions designs electrical solutions at the crossroads of digital and industrial that are smart, rugged and equipped to control electricity from the grid to its point of use. Every day, Industrial Solutions employees partner with customers to solve their toughest energy challenges and reimagine industry in a way that only the world’s digital industrial company can.

ONE FOR ALL

THE NEW FRONT CRIMPING PLIERS MADE BY CIMCO



With the new wire end ferrules FLEXI-CRIMP PRO front crimping pliers, cable cross-sections from 0.5 mm² up to 16 mm² can be processed with just one tool.

When working with wire end ferrules, the electrician is faced with various problems. Due to current cable standards, cable manufacturers are allowed to manufacture considerably thinner wires against the resistance than according to the given cross-section.

On top of that, the requirements when using tension clamp terminals are considerably higher than with screw terminals. Under unfavourable circumstances, either of these can lead to the crimping not always meeting the technical requirements if customary crimping tools are used.

This is precisely where the new tool from the CIMCO tool factory comes into play:

For a while now, automatic crimping tools have provided a solution to the problem to make a secure crimping connection. This refers to crimping tools which trigger automatically when they reach a certain contact pressure and adjust to the cross-section.

The tool manufacturer from the Bergisches Land in Germany is introducing the FLEXI-CRIMP PRO for this range of applications, covering all wire end ferrule cross-sections up to 16 mm². Small, handy, and with excellent balance, even large crimping jobs become straightforward, without unduly stressing joints and tendons. The new spring system promises consistent crimping quality with high

tool durability. With the processing range from 0.5 mm² to 16 mm², the user can quickly and easily process the wire end ferrules with the square front crimping bit.

For more detailed information, go to your specialist electrical wholesaler or find us on the Internet at www.cimco.de.

All advantages at a glance:

- Square front crimping bit
- Large application range from 0.5 mm² to 16 mm²
- Small, handy and well-balanced
- Fatigue-free work
- New spring technology
- High durability with consistently high quality
- Optimum price-performance ratio

25 YEARS GROWING TOGETHER

In 1992 we started an exciting project with the objective of providing added value to the electrical material distribution chain. This is how GRUDILEC was born, a Spanish Management Company made up of family companies with recognized trajectory in the Distribution Sector.

The beginnings were not easy, but our courageous, committed and persevering character was the best foundation. It has been 25 years of meetings, internationalization, innovation, training, acts, presentations, studies, success, recognitions and awards to make our dream come true.

Adding talent and experiences, we have achieved that the seed we sowed with great enthusiasm, became a robust tree with great potential for growth.

In Grudilec, we are very pleased with the experience we have had since we became members of IMELCO in 2007. The exchange of information and experience has been very enriching and rewarding at different levels. At the personal level, due to the relationship with others members and at professional level, as a result of learning every day about how things are done in different parts of the world.

On behalf of all the members of Grudilec I want to thank the people



*Mr. Antonio Ruiz Guillén
Grudí Nuso S.L. President*

and companies that have collaborated in our Project. Without their support we would not be what we are today: a reference Management Society of Electrical Material in the Sector.

We will continue working to remain at the forefront of the sector, we trust and wish that we celebrate, in 25 years, our 50th anniversary.

HAPPY 25TH ANNIVERSARY

The members of the Supervisory Board would also like to congratulate GRUDILEC for successfully navigating the last 25 years and reaching this milestone.

This landmark has been achieved through the hard work of all the GRUDILEC members and particularly by the dedicated leadership of Amparo Almiñana. She has been a very effective representative to the Board of IMELCO; forthright, constructive and open minded. While we shall miss her, we welcome Isaac Vicioso Araiz and are confident that he will carry on where Amparo has left off.

We wish GRUDILEC every success for the years to come and look forward to growing stronger together as IMELCO, the International Group of Independent Electrical Wholesalers!"



GRUDILEC CELEBRATES ITS 25TH ANNIVERSARY

Grudilec organized on the 19th of October, an emotional event to commemorate its 25th anniversary. This meeting took place at the emblematic Casino de Madrid and gathered more than 170 people.

The act started with a cocktail in the Hall of the Casino, where all attendees could greet each other and share opinions and perceptions about the electrical market.

Then, Alberto González, Managing Director of Grudilec, had the pleasure to welcome all the attendees and emphasized that "In a market with continuous changes, it has been a quarter of a century with intense meetings, planning, development and implementation of ambitious



Isaac Vicioso Araiz (IMELCO SB) and Co Braber (IMELCO VP Supplier Relations & Development)

projects, impartation of numerous training actions and a wealth of activities, that without your invaluable help would not have been possible". Hereafter, he presented the new corporate video of the group.



NETWORKING



*Alberto González Dueñas (IMELCO MD)
and Co Braber*

A special mention was made by Mr. Gonzalez because this year Grudilec celebrates a double anniversary: The twenty-fifth anniversary of the creation of the group and the tenth anniversary of the incorporation in Imelco, the largest group of independent distributors of electrical wholesalers.

Likewise, he stressed "if you want to go fast, walk alone, but if you want to go far, walk accompanied". Ramón Almiñana, President Emeritus and founder of Grudilec, gave a speech in which he expressed his great satisfaction for belonging and being a precursor of this project with a different DNA.

Furthermore, he highlighted in the family character of the companies that make up Grudilec and the great trajectory of all of them. He bid farewell onstage by presenting an emotional video with which Grudilec wanted to show the values that define and characterize the group.

Antonio Ruiz, current president of Grudilec, closed the event with a few words of thanks to the attendees.



SOCODA CONVENTION

The 11th Socoda Convention will take place on the 13 and 14 of March 2018 at Paris Nord II. Every 2 years, Socoda calls together more than 2 500 members, suppliers and partners.

Socoda's Convention is a reverse exhibition whose purpose is to facilitate exchanges. The 194 Members exhibit in order to meet with Socoda's partner suppliers to conduct business.

3 highlights punctuate these encounters:

- "La Quinzaine": a catalog highlighting the best promotional offers starting 15 days before the event. It was created in order to increase profits and to obtain additional discounts for members.
- A Marketplace: the principle is to offer an exceptional discount for 10 minutes and to promote on-spot purchases. The supplier offers limited quantities, competitive prices and specials conditions to guarantee successful deals.
- As in every edition, "les Sacres" offer a unique occasion for our suppliers to present the best of their innovations to our members. After learning all about these products and their performances, Socoda's members will award a special price for the product.



A dedicated website www.convention-socoda.com, will open in November for both registration and business.

SAVE THE DATE

SPS Drives 2017	28. – 30.11.2017 in Nürnberg
Elex Convention 2018	25.01.2018 in Milan
Light+building 2018	18.-23.03.2018 in Frankfurt (M)
Imark Showcase	20. – 22.3.2018 in Rosemont, IL
IMELCO GA/Networking Event 2018	5.-8.06.2018 in Moscow
EUEW	21. – 23.6.2018 in Bonn

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