

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

2018 ISSUE 8

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MDs SUPPLIERS
MEETING
ON MALLORCA

OPPORTUNITIES

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OF HUMAN
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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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CONTENT IS KING...

...said Bill Gates back in 1996.

Even though this happened more than twenty years ago, this quote is still valid and digital content progressively becomes a decisive element that reaps big rewards. Good content, whether in the form of a social media update or the technical data quality, creates brand awareness and authority in a saturated market.

Electrical manufacturers are currently working full steam ahead to provide best possible data quality to the downstream user, the electrical distributor, to boost e-commerce and expose their products to a broader mass of digital consumers. Huge investments are being carried out in this context to keep pace with the digital transformation in the industry.

On the other side, there is no one-size-fits-all approach or solution when it comes to the demand of managing data in multiple formats: B2B- and B2C-friendly data are demanded

as well as the common understanding about which requirements shall be fulfilled to ensure that utmost efforts have been made or, once best possible content is created, which kind of support is still needed to get it straight away through the speediest digital path to a professional customer or a consumer and which kind of work is yet to be done to have it adapted to the requirements of local markets.

At accelerated speed, digitalisation continues putting the industry in front of new challenges calling for a more transparent and increasingly closer collaboration of various stakeholders in the value chain.



Elena Reignier

IMELCO Managing Director

IMELCO SUPPLIER MEETINGS 2018

The IMELCO annual Suppliers Meetings took place on Palma de Mallorca from September 24th to 26th.

During these meetings, the national Managing Directors from all of IMELCO's member organizations worldwide get together with partner suppliers to exchange information and experiences in order to grow the business and further strengthen the relationship.



ON BEHALF OF THE WHOLE IMELCO, WE LIKE TO THANK BOTH SIMON AND FRIEDRICH-WILHELM FOR ALL THE EFFORTS DONE FOR THE GROUP AND WISH THEM ALL THE BEST FOR THE FUTURE AS WELL AS GIVE A WARM WELCOME FABIAN EBERHARD INTO OUR RANKS.

At the internal IMELCO Meeting two announcements of change were made by the Supervisory Board.

- Simon Sanfilippo will leave ELEX Italia early next year and therefore resigns from his position as Managing Director of IMELCO as well. His successor has yet to be appointed.
- Friedrich-Wilhelm Hörr of MITEGRO resigned as Supervisory Board Member for Germany and Austria effective immediately. His position will be taken by Fabian Eberhard of the German wholesale distributor Eberhard.



In addition to these meetings there were Speed-dating sessions, where each supplier got the opportunity to have a one-on-one conversation with an IMELCO member of their choice. This activity has been added to the agenda as an extra item and was highly appreciated by both members as well as suppliers and will certainly return as a part of future events.

During the networking event, IMELCO presented their marketing activities as well as their future perspective for the group and the whole industry.



GRUDILEC CELEBRATES “BACK TO SCHOOL” WITH THE GRUDICONCURSO!

Are you coming back with the battery recharged? It is time to Grudiconcursar!

Grudilec celebrated “Back to school” with the 5th edition of the Grudiconcurso, a competition that began on September 3rd and ended on September 23rd. In this round, participants had access to the most useful and practical information regarding the use of Gewiss Re-Start differential switches.

The competition must continue, and the November’s edition seems to be very promising! In this round, which began on the 1st of November, we count on the participation of ABB. During this month, the international manufacturer will provide the most up-to-date information about CEM, the multimedia and connectivity systems with which the company offers a solution for every need and every space, from the ceiling to the floor.



The Grudiconcurso is an initiative that was born from Grudilec’s firm conviction that training is the path to follow for achieving excellence. Besides Gewiss, several manufacturers have participated in the 2018/2019 Grudiconcurso which began in April of this year, including

Secom, Guijarros Hermanos, Cirprotec, Roblan and Novolux Group.

The Grudiconcurso consists of a platform for exchange and opportunities, both for the manufacturers and the participants, who are clients of Grudilec’s partners. The first ones find themselves in the perfect situation to show the public their broad product portfolio and their latest developments, explaining the characteristics, manners of use and multiple advantages of these products and breakthroughs. On the other hand, the clients of Grudilec partners have the opportunity to widen their knowledge about these products and latest novelties recently launched into the market, learning technical concepts related to them, as well as their different applications and better methods of use.

The Grudiconcurso participation begins by registering on the website: grudiconcurso.grudilec.com.

Once this registration is completed, the participants have a three-weeks deadline to read the technical documentation provided by the manufacturer and to answer the questions of the test.

Those participants that obtain the best scores, not only will have achieved



an important personal fulfilment, but also will have the opportunity to enjoy wonderful gifts. The three best scores will be awarded with gift cards from the Corte Inglés.

The first position will receive a gift card valued at 300 €, the second position will receive a gift card valued at 150 € and the third one a gift card valued at 50 €. And of course, as it could not be otherwise, the final winner of the Grudiconcurso will enjoy an exotic trip to Riviera Maya!

Grudilec is convinced that training is the path that everybody should follow in order to achieve better results and to find new business opportunities. For this reason, every day at Grudilec we work really motivated on initiatives such as the organization and celebration of this competition.

Grudilec believes in you and in your desire of learning, therefore, we feel deeply pleased inviting you to participate in the next editions in which we will count on the participation of different manufacturers such as Schneider, Finder and Leds C4.

**What are you waiting for?
Participate right
now and win!**

IMARK GROUP ANNOUNCES THE E-CUSTOMER SERVICE ACHIEVEMENT (& REWARDS) PROGRAM

The IMARK e-Customer Service Achievement Program recognizes and rewards IMARK members that have made (and are making) the investments necessary to offer an array of e-commerce tools and resources that will be necessary to effectively service a growing number of customers.

Program Elements and Reward Structure

Based on the guidance and advice from the IMARK Member FUTURES Group task force (composed of executives from small, medium, and large member companies), essential elements of a market competitive e-commerce based customer service offering have been included in each of three (3) achievement levels, (Basic, Intermediate, Advanced). IMARK members that achieve the requirements for each level will earn (upon verification) a one-time payout from IMARK Group.

The total amount which can be earned by an IMARK member over the duration of the program is \$12,500. This is a LIMITED TIME PROGRAM. Program related claims can be made by IMARK members from April 1, 2018 thru March 31, 2020. The desired and expected outcome of this initiative is to ensure that a critical mass of the

IMARK membership shall have a solid foundation of digital sales and marketing tools on which they can build upon as they deem necessary. Since the program was launched in January, 2018, 40 IMARK members have earned a payout from IMARK and ten (10) members have achieved

the Pinnacle Level and a payout of \$12,500.

Please contact Steve Ruane of IMARK Group (sruane@imarkgroup.com) at 301-281-8118 for more information.

Examples of program requirements include the following:

- Develop and share the company 'Vision Statement' regarding the development and implementation of e-commerce related customer service tools (framework developed by IMARK)
- A fully functioning e-commerce 'storefront' that features the following:
 - Search attributed data which features a structured taxonomy for search by multiple attributes
 - Customers can place Purchase orders
 - Customers can see inventory levels
 - Gain access to Monthly statements
 - Request quotations
 - Review order history and order status
 - Role-based security so customers can set viewing privileges by employee
 - Provide customers with the ability to pay invoices online.
 - Product search function which allows customers to utilize local slang to search /purchase products
 - Customer can conduct product search by their company's own unique part number.
 -and much more

THE PATH TO

TECHNICAL PRODUCT DATA HEAVEN

ABB's Electrification Products (EP) division continually strives to find better ways to share product information with its customers. Champion among these is ABB Connect, the digital assistant for all electrification needs.

This offers sales teams, distributors and customers instant access to the entire EP portfolio via tablets and smart phones. Through the app, users can navigate according to their business type, for example, as an installer, a panel builder or distributor. ABB Connect is open access to iOS, Android and Windows 10 users. For more information on the app, please refer to the official page.

Beyond ABB Connect is a dedicated platform under development specifically

designed to help the distributor. Named the distributor data management (DDM) system, it aims to satisfy the specific additional needs of distributors and to support them with their local market requirements in different countries. The DDM system aims to speed the delivery of additional data and information requested by our partners.

The benefits we aim to deliver:

- Provide distributors with the necessary data and information requested in a timely manner
- Improve and simplify processes to retrieve and use that data
- Provide a single point of access through which all distributor requested data is channeled

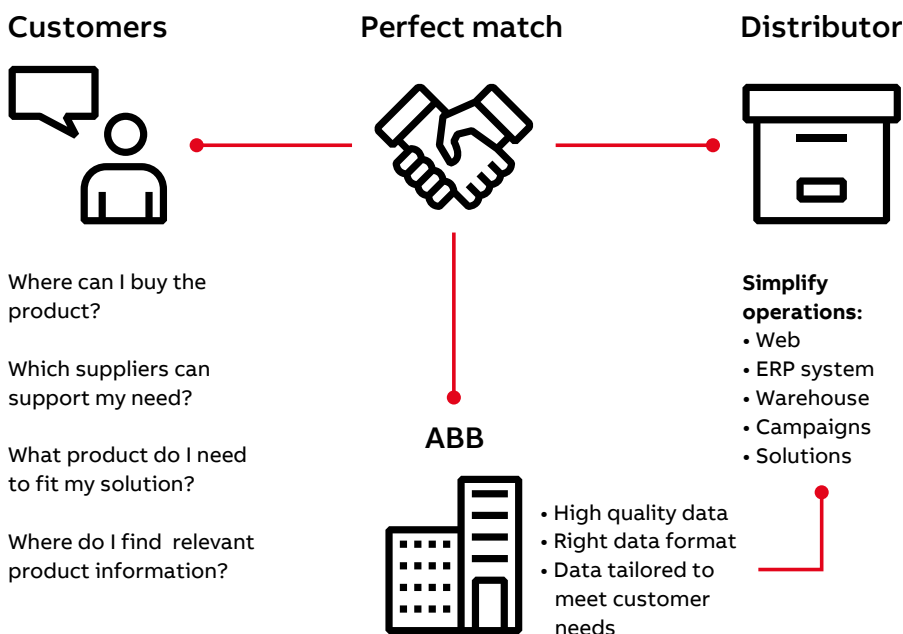
ABB recognizes the value of having product data in place and available. It forms the bedrock of downstream tools, applications and systems designed

to help our customers find, choose and buy our products. The process for creating, maintaining and delivering the data requires structure, effort and supporting systems and tools. The DDM system will provide these parameters to ensure our product details can be made visible to our customers on distributor websites and web shops.

Even beyond the purchasing experience, adequate content is also the foundation of a seamless customer experience, which originates from a set of interactions between the customer, the product and ABB. Customers now have several touchpoints in their omnichannel journey, which can be granted also thanks to the content distributed through DDM.

The volume and quality of data is central to the project's success, along with regular data updates, but also key is the availability of data enriched for the local market. The delivery of such data will conform to major relevant international standards, like ETIM and UNSPSC, for technical product data classification. This will ensure the requested information is available in the correct repository, in the correct format, and at the correct time. The vision is for the DDM system to follow the evolution of these standards and to make the necessary adaptations to accommodate any requirement changes in specific markets.

Let's write the future. Together!



Product data platform for customers

IMPROVING OFFER DATA QUALITY TO BOOST E-COMMERCE

The question is not anymore if we should be Digital, but how can we leverage on digital to grow the Business.

Internet of Things / Artificial Intelligence / Native advertising / Voice Search / Augmented Reality, these are amazing digital trends that will impact our Business sooner or later.

These new activities would not be possible without content. You must have heard about 'Content is king'. We could add 'Content is the fuel of digitalization'.

Not convinced? Let's take a real and simple example.

All around the world, eCommerce is growing fast. Most of IMELCO's partners already have a webshop to sell products online to customers. You can create the most marvellous advertising campaigns,

generate a lot of traffic, if information about products is not complete and of good quality, it will be all for nothing.

As a customer, would you buy a product on Amazon if there is no picture? No technical characteristics? No description? The answer is no.

The same applies to your webshops and your product pages. Your number one priority in eCommerce is to ensure that all information about products displayed is complete and of good quality. This is the baseline of a good customer experience.

A good customer experience = A happy customer = A customer who buys!

How to get there?

This is a work of collaboration. Your supplier is not only providing the actual products but also all of the

information about them: pictures, technical information (in ETIM format when requested), documents (user guides, catalogs, certificates...), ... You need to evaluate the gaps, challenge the quality and be a prescriber on content and asset types.

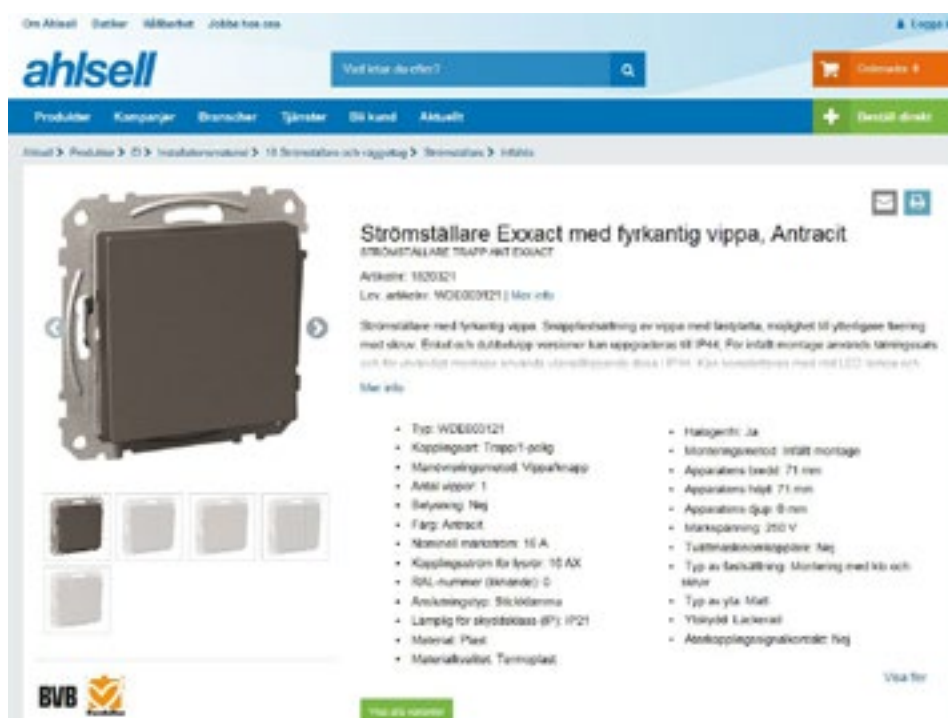
We all know the basics, but what is the next advanced content necessary for your webshops? What is working? 360° pictures? Related products? CAD documents? Substitution information? You know best about your customers and their expectations.

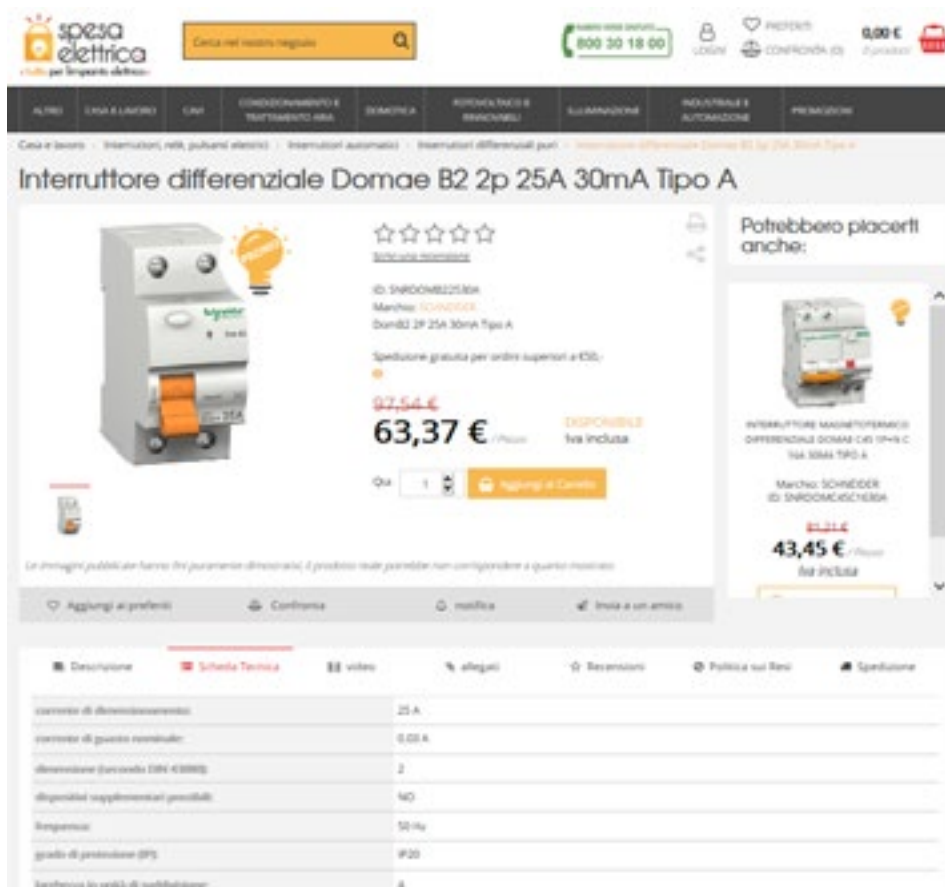
At Schneider Electric we start from your needs to build our global production plan. Then we coordinate global and local to localize and adapt the content.

In each country we have at least one "Data champion" who manages all the information about our products (Offer Data). The target is not only to publish the best content on our Schneider Electric website but also to deliver this offer data to each distributor and ensure the best quality on your webshops.

Over the last years we invested a lot in content:

- +100 000 of our Commercial References are classified in ETIM 6 and ETIM 7 with 90% of completion
- +200 000 of our Commercial References have an HD pictures
- +500 000 Commercial references are linked to at least one relevant Digital Assets (e.g.: User Manual, CAD, Certificates, ...)
- Data are available in various format such BMEcat but also FABDIS





We know we are only at the beginning of the journey. We have already started to create richer and more advanced content:

- Optimized text description (including keywords) to optimize search (SEO)
- Product relationship (compatible accessories, related products ...)
- Rich media with a specific focus on promotion & installation videos but also 360° view
- We want to support you as much as possible by establishing the right processes, providing the right content in the right format.

Our strong investment with IMELCO on Digital and product data has been recognized two years in a row with the Best-in-Class Supplier award in Digital (Supplier Award Program).

FOOD FOR THOUGHT: THE FUTURE OF OFFER DATA IN OUR INDUSTRY

If our current focus is to support the e-commerce activities of our distributors, we already go beyond and predict what could be the future of the Offer Data in our Industry.

There is already a boom in the demand to manage data in multiple formats (e.g.: ETIM, eCl@ss, Automation ML, ODETTE, ProList, ... or others proprietary standards).

Soon, our industry will have to address the new challenges on an even larger

scale with the development of Building Information Modelling (BIM), Internet of Things (IoT) and Industry 4.0.

To address these challenges, our Industry must work together to build an environment of common data semantics enabling the exchange of information between stakeholders in the value chain (Building Information Modelling), and between devices (Industry 4.0).

As an example, the Industrial Internet Consortium explained that the open architectures of Industry 4.0 ("The fourth industrial revolution") creates a

strong need for common semantics to describe all the components that make up the system.

Convergence of Data Industry standards will become essential. eCl@ss, the only worldwide ISO/IEC-compliant data standard, seems to be a promising solution to complement ETIM with advanced features (engineering data). This standard is actively supported by our Industry including Schneider Electric.

Bertrand Dammaretz
Head of Offer Information

HCL HUMAN CENTRIC LIGHTING

There is still little public knowledge about how great the impact of light is on the entire biological system of humans. The right light at the right time helps us to be efficient and active during the day and find sleep and rest at night.



More and more people have to keep up with high demands at work and often also in their private lives and still want to feel comfortable doing so. An increasing number of companies and organizations are therefore prepared to invest in the health and well-being of their employees as factors for economic success. Here light can make a valuable contribution because for thousands of years important biological processes in the human body have been geared toward living in natural light. The right light at the right time can create a lot of positive effects – for all age groups and in many areas of life.

It was only in 2002 that scientists discovered that in addition to the cones and rods that allow the eye to see there are other photoreceptors in the human eye. These are photosensitive ganglion cells which send signals to an area of the brain that regulates the hourly rhythm of our body as an internal clock. Other nerve pathways run from there to parts of the brain that control our cognitive abilities. As a result, light has an impact on hormones such as cortisol, serotonin, melatonin and many others, which in turn have an impact

on blood pressure, heart rate, vitality, memory processes and mood. When it gets dark, the sleep hormone melatonin ensures that the body cells switch to “night-time mode”. This allows us to find a good and healthy night’s sleep. Light therefore has crucial effects on the human body (see Glossary on page 16).

The human organism needs what it originally got from the sun: bright light with a high blue component in the morning and throughout the day, and less intense, yellowish-reddish light without these blue components in the evening. Many people do not experience these natural changes of light often enough because they spend most of their time indoors. Artificial indoor lighting mainly helps to improve vision because it has been designed for that purpose in line with valid standards, but it is less biologically effective. But light always has some biological effect. In conventional lighting it is unplanned and therefore undefined, probably too little during the day and too much at night, with potential negative consequences. Thanks to in-depth research, it is now possible to minimize such risks and to promote well-being, performance and health.

A human-oriented lighting concept (known as human centric lighting HCL)

uses smart controllable LED lighting systems to simulate the characteristics of natural daylight, giving something back to us that we often lack indoors. Field studies show that all age groups can benefit from HCL solutions – from students to seniors. Scientific study results for different fields of application were collected and evaluated by renowned universities in Basel, Oxford, Groningen and Munich as part of the “SSL-erate” EU project which was completed in 2016 (cf. SSL-erate, 2014. See References, 1). The fact that HCL also has micro and macro benefits has been confirmed by a study carried out by international management consultancy A.T. Kearney which was published in 2015 by the Central Association of the German Electrical and Electronic Engineering Industry (ZVEI) and the European Lighting Europe Association. Because of all these opportunities experts at LEDVANCE see an urgent need for greater clarification on biological lighting effects. The results of the SSL-erate studies and the study by A.T. Kearney form the basis for this HCL overview.



SOLUTIONS FOR THE SHIPBUILDING INDUSTRY

The OBO Bettermann Group provides solutions for the shipbuilding industry. Discover why OBO Bettermann is the right partner for you.

Whether made of stainless steel or aluminium, galvanised or hot-dip galvanised – cable support systems from OBO Bettermann fulfil the strict standards required in shipbuilding.

The superb-quality materials and surfaces as well as their optimal finish meet the high corrosion protection demands in shipbuilding comfortably. With OBO you will find a reliable manufacturer and partner. This is because OBO Bettermann has been known as an innovative market leader in the area of cable support systems for many years.

Numerous projects prove their expertise. OBO's products are reliable and can be exposed to the harshest conditions thanks to the high-quality materials, such as galvanised or hot-dip galvanised

steel as well as welding-primed steel or stainless steel and aluminium.

OBO Bettermann products meet the highest demands

Systems installed on ships must fulfil specific criteria, especially when on the high seas. This is where the highest level of corrosion protection standards apply. The systems must also exhibit extreme resilience with regards to cable loads or impact loads. Particularly when it comes to cruise liners and the areas of the ship where passengers frequent, the appearance of systems play an important role. OBO products offer the appropriate quality for both transport ships and cruise liners.

With a global sales and distribution network of subsidiaries, OBO is flexible

and is there where the products are needed. Delivery performance, delivery reliability and timeliness are a matter of course, as is the provision of customer-specific solutions. As well as offering products that satisfy the universal requirements stated above, OBO can also offer products for those occasions when different demands must be met, such as in engine rooms, false ceilings or passenger areas.

Sustainability becomes the new standard, all signs point towards growth

The topic of sustainability is becoming increasingly important. New types of drive concepts – for example, liquid gas which contributes hugely to the protection of the environment – are certainly a positive development. For OBO as a manufacturer, these developments mean that products need to be adapted to the new demands, i.e. changing complete systems from steel to stainless steel.



PRYSMIAN GROUP LAUNCHES CABLE APP FOR SMART CABLE CALCULATIONS, CABLE CHOICE BECOMES EFFICIENT, PROFITABLE AND SUSTAINABLE

Prysmian Group launches a handy app for smart cable calculations: Cable app.

The app is suitable for any installation method and includes all standard measurement methods, but goes much further. Besides the correct cable diameter cable App also calculates a financial and ecological alternative. According to Prysmian Group, no app is as complete and user-friendly as cable app. The free app is available for smartphones and tablets (Android and IOS) and as a web version.

Easier to calculate cable diameters and more functionality. That is what Prysmian Group is aiming for in essence with cable App. A cable choice is only fully justified if you also weigh the financial and ecological consequences. Certainly now buildings and installations need to be more sustainable. That's why the Prysmian Group cable App was developed.

Very user friendly

Cable APP covers the entire assortment of Prysmian Group in Spain and The Netherlands and soon The UK and Italy with Cable App rolling out to other countries in 2019.

"After completing the registration, we lead the user step by step through the entire calculation. Thanks to filter menus, you do not have to fill in everything and the app is very user friendly",

lighting product manager Rinus Broek Mans. "Even correction factors for, for example, ambient temperature and thermal resistance are generated automatically."

The new app works online. To help the user on the road, cable APP includes a clear instructional video. Extra Handy is the possibility to save the cable calculations, also as a PDF, and possibly send by mail. Prysmian Group also has a news feature built in, which the user can consult (no push messages) to follow news about market and product developments in particular

Efficient, profitable and sustainable

Cable App is linked to another calculation tool from Prysmian Group: Eco advice. This allows the user to calculate a sustainable alternative at the same time. He then gets advice for a cable that is both financially and ecologically a better choice. The savings are expressed in kWh, money and CO2 equivalent

Many active users

After Spain, where Cable App was introduced half a year ago, the Netherlands is the second country where the



installation sector can have the new generation App. Spain already has 6,500 active users and that is, according to Broekman, is a really positive number for an app that serves a specialist target group. The new app clearly provides a great need.

The cable app is downloadable from in the various App stores for smartphones and tablets (Android and IOS). At the same time comes a web version.

For more information please contact: helpdesk-nl@draka.com or cableAppSpain.prysmiangroup.com

Kati[®] Blitz Mini

Nowadays the possibilities in the field of data transmission can no longer be realised to the full extent with "normal" cables. In industrial and office buildings, the sector "fibre to the home" (the fibre optic network no longer extends just to the distribution box in the road, but directly into the building) is increasingly becoming the standard and is also not far off for normal households.

The residents of houses or apartments no longer want to do without a series of intelligent helpers, such as light, electric shutters or even the heating that heats the rooms shortly before arriving home.

To plan all this in advance for new buildings is relatively simple and primarily "only" a question of cost, nevertheless subsequent installations are also possible at any time. Presently, only the fibre optic cable



technology is interference-free and tap-proof as far as possible, and with a very long useful life in comparison to copper cable, is to be regarded as an alternative.

For many years the Kati[®] Blitz has been a constant helper with the subsequent electrical installation. It served as a basis for the development of the Kati[®] Blitz Mini, which was developed especially to meet the growing demands for subsequent fibre optic cable installations in existing, already occupied empty conduits.

There, where conventional pulling devices are no longer adequate, with a glass fibre profile of only 1.2 mm in diameter, the Kati[®] Blitz Mini shows its full potential. In particular the subsequent laying of fibre optic cables is simplified with the Kati[®] Blitz Mini, or is often first made possible and therefore makes it the ideal helper when pulling fibre optic cables into buildings.

Besides the small diameter, the specially developed Polykat[®] Mini fibreglass profile distinguishes itself through high rod strength and thrust

stability, as well as a very small bending radius of 15mm. In combination with the Flexible guide head Mini, whose special contour enables the passage through tight spaces and bends, the push-in procedure into an occupied empty conduit takes place quickly and simply.

The rod runs automatically out of the cassette and thereby supports the insertion of the rod by hand. The use of the pull-in system is similar to the Kati[®] Blitz Comfort, but with additional guide tube, which can guide and protect the rod. Due to its small design, the Kati[®] Blitz Mini distinguishes itself with easy handling.

Three versions, 15m, 25m and 35m in length as well as a series of accessories such as guide head, service set or rod end make it a companion for many years.



You can request the latest product information free of charge from the CIMCO tool factory in Remscheid or find all the information on the internet: www.cimco.de

NETWORKING



SEPTEMBER SESSION POWER OF COOPERATION IN ACTION

RAEC session is a 2-days business meeting, originally held in February. This year the event has changed its periodicity. On September 19th - 20th RAEC has gathered its members and current and potential suppliers in one place for the second time in 2018.

RAEC Session contains a wide range of activities including a member conference, business meetings and presentations with partners and suppliers, talks, negotiations and a networking event in the evening. RAEC expands the borders and goes beyond making its Session a decency. It's a rare case when executives of the key industry suppliers and wholesalers can meet to discuss urgent and important questions in a comfortable and productive atmosphere.

One of the most important moments of RAEC session is the Networking Event in the evening. RAEC partners appreciate this event for its effectiveness and openness. It's a possibility to become acquainted, to see, to discuss and get a real-time response. To be inside and get insight. We speak, we share, we exchange and we grow together.

The September session showed another RAEC beyond its commercial, regulative and unifying function, as a strong team with wide portfolio

of successful projects. RAEC session was the power. Power of what?

The power of energy

Andrey Sukhoverkhov, Board of Directors Chairman, presented the portrait of the wholesaler business activity.

The presentation in facts and figures was skillfully turned by Andrey into an energetic discussion where wholesalers and suppliers voiced their views on the most problematic points.

The power of intelligence

Anton Bork, member of RAEC Management Committee and the Head of Elevel company, showed the wide range of possibilities of the Analysis and BI Center. These possibilities are the opportunities for RAEC's partners to get the precise picture, to manage a better performance and a higher result.

The power of knowledge

RAEC University is a young project of the association that grows impressively fast and shows the results of the well-implemented project. Ekaterina Izraylit, Head of RAEC University, presented these results to the guests and got new project followers that soon will superadd to the University's knowledge base and competence center.

The power of ETIM

Maya Avdonina heads the key ETIM expert organization in Russia:

the Nomenclature and ETIM Center. ETIM constantly changes giving incredible possibilities for e-commerce, project managing and client services. The Nomenclature and ETIM Center makes a prominent work to provide both the partners and other players with the latest and best digital practices.

RAEC's center collects the statistics and organizes regular evaluation of the companies, involved in the project, both members and suppliers. This report was presented on the event to show their performance, gaps to be filled and capabilities to be used.

The power of business

Viktor Svintsov, Chief commercial officer of RAEC, showed commercial results of RAEC companies and suppliers in a vivid view of data for the first 8 months of the year and presented current and future industry projects organized by RAEC. Among them are product committees and conferences, special working groups and events.

The power of greatness

Time to gather stones and to celebrate the success of the best. RAEC Chief operating officer Ludmila Ushakova announced the RAEC AWARDS with 5 nominees for the best of the best RAEC suppliers in education, commerce, digital, logistics, etc.

The winners will be announced in February on the next RAEC session.

ELECTROCLUB PARTNER DAYS

A DIFFERENT FORMATIVE AND MEETING EVENT FOR THE ELECTRICAL PROFESSIONAL OF TODAY

On July 5, we celebrated in Madrid the first of the four Electroclub Partner Days we had planned for this year.

The place chosen to carry out this first event was the corporate space of "Hacienda Campoamor", in a town near Madrid. During this day, more than 750 attendees gathered to enjoy different types of training from leading brands in the sector, a master class offered by the mentalist Jorge Luengo, who discovered the secrets to achieve the best possible version of our business, an exhibition area, where the 32 participating manufacturers showcased their latest news, as well as the latest trends in the sector, and a wide range of leisure activities and solidarity to liven up the day.

The objective of this series of events was to create a meeting point for all the Electroclub partners in the sector, where we could offer useful and interesting information and training for our clients, electrical professionals, and at the same time to enable a relaxed and familial atmosphere that encourages networking and stronger professional relationships. We wanted our guests to enjoy a professional day, conforming with the strategy and philosophy that characterizes our Group.

In line with this objective, during these days we also organized a culinary

contest, the "Electro Chef". It is a cooking competition by teams, a team for each Electroclub company present at the event, and each of them formed by customers, internal staff of the distributors and 2 or 3 representatives of manufacturers/suppliers. In Madrid we could corroborate that this is an ideal way to create and strengthen relations between the participants in a totally natural way.

During the day a solidarity activity was also carried out, "Pedalea con Nosotros por una buena causa", where our colleague Adolfo Sánchez, Suministros Eléctricos Jarama's worker (a semi-professional cyclist), pedaled during the whole event on a bike with static roller with other volunteers who pedaled on an adjoining bike. The objective was to travel as many kilometers as possible, in this way, Electroclub donated an amount for each kilometer obtained by Adolfo and another for the kilometers reached by the people who collaborated in each of the 4 cities where this event takes place this year, to the Pediatric Cancer Center of San Juan de Dios Hospital. Finally, among the four cities in which we carried out the event, we managed to raise more than € 10,000. Thanks to Adolfo and thanks to all our partners who wanted to collaborate by riding the bike.

In this way, we have to thank Carlos Sastre, winner of the 2008 Tour de

France, for his visit of the event in Madrid. He was supporting Adolfo in this solidarity action by pedaling along with him a few kilometers to contribute with this cause that we are supporting from Electroclub. Sastre also donated his signed yellow "maillot" of that Tour, which was raffled among all those people who had participated pedaling along Adolfo during the day.

Alejandro Valverde, 2018 World Champion, and Nairo Quintana, Movistar Team, also donated signed "maillots" that we could raffle in the other 3 cities where we carry out the EPD events. Thanks to all of them for their generosity and involvement.

This event, with all the activities that comprise it, was continued in Pamplona on September 13, Seville on October 4, and Barcelona, on October 25.

All these events had a great success of participation, with more than 3,000 attendees in total, and very positive evaluations by all those who participated in them.

From Electroclub we are so happy to have been able to offer a totally different type of event than what is usually done in our sector, and have achieved such success of participation and opinion.

**Electroclub
Juntos Somos Mejores**

NETWORKING



SOCODA'S PAAC 2019

WITH « PHYGITAL » A DOUBLE HORIZON LIES AHEAD OF US!

SOCODA Group's Annual Plan of Actions and Commercial Animations 2019 meets a twofold strategic objective: optimize the development of your sales outlet, on a physical front; optimize e-commerce on the digital front. In the era of "phygital", a double horizon opens up to us!

A win-win strategy

Always on the cutting edge, SOCODA Group is resolutely committed to a "phygital" strategy, which combines the benefits of digital commerce such as the search for ease, the gain in time or the visibility on the stocks, and the attractions of buying in store, like human touch, product testing, advice and immediate purchase.

An ambitious plan

Particularly ambitious, the PAAC 2019 has a key objective: to support the member in being more efficient every day.



How?

By facilitating purchases, by referencing the best supplier partners, by optimizing and reorienting the store in the omni-channel era, by collecting and homogenizing product data to allow a personalized offer to the clients of each member. This strategy cannot be considered without the values promoted by Réseau SOCODA: solidarity, independence

and, of course, sustainable business. Our victories are collective. It is an adventure of women and men in the field, virtual or real. This solidarity is expressed only in the professionalism of each. Members, suppliers, SOCODA Group, permanently, we develop our expertise.

Philippe de BECO,
Chairman of the Board

CONGRATULATIONS TO OUR PARTNER LEDVANCE ON THEIR 2ND ANNIVERSARY!

As one of IMELCO's most important partners for lighting, lamps and luminaires, we have been actively following the development of LEDVANCE the last two years.

Being a relatively new player on the fixtures market, all eyes were on the LEDVANCE sales and marketing team and their performance.

IMELCO experienced very positive results with LEDVANCE and is more

than satisfied with the cooperation and support received both locally as well as globally.

We are positive to further grow our business consistently with our valuable partner LEDVANCE.

WHY LEDVANCE? BECAUSE WE ARE DEVELOPING LIGHT

Light is dynamic. And so too is LEDVANCE. Like light, our company continues to develop. In the past two years LEDVANCE has realigned itself for the future and is ready to actively shape this future. Our own "SCALE" design language is a visible manifestation of this transformation.

Innovation is our tradition

We stand for progress and the ambition to play a pioneering role in the future of light. And with almost 100 years of lighting expertise behind us, we have the courage to explore new paths.

More than lamps

Everything from a single source: LED luminaires, lamps and components from basic to premium with a clear focus on LED technology – continual development of innovative products and solutions for application-specific lighting requirements.

A partner of choice

With our extensive portfolio, powerful sales network and outstanding access to the world's markets we are the

strategic partner for your requirements.

Our current highlights

Modern light is more than a functional element. Modern light has to deliver added value – through highly efficient products, smart lighting concepts and impressive color and design solutions.

The highlight products for Light + Building 2018 show how LEDVANCE is responding to this challenge.

For everything from shops, hotels and office buildings to factories and parks, LEDVANCE can offer you the right lighting solution whatever application you need to cover.

IMELCO TEAM EXPANDS



We are very pleased to introduce to you a new member of the IMELCO team. Mrs. An Kik joined us mid October 2018 as Management Assistant.

An has experience in the electro technical market working for Sylvania for more than nine years as Management Assistant and Key-Account Manager. She is very committed and is an enthusiastic all-rounder with a big drive. With this additional resource the team will be able to further increase and expand the services and support to both our Partner Suppliers and our member organizations. The team will continue to focus on the ongoing process of business development, partnership and

cooperation with our Partner Suppliers. The changing market developments, especially the digital transformation, requires constant attention and adaptation by IMELCO and its members. Besides IMELCO continues to grow both autonomously as well as by adding new members and groups to the organization. With this highly committed and expanded team IMELCO has taken the next step in dealing with the expectations of the market and our members.



Stay on the move!

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