

EUEW *european union
of electrical wholesalers*





07 • 08 May 2020

ANNUAL BUSINESS CONVENTION BARCELONA

NET ZERO – IMPACT & SCOPE FOR THE ELECTRICAL WHOLESALE INDUSTRY

EUROPE'S LEADING CONVENTION FOR ELECTRICAL WHOLESALE

 THURSDAY 7 MAY

13:00 - 15:00	Lunch • <i>by invitation only</i> Headline & Convention Partners meet decision makers of the electrical industry	 Hilton Restaurant
13:00 - 19:00	ABC Registration desk opening hours	 Hilton Lobby
16:00 - 17:30	EUEW General Assembly Meeting • <i>by invitation only</i>	 Meeting Room 10 + 11
19:00 - 23:00	Welcome Reception & Dinner	 Hilton Purobeach & Pergola

 FRIDAY 8 MAY

08:00 - 18:00	ABC Registration desk opening hours	 Hilton Lobby
08:30 - 09:00	ABC 2020 Opening	 Alexander Dewulf EUEW President  Hans Hanegreefs EUEW Secretary General  Antonio Garamendi CEOE President
09:00 - 10:15	Opening Keynote + Panel Discussion Electrification in a net-zero world	 Frederic Hauge Founder and General Manager of the Bellona Foundation
10:15 - 10:45	Networking Break	 Hilton Foyer Ballroom
10:45 - 12:00	Keynote + Panel Discussion Fragility to sustainability: the role of the circular economy	 Janez Potočnik Co-Chair of UNEP International Resources Panel
12:00 - 12:30	EU politics and legislation: what's at stake for wholesalers?	 Christian Verschueren Director General of EuroCommerce
12:30 - 14:00	Lunch	 Hilton Restaurant
14:00 - 15:15	Keynote + Panel Discussion The supply chains of the future	 Lora Cecere Founder of Supply Chain Insights
15:15 - 15:45	Networking Break	 Foyer Ballroom
15:45 - 17:00	Executive Seminar + Panel Discussion Dynamic, Digital, Data-fueled: responding to distribution disruption	 Ian Heller Founder & Senior Partner of Real Results Marketing, Inc.
17:00 - 17:15	Closing Remarks	 Alexander Dewulf EUEW President  Hans Hanegreefs EUEW Secretary General
19:00 - 23:00	Grand Finale Reception & Dinner	 Maritime Museum of Barcelona

EUEW

CONVENTION APP

2020



Available on the iPhone
 **App Store**

ANDROID APP ON
 **Google Play**

DISTRIBUTION DISRUPTION is not coming, it's happening right now but it offers great opportunities for our sector. Blockchain, data analytics, automation, workforce technology, 3D printing and much more is here to stay. We are operating in one of the most exciting times in the history of mankind. And we are privileged to be serving an industry that's at the core of ongoing revolution.

Over the past few months, we have been surrounded and advised by several global thought leaders of how technology is changing our society. For those who are afraid of this change and not moving fast enough, should simply step aside and make more room for the new generation to take over innovation and leadership. As a senior leader of one of the largest distribution names in the world – and as President of the European Union of Electrical Wholesalers – we are convinced that wholesalers with a truly digital mindset and culture will play a leading role in the supply chain of the future and in the heart of the eco-system (supplier, distributor, installer, and end customer).

Our proximity to the end-users, our heritage to deliver added value to suppliers and installers our understanding of the challenges and opportunities at grass-root level will place us at the core of decision-making in the manufacturing industry and innovations originating from it. We are also great believers of the sharing economy and the great potential to co-create and co-exist for a better future. Our innovations will come from cross- industry innovations from our suppliers and idea exchanges – and an intelligent cocktail of technology will play a great part in this phenomenon.

On behalf of the EUEW Presidium, I invite you to another spectacular debate on our new world of electrical distribution at the 2020 Annual Business Convention in Barcelona. We are joined by some of the biggest players of our industry and drivers of a more responsible and environmentally-conscious society, who will take the stage to help design our own strategy within our eco-system for a Net-Zero world by 2050.

WELCOME BY THE **ALEXANDER**
PRESIDENT **DEWULF**



NET ZERO – IMPACT & SCOPE FOR THE ELECTRICAL WHOLESALE INDUSTRY: the revolution continues and so does the momentum at EUEW. After the success of Bonn and Brussels, we are continuing the dialogue in Barcelona on global, social, geo-political, economic and environmental issues at our 2020 Annual Business Convention on 7–8 May.

The European Union of Electrical Wholesalers – EUEW – is more determined and equipped than ever before to play a leading role in the decision making at industry and regulatory level. We want to serve as the trusted and united voice of the industry, striving to achieve together peoples' well-being through electricity. As part of our 3-Year Strategic roadmap, EUEW aims to be recognized as the business and industry intelligence provider; as the watchdog for regulations, to make them favorable for the electrical wholesalers' industry; and as the reference community in its industry.

So, we have lined up the greatest thought leaders on stage – yet again – to help us deliver this ambition. We are joined and supported by the leading manufacturing companies like [ABB](#), [Ledvance](#), [OBO Bettermann](#), [Prysmian Group](#), [Siemens](#), [SLV GmbH](#) and many more to help advocate the opportunities of distribution and the impact we can make on Industry 4.0 success.

Focused on achieving Net Zero through our combined efforts, we will facilitate an open conversation on Fragility to sustainability: the role of the circular economy; EU politics and legislation: what's at stake for wholesalers; the supply chains of the future; dynamic, digital, data-fueled: responding to distribution disruption, and much more.

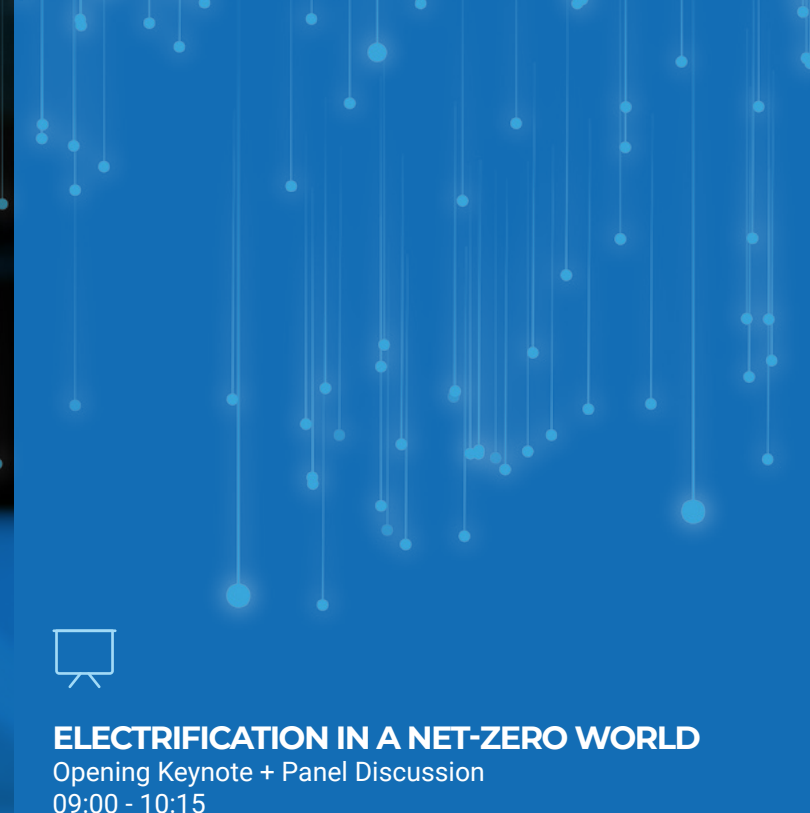
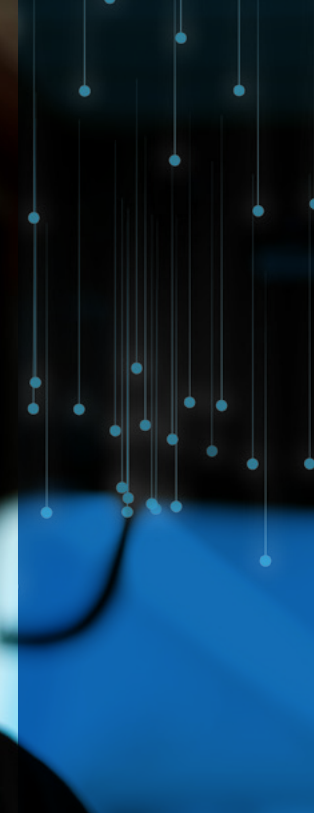
Meet the leaders of our 16-European nation associations that make up the EUEW, along with speakers from [Bellona Foundation](#), [UNEP International Resources Panel](#), [Euro Commerce](#), [Supply Chain Insights](#), [Real Results Marketing, Inc.](#) – and the decision makers of European Electrical industry on one platform.

The future belongs to those, who prepare for it today.



WELCOME BY THE **HANS**
SECRETARY GENERAL **HANEGREEFS**





ELECTRIFICATION IN A NET-ZERO WORLD

Opening Keynote + Panel Discussion

09:00 - 10:15



FREDERIC HAUGE

Founder and General Manager of the Bellona Foundation



The TIME Magazine named Frederic Hauge “Hero of The Environment” in 2007. He started his quest at the young age of 20, when he created the Bellona Foundation, an environmental NGO that he still leads today. Over the last 30 years, he has built an extraordinary network within world’s most powerful NGOs, government, EU and international institutions, as well as the businesses. Hauge uses this network to advance the green revolution in the fields of energy and food production. He has taken huge personal risks to advocate the preservation of natural resources across Norway and other countries and use technology to avoid the ongoing catastrophic climate change.



To meet the ambitions of the Paris Agreement and ensure that global warming does not surpass 1.5 degrees, the world needs a concrete plan and valid solutions to implement, driven by knowledgeable and committed leaders and influencers. One critical category of these solutions is large-scale electrification, as an efficient solution to address the needs of transportation and logistics, heating, energy consumption in the industry and at home. What needs to happen in the electrification to meet climate targets? And how do we ensure that the industry takes us there?



FRAGILITY TO SUSTAINABILITY: THE ROLE OF THE CIRCULAR ECONOMY

Keynote + Panel Discussion

10:45 - 12:00



JANEZ POTOČNIK

Co-Chair of UNEP International Resources Panel



Janez Potočnik is a Slovenian politician, who served as European Commissioner for Environment until 1 November 2014. He was formerly Slovenia's Minister for European Affairs. In November 2014, he became co-chair of the International Resource Panel (IRP), a forum of scientists and experts working on natural resources management. In November 2011, Potočnik was awarded the Fray International Sustainability Award for his achievements in sustainable development. In 2019, Potočnik became the president of the ThinkForest Forum, replacing Göran Persson.



Circular economy is an instrument to deliver decoupling and should be understood as a part of a bigger picture of economic, societal and cultural transformation needed to deliver the Sustainable Development Goals. Speed and scale of the transition matters and we all need to build concrete steps and policies that can deliver most efficiently. European Electrical industry and electrical wholesalers play an important part in the journey from fragility to sustainability, journey that will certainly not be easy, but will be rewarding for the society as a whole and, if properly managed, should be profitable also for the private sector.



CHRISTIAN VERSCHUEREN

Director General of EuroCommerce

Dr. Verschueren has been Director General of EuroCommerce since July 2011. In this function, he is the chief spokesperson for the retail and wholesale sector before the EU institutions, stakeholders and the media. As the head of a team of 25 professionals making up the EuroCommerce staff, he leads and coordinates all European advocacy and communication actions. Christian Verschueren has DVM and PhD degrees from the University of Liège (Belgium) and the University of Utrecht (the Netherlands).



EU POLITICS AND LEGISLATION: WHAT'S AT STAKE FOR WHOLESALEERS?

12:00 - 12:30



The EU has just embarked on a new five-year legislature, with a new Parliament and a new Commission. What do these new politicians have in mind for business, and in particular for wholesalers? Commission President von der Leyen has disclosed the key strategic direction for the next five years: “at the heart of our work is the need to address the changes in climate, technology and demography that are transforming our societies and way of life.” More details will come out of her annual program in February 2020. Christian Verschueren, head of our major European trade association, and chief lobbyist for the retail and wholesale sector in Brussels, will present the latest insights on why EU politics and legislation matter for wholesalers in Europe.



LORA CECERE
Founder of Supply Chain Insights



Lora Cecere is the Founder of Supply Chain Insights, a research firm that is paving new directions in building thought-leading supply chain research. She works with global supply chain leaders to take their teams to higher levels of excellence. She brings over 35 years of experience having worked with/for the Gartner Group, AMR Research, Altimeter Group, Procter & Gamble, Kraft/General Foods, Clorox, and Dreyer's Grand Ice Cream (now Nestle). She has also invested 15 years in the building the supply chain software at Manugistics and Descartes Systems Group.



THE SUPPLY CHAINS OF THE FUTURE

Keynote + Panel Discussion

14:00 - 15:15



How to build next-generation supply chain capabilities: what does the future of supply chain management look like? How should companies prepare? Lora will share her insights on how technologies are changing and what this means for process innovation and the design of organizational teams. As an enterprise strategist, Lora focuses on the changing face of enterprise technologies. Her research is designed for the early adopter seeking first mover advantage.



IAN HELLER

Founder & Senior Partner of Real Results Marketing, Inc.



Ian Heller is the Founder & Senior Partner of Real Results Marketing, Inc. - a marketing strategy and execution firm focused exclusively on the distribution industry. Founded in 2003, RRM brings unparalleled distributor marketing expertise from our time as successful executives, advisors, and implementers with MRO and OEM distributors of all sizes in a variety of market segments. Ian's distribution career started in 1984, unloading trucks at a Grainger branch in Colorado, USA; 15 years later he became Grainger's Marketing Vice-President. Ian served on executive roles at three other major distributors and at GE Capital Rail and was the founder of consultancy Real Results Marketing.



DYNAMIC, DIGITAL, DATA-FUELED: RESPONDING TO DISTRIBUTION DISRUPTION

Executive Seminar + Panel Discussion
15:45 - 17:00



Wholesalers around the world – in every industry – are facing an unprecedented number of large-scale trends that threaten to disrupt the industry – including your company. These trends include artificial intelligence, marketplaces like Amazon Business, generational change among customers, additive manufacturing (3D printing) and others. In this keynote, wholesale veteran Ian Heller will describe the new leadership qualities and strategies you must understand and then build and nurture in order to adapt to this fast-changing and dynamic market. A 30-year veteran of wholesale distribution and a popular speaker, writer and consultant, Heller will challenge your paradigms about how to lead effectively and describe what you must do differently to “future proof” your company, starting right now.

HILTON BARCELONA DIAGONAL MAR HOTEL

The Hilton Barcelona Diagonal Mar, overlooking the Mediterranean, is located in the newest, most modern part of the city, next to one of Barcelona's largest parks and close to the beaches. The Diagonal Mar Shopping Center and the CCIB (Barcelona International Convention Center) are within walking distance of the hotel.



HOTEL RESERVATION

The EUEW delegates and their spouses/partners are allocated a special rate at the Hilton Barcelona Diagonal Mar Hotel. Reservations should be made directly with the hotel using the dedicated EUEW booking portal. For more information and reservations, please visit the dedicated EUEW web page:

www.euewconvention.org/hotel



433

ROOMS



20

SUITES & EXECUTIVE
ROOMS



22

MEETING
ROOMS



1

SWIMMING POOL
WITH SOLARIUM



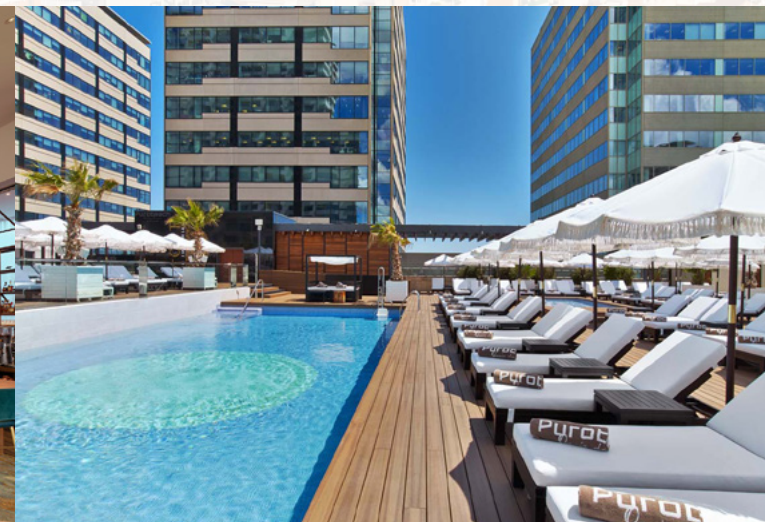
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FITNESS CENTER
& SAUNA



1

EXCLUSIVE
RESTAURANT



EUEW 2020 ABC REGISTRATION & DEADLINES

Please complete the online registration form at:

euewconvention.org/register



EARLY-BIRD REGISTRATION RATE

€480

Delegate

€300

accompanying guest



REGISTRATION RATE

€580

Delegate

€350

accompanying guest



EARLY-BIRD REGISTRATION DEADLINE

6 February 2020



REGISTRATION DEADLINE

23 April 2020



CANCELLATION DEADLINE

9 April 2020

After the cancellation deadline,
no refunds can be made.

YOUR ABC REGISTRATION FEE INCLUDES



ALL MEETING
SESSIONS



CONFERENCE
MATERIALS



ALL FOOD & DRINKS AND
NETWORKING BREAKS



WELCOME
RECEPTION & DINNER



GRAND FINALE
RECEPTION & DINNER

RECLAIMING VAT

Tax-registered companies are eligible to reclaim the value-added tax (VAT) paid on expenses incurred for participation in the EUEW 2020 ABC. These expenses include, for instance, hotel accommodation, convention registration and meals. Based on the European VAT legislation, VAT claims should be submitted to the local tax authorities in the country where the company is registered.



Friday, 8 May



19:00 - 23:00



Maritime Museum
of Barcelona

GRAND FINALE RECEPTION & DINNER

After two intensive days of meetings, exchanging ideas and fruitful networking, we invite delegates to celebrate together with their spouses, partners and guests the success of the 2020 ABC in the magnificent setting of Museu Marítim, where guests can enjoy the finest dining.



Thursday, 7 May



19:00 - 23:00



Hilton Purobeach
& Pergola

WELCOME RECEPTION & DINNER


The Hilton Barcelona Diagonal Mar is one of the most recognized event venues in the city of Gaudí. Luxury and style combine perfectly with the beauty of the architecture of Barcelona, the hotel's setting unique in the world. The Welcome Reception & Dinner event will pleasantly surprise attendees with a carefully selected menu, designed to satisfy the most refined culinary tastes.



 **THURSDAY 7 MAY**

19:00 - 23:00 Welcome Reception & Dinner  Hilton Purobeach & Pergola

 **FRIDAY 8 MAY**

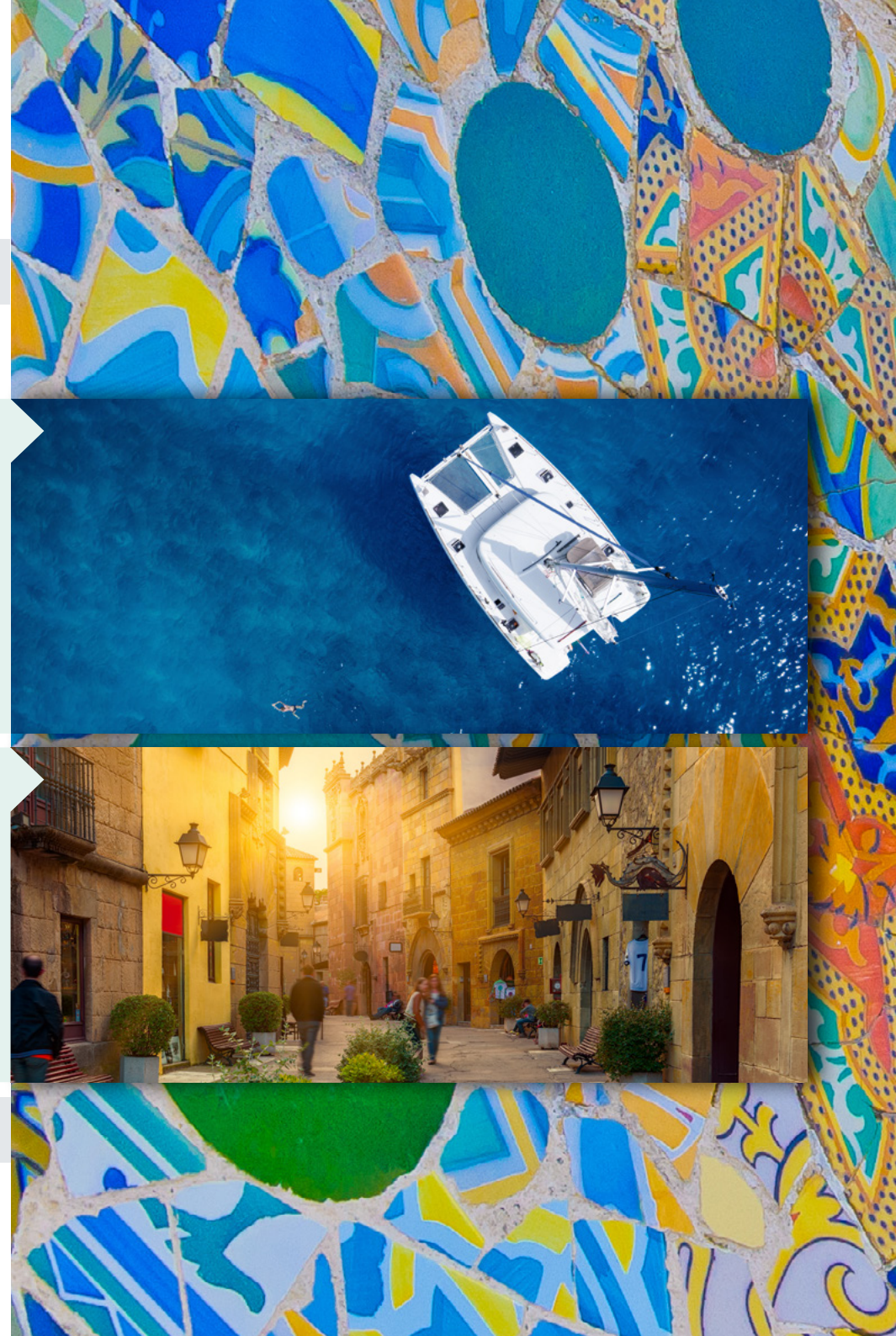
08:30 - 12:30 **The catamaran experience**  Barcelona

Got winds in your sail? Welcome aboard... a catamaran voyage on the Mediterranean is simply indescribable. The sweet smell of the sea salt, the deafening silence of the waves and the miraculous showcase of earth and sky melting into one, all in beautiful company of friends and colleagues is one of the finest experiences of life. Experience the best of Catalunya's hospitality as we serve a truly Spanish BBQ on board, just before (or after) you take to the seas for a swim.

13:30 - 16:30 **A walk in the Old Town**  Barcelona

In expert company of an experienced city guide, join us for a walk in some of the most unforgettable and cherished streets of old Barcelona. Walk through the Barrio Gothic, and pay homage to the amazing Cathedral with its wonderful cloister and the Palacio de la Generalitat de Catalunya – a Renaissance building which is the headquarter of the regional government. Stroll through Plaça Sant Jaume, the city's political center almost since its inception, before arriving in La Rambla, one of the most famous streets in the world.

19:00 - 23:00 **Grand Finale Reception & Dinner**  Maritime Museum of Barcelona



PARTNERS OF THE EUEW 2020 ANNUAL BUSINESS CONVENTION

HEADLINE PARTNERS



CONVENTION PARTNERS



To become an EUEW Annual Business Convention partner, please contact Mr. Hans Hanegreefs, at h.hanegreefs@euew.org.

You may find all partnership options on euewconvention.org

