



TAKING STOCK

AN UPDATE FROM THE ELECTRICAL DISTRIBUTORS' ASSOCIATION

Est. 1914

Issue 21 April 2020

Mr Speaker spells out the honourable award winners

Wholesalers and manufacturers gathered in London last month to honour those who have demonstrated their commitment to training

The Rt Hon John Bercow, former leader of the House of Commons, brought his unique style of presentation to this year's EDA's Annual Awards Dinner on 5 March.

Instead of 650 MPs, Bercow entertained an audience of 450 wholesalers and manufacturers. In contrast to the ever-present and gloomy news about the coronavirus, dinner guests created a cheerful buzz in the ballroom of the Inter-Continental Hotel in Park Lane, London.

Your starter for ten

For the first time at the Awards, there was no toastmaster. Instead, a well-known announcer helped keep the event on track. Guests were invited to name the TV programme that our famous 'voice' compered.

The BBC's long-running *University Challenge* was the correct answer. The picture (far right) shows, from left to right, the famous voice, Roger Tilling, Margaret Fitzsimons, EDA CEO and winner Marcello Del Brenna from Prysmian Group.



sueded guests to dig deep for the raffle, raising a whopping £7,605.

The raffle prize was sponsored by BELL Lighting, in celebration of its centenary.

For the full trophy round-up, turn to pages 2 and 3.



FROM THE BOARDROOM

Digitalisation has totally changed our world. Every year there are more predictions about where the digital world will take us. Many prove to be incredibly accurate and always warn of the dire consequences if we do not embrace the technology.

The businesses that did not embrace change are familiar: Kodak, Blockbuster, Maplin, Motorola and many more. This type of failure even has its own term, 'innovation lag'.

Our Generation Y customers and prospective customers are now 25-39 years old and are accustomed to digital technology.

These individuals are also our current and future workforce. How many of us wanted to go into electrotechnical wholesaling when we left school, college or university? If we are to attract and retain the best new talent, we must embrace e-commerce and digital initiatives. ETIM, the international data model, and EDATA, the EDA's new 'by the industry for the industry' data pool (pages 4 and 5), will strengthen the manufacturer/wholesaler relationship. These initiatives, combined with our sector's amazing product knowledge and our ability to create and develop connections with customers, give our sector every reason to be optimistic.

Chris Ashworth
EDA President

Six new members and affiliates for the Association

This issue, we welcome six businesses to the Association.

Since 1 January, Electric Station (London) Ltd, part of the IBA buying group, and H&S Electrical Wholesalers Ltd, part of the AWEBB buying group, have been wholesaler members.

On 1 March, Driffield Electrical Supplies Ltd, part of IBA, joined the EDA, along with three affiliate manufacturers. They are: Elite Security Products Ltd, Metpro Ltd and OVIA Lighting.





‘Order, order!’ Bercow entertains at awards

EDA Investor in Training Award 2020
 Left to right: **Jason Clarke**, Centre Manager, Stearn Electric Co Ltd; **Paul Heywood**, Branch Manager, Northern & Central Electrical; **Mark Ashworth**, Director, ABM Electrical Wholesale Ltd; **Steve Stark**, Trade Sales Director – UK & Ireland, LEDVANCE Ltd; **John Henry**, MD, EDA Apprenticeships Plus; The Rt Hon **John Bercow**; **Chris Ashworth**, EDA President; **David Grimes**, Profit Centre Manager, Edmundson Electrical Ltd; **Stephen Doyle**, Branch Manager, CEF; **Steve MacDonald**, Branch Manager, Wilson Electrical Distributors Ltd; **Jerry Neal**, Branch Manager, Eyre & Elliston Holdings Ltd. **Marc Roberts** of Rexel UK Ltd also received an EDA Investor in Training Award but was unable to attend on the night.

The Right Hon John Bercow, recently retired as speaker in the House of Commons, hosted the EDA’s annual Education & Training Awards in Park Lane, London.

Bercow used his trademark gruff baritone to great effect in front of about 450 guests at the EDA’s Annual Dinner where he introduced nine high-performing leaders from EDA wholesalers and manufacturers. Each received Investor in Training trophies.

EDA President Chris Ashworth, who presented the Investor in Training Awards alongside John Henry, MD of award sponsors EDA Apprenticeships Plus, said: ‘Every business leader agrees that investing in apprenticeships and professional training is essential. Our winners have recognised the opportunity and have seized it with both hands.’

‘I would encourage every business leader to reflect on their own business and whether there is more they could do to attract and retain the best possible talent. The future prosperity of our sector depends on the aptitude and performance of our people.’

EDA CEO Margaret Fitzsimons added: ‘Managers receive Investors in Training Awards for championing the Association’s apprenticeship service and our product knowledge training programme.’



Steve MacDonald
Wilson Electrical Distributors

‘If you’re prepared to put the time and effort into supporting and nurturing an apprentice they will prove their worth.’



Steve Stark
LEDVANCE Ltd

‘I was part of the team creating the EDA’s two lighting modules and they provide the perfect opportunity to upskill our team.’



Paul Heywood
Northern & Central Electrical

‘The EDA’s Product knowledge training improves turnover because it improves confidence – without a shadow of doubt – and my team will be doing more of the modules this year.’



David Grimes
Edmundson Electrical Ltd

‘Apprentices are hungry to learn and you can mould them to your business... they are part of our team from day one.’



Mark Ashworth
ABM Electrical

‘The EDA modules have produced a more confident team, and helped massively in creating opportunities for upselling.’



Learner winners high in the sky

Twelve outstanding individuals from EDA member and affiliate member businesses took home EDA Learning Achievement Awards recently at a high-flying ceremony on the 34th floor of the Shard, the UK’s tallest building.

Part of the EDA’s annual celebration of excellence in training, now in its sixth year, these talented individuals were rewarded for their outstanding performance in the EDA’s Product Knowledge Programme or in an apprenticeship. The winners not only came from all over the British Isles, they also represented a broad spectrum of ages and seniorities – from youngsters just starting out in their careers to company directors.

Margaret Fitzsimons, CEO of the EDA, said: ‘Each year, family, friends and business colleagues are invited to join the celebrations with our award winners. It provides an ideal opportunity to demonstrate the attractive career opportunities available in the UK’s electrotechnical sector and how businesses recognise talent and invest in the professional development of their people.’

The EDA Learning Achievement Awards are particularly special because they are awarded to talented individuals whose performance has marked them as ‘ones to watch’ for the future.



Megan Wilkes
Edmundson Electrical Ltd, Redditch

‘I took nine modules, with seven distinctions and two credits. This will give me the confidence to deal with customers, which is my priority.’



Sean Bass
BEW Electrical Distributors, Farnborough

‘After travelling, I applied for the Warehousing and Storage apprenticeship and BEW guaranteed me a job if I completed it satisfactorily, which I did. I’m now a warehouse operative with the branch.’



Jack Freshwater
Premier Electrical, Carlisle

‘I needed more product knowledge to fall back on when facing our customers. I got distinctions in all five modules and I’m taking another.’



Hannah Long
Edmundson Electrical Ltd, King’s Lynn

‘My apprenticeship helped me deal with administration and invoicing. But I also worked on the trade counter and in the warehouse.’

Back row, left to right: **Paul Walsh**, Assistant Branch Manager, CEF, Dublin (PK); **Byron Wingate**, Branch Manager, Eyre & Elliston, Blandford Forum, Dorset (ANEW)(PK); **Dave Goddard**, Regional Sales Manager, LEDVANCE Ltd, Warrington (PK); **Daniel Cook**, Rexel UK Ltd, Cambridge (A).



DIARY DATES FOR EDA MEMBERS AND AFFILIATES

In light of the global coronavirus outbreak, **all events are subject to postponement or cancellation.** For the latest information, visit www.eda.org.uk.

CANCELLED

Thursday 21 May 2020
EDA Scottish Section Sportsmans' Dinner

Thursday 2 July 2020
EDA Summer Event
The popular Thames trip on the *Dixie Queen*.
Call Margaret Fitzsimons at the EDA on 020 3141 7350

RESCHEDULED TO

Monday 14 September 2020
EDA Regional Business Forum
Southampton
Book online at www.eda.org.uk

Wednesday 23 September 2020
EDA Regional Business Forum
Newcastle-upon-Tyne
Book online at www.eda.org.uk

Monday 28 September -
Wednesday 30 September 2020
Light + Building, Frankfurt
EDA visiting delegation
Call Margaret Fitzsimons at the EDA on 020 3141 7350

Tuesday 6 October - Friday 9 October 2020
EDA Scottish Function, Gleneagles
Bringing together senior figures from across the sector for a programme of networking.
Call Margaret Fitzsimons at the EDA on 020 3141 7350

Thursday 5 November 2020
EDA Regional Business Forum
Surrey
Book online at www.eda.org.uk

RESCHEDULED TO

Wednesday 14 April 2021
EDA Regional Business Forum
Coventry
Book online at www.eda.org.uk

RESCHEDULED TO

Thursday 6 May - Friday 7 May 2021
EUEW Annual Business Convention, Barcelona
For members committed to growing their business in Europe.
Call Margaret Fitzsimons at the EDA on 020 3141 7350

Big electrotechnical players back EDA's plan for industry data pool

EDATA, a 'by the industry, for the industry' initiative



The Association has announced that 25 leading manufacturers and wholesalers have signed up as Founder Members of EDATA, a new 'by the industry for the industry' product data pool.

Noting that e-commerce and digital transformation are linked to the availability of the highest quality product data, the EDA says EDATA will offer manufacturers a central 'single source of truth' resource for uploading product information, technical data and images. Wholesalers will be able to download and serve these up on their customer-facing e-commerce channels.

Kick-start

For an initial three-year term, Founders have committed to

uploading and downloading product data to kick-start the service. A steering group of representatives from each Founder Member will steer the development of EDATA.

Unstoppable

EDA CEO Margaret Fitzsimons says: 'It's fantastic news that these EDA members and affiliated members are backing this new venture and helping us get it off the ground, because it is much needed. Industry-owned data pools are widespread in other markets and sectors – in this respect the UK is somewhat behind.

'EDATA gives the UK's electrotechnical supply chain the opportunity to say goodbye to heavy workloads created by processing data through multiple channels, and hello to enhanced

e-commerce infrastructure.'

Richard Appleton, General Manager of EDA Data Services (pictured right) added: 'Digitalisation is an unstoppable force and most EDA members will be developing a digital or multi-channel sales strategy. EDATA will overcome one of the major barriers by providing a single source of rich, e-commerce-friendly product data. Manufacturers benefit too, being able to syndicate their data through a single channel, while retaining full control of how their products and brand are presented.



with each Founder manufacturer to develop an onboarding project suited to their needs and situation, enabling data to be uploaded in the shortest possible time while retaining the required quality. EDATA will be supported with a comprehensive

programme of market engagement and education.'

EDATA will hold information in three categories: Manufacturer Master Data, the core data needed to identify a product; Digital Assets such as images and data sheets; and Technical Attributes, including dimensions, suitability and performance characteristics.

The Technical Attributes held in EDATA will be structured in accordance with ETIM, the international data model for the standardisation and classification of technical product data enabling wholesalers to enhance their websites with powerful product searches and filters. The EDA has led the ETIM initiative for the UK's electrotechnical sector since 2017.

EDATA will provide a single source of rich, e-commerce-friendly product data

Richard Appleton
EDA Data Services

EDATA FOUNDER MEMBERS MANUFACTURERS



Our global brands are
PHILIPS interact



EDATA FOUNDER MEMBERS WHOLESALERS



Join the EDA at Light + Building

After the postponement of Light + Building 2020 in response to coronavirus, the EDA will be leading the UK delegation to this global exhibition in Frankfurt from Monday 28 September to Wednesday 30 September 2020.

To find out more, contact the EDA's Kiera Greenwood on 020 3141 7350 or email kiera.greenwood@eda.org.uk

Javier joins EDA Data Services

To onboard all 25 Founder Members of EDATA, the EDA's Data Services team welcomes Javier Garcia, who joins as Onboarding & Product Data Manager.

Javier brings an in-depth knowledge of the strategic importance of high-quality product data to e-commerce, having spent almost three years with Rexel UK Ltd.

He will work with Data Services' General Manager Richard Appleton.



Free white papers help businesses on their digitalisation journeys

More and more B2B product suppliers are investing in e-commerce web sites. But many are let down by poor quality product data.

Product data has become increasingly important to the point where it is now central to many key business processes. But for each product there are hundreds of pieces of data describing every aspect of it throughout its life cycle.

The EDA has prepared two white papers to help wholesalers and manufacturers attempting to negoti-

ate the product data minefield.

Effective e-commerce

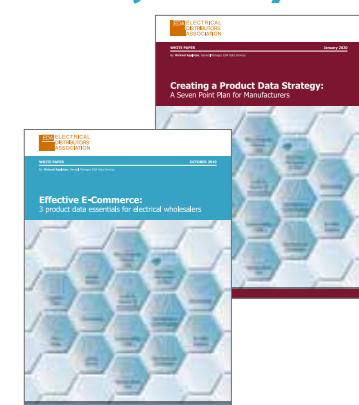
The first – *Effective E-Commerce: 3 product data essentials* – covers the three key data elements a wholesaler must consider and discuss with manufacturers, PIM system and web shop providers. It also reveals the most efficient ways wholesalers can acquire the product data.

Data strategy

The second white paper – *Creating*

a Product Data Strategy: a 7-point plan for manufacturers – demonstrates how, by following a structured approach to product data, manufacturers will be able to create comprehensive, rich product data to drive digital processes throughout the supply chain.

Visit www.eda.org.uk and choose White Papers in the Publications, Support & Resources menu.



Threefold flexibility with LED strips

A system of ultra-flexible LED strip lighting and accessories from **LEDVANCE Ltd** covers a variety of needs for professional, tailor-made indoor and outdoor ambient, cove or general lighting applications.

With three different categories, the portfolio offers wholesalers an extensive range of LED drivers, profiles for surface or recessed installation, covers and other accessories – all matched as a system solution for lighting professionals.

A new LED Strip System Configurator allows installers to easily plan small to large projects for different applications.

The LED strips come in three different categories: Superior; Performance and Value. They differ primarily in their applications, lifetime, IP rating and number of LEDs per metre – and therefore their light output and distribution.

Available in a large number of colour temperatures and lumen packages,



the LED strips are suitable for virtually any lighting task in a modern lighting concept.

To save time, all LED strips are pre-wired on both sides and can be shortened. They come in protected and unprotected versions.

www.ledvance.co.uk



Twist-lock wall and downlights from Ansell

New from **Ansell Lighting** are its 'click and lock' bi-directional wall light and downlight, the Reef LED CCT. Designed for ease of installation, the new fixtures have a twist-lock mounting bracket, allowing for neat, speedy fitting.

The surface downlight comes with flexible 350-degree rotation and 90-degree tilt for ceiling or wall mounting. For outdoor use, the robust fully polycarbonate, IP54 construction provides superior corrosion resistance.

The Reef bi-directional wall light can be used indoors or out. It comes with integrated PIR and adjustable time sensor, with a range of three seconds to 12 minutes, as well as a detection range of between 1 and 10m.

These non-dimmable products come in multiple CCT options, wattages and either cool white, warm white or daylight.

www.anselluk.com

Deligo appoints fixings manager for the South

Deligo Ltd, which specialises in supplying globally sourced, fast-moving electrical and allied products to the UK and Ireland electrical wholesale markets, has announced the appointment of Justin Hill as Key Accounts Manager for the Southern region.

He brings with him a wealth of experience and says he looks forward to driving the business forward in 2020 and beyond.

Deligo has the core objective of achieving growth by supplying the right product at the right time and price, and its 4,000 product lines include fasteners, fixings, electrical accessories and many other consumable items. These give wholesalers a true 'one-stop shop' solution, says the firm.

www.deligo.co.uk



Expanded commercial range from Aurora

Aurora Ltd has expanded its commercial lighting range for any office, industrial, retail or hospitality project. The range, which can be made smart with Aurora's AOne Smart Lighting System,



includes panels, downlights, linears, high bays, spotlights and floodlights and, now, emergency lighting.

Aurora's five ranges of LED panels provide a solution for every application. All are TP rated and BackLite is a new addition. The range also includes the popular edge-lit, troffer and IP65 panels.

The emergency lighting range has been launched as part of the company's growing commercial lighting range. It includes an emergency bulkhead, twin spot, wall-mounted slim exit box, blade, exit sign and surface-mounted downlight.

auroralighting.com



Dimplex turns up the heat with IoT

Increasingly, customers want control of their homes while keeping control of their energy bills, all at the touch of a button. Dimplex Control – from **Glen Dimplex Heating & Ventilation** – uses Internet of Things (IoT) technology to enable smartphone app control of a range of its products via the internet.

The IoT is a network of physical devices that feature network connectivity, allowing them to collect and exchange data. Benefits include improved efficiency, accuracy and reduced human interaction. Therefore, electrical trade and distribution businesses can open up new revenue streams by offering IoT solutions.

Dimplex's Quantum High Heat Retention Storage Heater (HHRSH) and many of the firm's panel heaters have been updated to let users remotely control and monitor their heating from their smartphones.

The Quantum also has an advanced charging algorithm to automatically calculate exactly how much off-peak energy is needed to meet the user's heating requirements for the following day.

www.dimplex.co.uk/iot

Sylvania launches tough, intelligent highbay

Sylvania Lighting UK has launched a SylBay Generation 2 to meet the need for a maintenance-free, reliable lighting solution for industry.

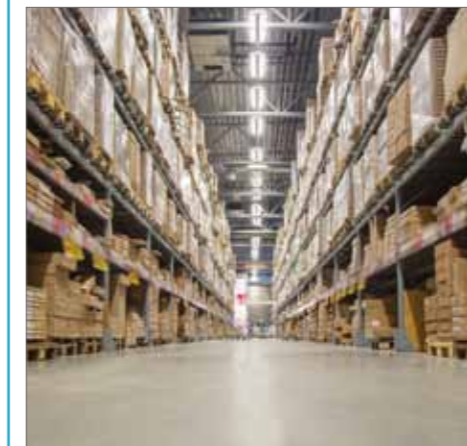
In applications including warehouses, distribution centres and manufacturing premises, unscheduled lighting equipment maintenance can mean wasted productivity and avoidable downtime. The new SylBay Generation 2 greatly reduces this problem.

The range benefits from a robust design and precision optics with a two, three, four or six LED module array – said to be 'unique' – as well as emergency modules. This ultra-efficient high-bay range has a total system efficiency of up to 162lm/W with a UGR of <16. The typical estimated lumen maintenance is 50,000 hours at 90% and 100,000 hours at 85%.

Rated IP65 as standard, SylBay Generation 2, with its DALI driver, is available in five sizes with varying lumen output levels from 7,200lm up to 34,000lm and four optical choices – wide, medium, narrow and aisle beams.

Other features can include a High Bay PIR sensor for 360-degree detection and up to 40m range at 15m mounting height. The luminaire comes with stainless steel brackets for surface or wall mounting complete with tilt angle definition, as well as a five-year warranty.

www.sylvania-lighting.com



Lighting for large spaces

Dialight Europe Ltd has designed its new Reliant™ LED High Bay range to deliver superior energy efficiency in warehouses, light manufacturing and other large indoor spaces.

With a rugged new form factor, the DALI-compatible Reliant allows the option of adding or retrofitting integrated controls, providing smart sensor installation at the centre of the fixture. This ensures maximum return on investment.

Simple to install, it also offers field-replaceable lenses, a number of optical patterns, and a 10kV optional surge protection upgrade, and is available in 11,000 to 36,000 lumen output to accommodate a broad range of mounting heights.

The luminaire delivers high lumen efficiency and, with an L-70 rating at 55°C and L-90 rating at 25°C for 100,000 hours, this high bay delivers dependable performance in ambient temperatures ranging from -40°C to +55°C. It is backed by Dialight's 10-year warranty, among the industry's longest, best-in-class protections.

www.dialight.com



KNX occupancy sensors are world's smallest

BEG (UK) Ltd has just launched what it says are the world's smallest KNX occupancy detectors – the PICO-KNX and PICO-BMS.

The PICO-KNX, which includes built-in logic plus sound and temperature monitoring (an industry-first for the KNX market, says BEG), is only 33 x 34mm high and can be installed in almost any mounting, as well as being easily integrated into luminaires. It has a detection area 10m in diameter at a mounting height of 2.5m, and approximately 12m at a mounting height of 3m.

The PICO-BMS is available as a multi-sensor, providing several advantages over standard 24V multi-sensors, which often require their own terminal and separate supply line. The DALI-2 version is powered by a DALI BUS and can be connected to one line, depending on the DALI power supply, luminaires and sensors sharing the BUS.

www.beg-luxomat.com



Greenwood delivers better indoor air quality

The Unity CV3 is a continuously running (dMEV) fan developed by **Greenwood (Zehnder Group)** to ensure that the highest standards of indoor air quality are achieved and maintained.

For both new and existing homes, it significantly improves air quality, makes compliance with regulations easier and reduces energy consumption, all while eliminating nuisance noise. Using airflow sensing technology, Unity CV3 detects, reacts and extracts to the correct performance level across each building installation. This helps eliminate mould and condensation.

The CV3 incorporates HumidiSMART™, which it describes as 'a revolutionary way' of using humidity levels to provide effective ventilation in domestic properties. In contrast to traditional humidity sensors that activate when a pre-set threshold is crossed, HumidiSMART™ only reacts to human-made increases, so the fan only boosts when required.

Unity dMEV CV3 offers running levels as low as 14.5dB (min) and costs less than £1 to run for the entire year.

www.greenwood.co.uk



A cable app for professionals

Prysmian Cables & Systems Ltd says its Cable App, a pocket toolkit for electrical professionals, is the ideal interactive tool for any wholesale trade counter, assisting professional electricians with every aspect of their cable calculations.

Available online at www.cableapp.com or downloadable on iOS and Android, Cable App can be displayed on mobile, tablets and laptops for your customers to use onsite



or your trade counter.

The latest edition also includes energy and CO₂ savings by considering alternative conductor sizes, in line with 18th Edition recommendations.

The technical documentation is comprehensively illustrated, and direct links to product datasheets are offered for convenience. Also featured is news, plus useful videos for electrical professionals, consultants and engineers.

www.cableapp.com

Why the industry must talk if it is to cope with change

Trevor Grote, managing director of BELL Lighting, spoke at the Association's annual dinner about how wholesalers can adapt to the changes in the electrotechnical sector

The Electrical Distributors' Association has now reached its 106th Year, quite an achievement. I'm especially proud because my own business has also reached that special milestone – it is 100 years old this May. After four generations, my family has seen this organisation grow, change and flourish.

So, what has changed in the past 100 years? Technologies, global production and routes to market have remained relatively unchanged over the past 80 years. In the past 20 years – and in particular the past five – we have seen unprecedented changes in our industry, and that represents significant challenges to us all.

I am going to consider two of these changes that are relevant and topical at present: world global production and e-commerce.

Global production

The electrical components and finished electrical goods that flow through your doors every day are now predominantly manufactured in the Far East. If we take lighting as one of the mainstream sectors, the most recent reports, from 2018, estimated it was worth £2.5 billion to the UK economy. £1 billion of that was produced in the Far East. These are conservative estimates – if we take out street lighting and specialist sectors, it's more like 70%.

Coronavirus has hit China hard. A Nation of 1.42 billion was completely locked down for two weeks. Absolute control of free movement and closure of an entire nation's production was forcibly carried out. Just think about that.

We really must reflect on what this means to our industry and our dependence on the supply chain. Already, many common electronic component parts such as capacitors, resistors and SMT units have



doubled in price. Only by working together and talking can we face the challenges of these new worldwide pandemics.

E-commerce

Now to e-commerce. What are some of the daily challenges facing electrical wholesalers because of the web? A search for 'LED high bays' in Google UK yields 117,000 results. More specifically, a search for '150W LED high bays for sale' returns 1,670 results – with several more or less identical products selling for prices from £50 to £246. The same search on eBay yields 16,493 results. The best buy on eBay for a new product was £17.99 with free delivery (and yes, we did test it – it was dangerous and non-compliant in nearly every category).

So, if we can't stop these products being sold on the open market what can we do about it? Well, we embrace it, and we use it to our advantage. The choices and options are so confusing and so broad that end users and contractors will inevitably need a professional and knowledgeable supplier of electrical goods.

This may be over the counter or on a good professional web site. The

key is to offer good quality branded products that are qualified, certified and approved by the sector associations. Then we need to shout about this to the rooftops – both online and in store. This is what we do well as an industry, consolidate our supply chain to approved suppliers and educate. Give our contractors good quality branded products and competitive prices.

A people industry

This is a still a people industry. A contractor recently did some work on my house. When asked where he would go to get good quality shower vents, the reply was: 'I'll go and see Andy at X wholesaler; he is a really good guy.' The trade counter is not dying anytime soon.

So yes, a lot has changed in our industry over these 100 years, I have highlighted just a few things. However, the reason businesses survive and adapt is because we communicate as an industry and that's why organisations such as the EDA – and its events – are so important. It's crucial that we continue to talk and ensure that together we meet the challenges of a rapidly changing world.

EUEW presses on with Business Convention plans

As *Taking Stock* went to press, the EUEW was going ahead with plans for its 2020 Annual Business Convention in Barcelona from 7-9 May. Coronavirus permitting, the EDA will lead a UK delegation to Barcelona in May.

EUEW

European Union
of Electrical Wholesalers

There's an impressive line-up of sessions, including:

- EU politics and legislation: what's at stake for the wholesaler?
- The supply chain of the future.
- Dynamic, digital and data-fuelled: distribution disruption.



Hans Hanegreefs, Secretary General of the EUEW, says: 'We have lined up the greatest thought leaders on stage – yet again.'

Leading manufacturers

'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.'

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

If you are committed to growing your business in Europe and are considering attending the convention – wholesalers and manufacturers are welcome – contact Margaret Fitzsimons, CEO at the EDA, on 020 3141 7350 or email margaret.fitzsimons@eda.org.uk