



Welcome to the EDA Regional Business Forum

Wednesday 10 November 2021



**Wholesalers: the
essential link in the
supply chain**

Welcome & Introductions

Richard McCartney

Director of Supplier Relations

Edmundson Electrical Ltd

EDA Board of Management



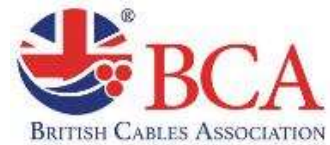
Today's Presentations

1. EDA Update

Margaret Fitzsimons, CEO and the EDA Team

2. Key topics from the manufacturers

Dr Jeremy Hodge, British Cables Association (BCA) and
Bob Bohannon, Lighting Industry Association (LIA)



3. Contractors' outlook for Zero Carbon Britain and how wholesalers can benefit

Luke Osborne, Energy & Emerging Technology Solutions Advisor, ECA



Refreshment break



Today's Presentations

4. Innovations in lighting: the latest opportunities for wholesalers

Dylan Mansfield, Terry Ganslandt, & Richard Law, Signify (Philips Lighting)



Our global brands are
PHILIPS interact

5. New EV charging legislation: what's ahead and what are the opportunities for wholesalers?

Joe Ellwood, Product Marketing Specialist, ABB – Electrification



Buffet lunch & networking

6. How to protect your business from cyber attacks

Chris, National Cyber Security Centre



7. Productivity, margin and friction-free customer service: how technology can make your business more successful

Robbie McEnteggart, Technical Strategist, Intact Software



Tea & networking

EDA Update

Margaret Fitzsimons, CEO

Tracy Hewett, Education & Training Consultant

Richard Appleton, General Manager, EDA Data Services

Anne Vessey, Head of Marketing & Communications



EDA Headline Facts



250 members
4 national chains
4 buying groups



c. 1,900
wholesaler
branches



25,000
employees



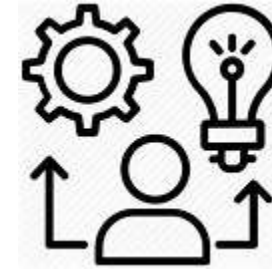
75% of
the market



>£4.2 Billion
turnover



85 Manufacturer
Affiliates



12 Solution &
Service Provider
Affiliates



Welcoming these 18 "new" wholesaler Members...



And these 8 "new" Affiliates ...



And these "new" Solution & Service Providers ...



The Electrical Distributors' Association



Representing the interests of wholesale distributors since 1914



The wholesaler is the essential link in the electrotechnical supply chain

EDA Key areas of Activity & Benefits for members



Networking & Access

- . Annual Dinner, London.
- . Summer Event, London
- . Scottish Function,
- . Regional Forums x4
- . L+B, Frankfurt
- . EUEW Convention
- . Zoom dialogues



Intelligence, Industry Representation

- . Surveys
- . Kindred Associations
- . CLC (PA & Brexit Group, Domestic RMI, Trade Credit Insurance)
- . CPA
- . UK BIM Alliance
- . ETIM International
- . CLC Digital Network



Education & Training

- . Apprenticeships & Kickstart
- . Distance learning modules
- . Short Courses



Sector Digitalisation

- . ETIM Standard
- . Industry Datapool
- . BIM
- . GTIN
- . Code of Conduct for Product Information (CCPI)

Construction Leadership Council (CLC)

www.constructionleadershipcouncil.co.uk



MP for North East Derbyshire

Council Co-Chair

Lee Rowley

Parliamentary Under Secretary of State (Minister for Business and Industry)



Council Co-Chair

Andy Mitchell CBE

CEO, Thames Tideway

- EDA represented on following Committees and Working Groups

Domestic RMI working Group looking a National Retrofit Strategy;
Trade Credit Insurance Group;
Product Availability/Brexit Group;
CLC Digital Network.

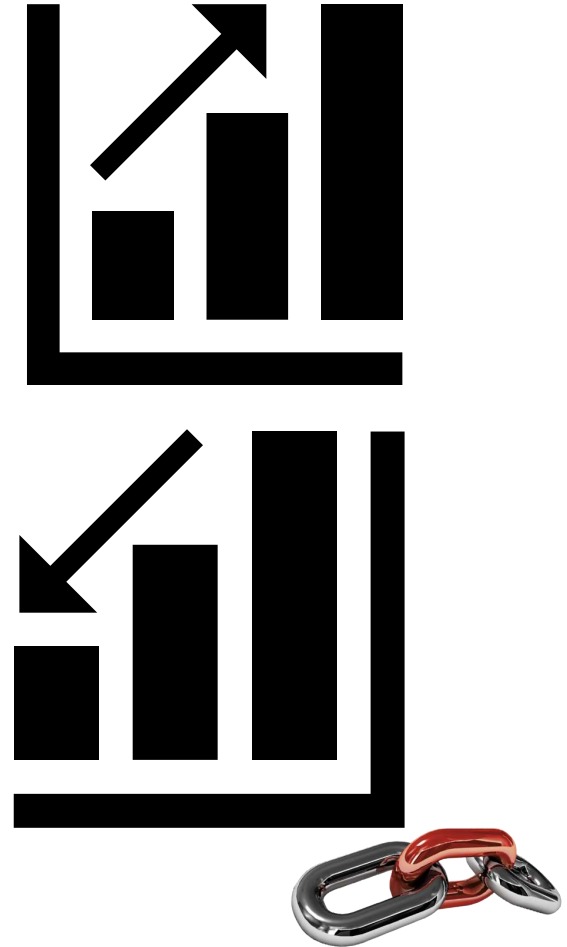
Registered on CLC's Talent Retention Scheme



Taking the temperature of the electrotechnical sector

Insights, views, challenges and predictions

EDA's Bi-Monthly Surveys
Polling the wholesaler and the manufacturer



Wholesalers: are you alone in the business challenges you face?

What's on the horizon for this sector and the wider construction sector?



Manufacturers...

**How can
you better
understand
your
wholesaler
customers?**



**What issues
and
challenges
are
wholesalers
facing?**

Unique access to information for EDA businesses

- EDA State of the Sector Survey
- Polling Wholesalers & Manufacturers
- 2020 monthly surveys, 2021 bi-monthly
- Results presented at our popular ***Talking Shop Zoom Dialogues***



Top business challenges:
strategic &
operational

Turnover



Product
availability

Outlook for
the sector

People &
recruitment



Wholesalers: Your 3 most pressing business challenges

Talking Shop Zoom Dialogues

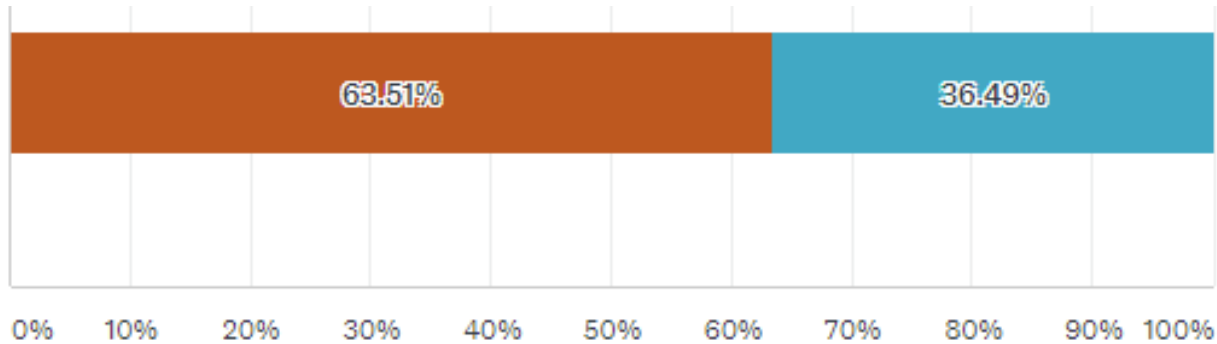
	Feb 2021	May 2021	July 2021	Sept 2021
1	Product availability	Product availability	Product availability	Product availability
2	Manufacturer price increases	Manufacturer price increases	Manufacturer price increases	Manufacturer price increases
3	Customers unaware of the supply chain problems, such as product availability and price increases	Customers unaware of the supply chain problems, such as product availability and price increases	Customers unaware of the supply chain problems, such as product availability and price increases	Attracting the right people to the business
4			Adapting my business for a more digitalised world	Customers expecting products to be available from stock and at short lead times

Manufacturers: Your 3 most pressing business challenges

Talking Shop Zoom Dialogues

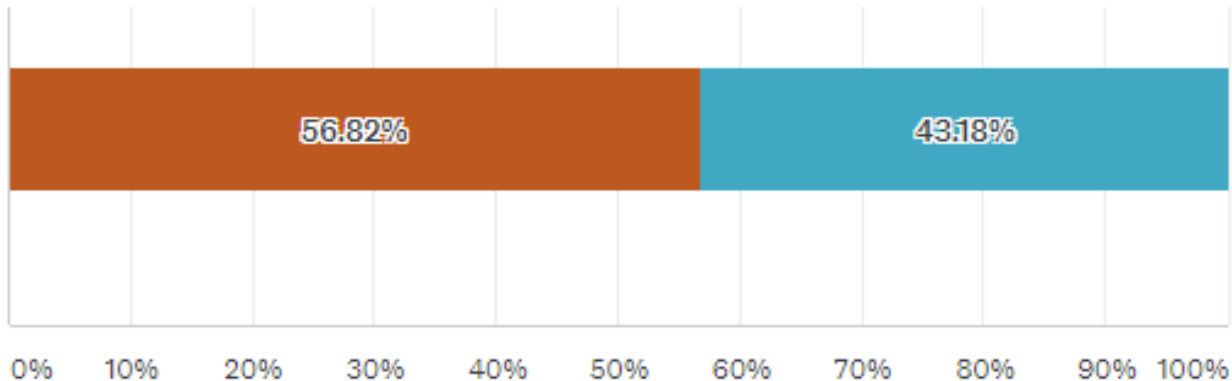
	February 2021	May 2021	July 2021	Sept 2021
1	Increased cost of raw materials	Increased cost of raw materials	Increased cost of raw materials	Increased cost of shipping
2	Increased cost of shipping	Increased cost of shipping	Increased cost of shipping	Increased cost of raw materials
3	Forecasting manufacturing output + Customs paperwork, customs delays, and Brexit red tape	Increasing shortage of raw materials	Increasing shortage of raw materials	Increasing shortage of raw materials

Are you seeing a softening (slight downturn) in the market during July and August 2020?



Wholesalers

- Yes, we have experienced a softening of the market
- No, this is not something we have experienced in our business



Manufacturers

- Yes, yes we have experienced a softening of the market
- No, this is not something we have experienced in our business



Wholesalers: Tell us more about the softening of the market

Talking Shop Zoom Dialogues

“July was actually an excellent trading month, but in **August we experienced a sharp decline, perhaps 30% on previous month**”

“Stock & delivery issues caused sales to relax. Plus it seemed like the 50% of the country was on holiday at some point.”

“The larger commercial/industrial projects are cutting back.”



Wholesalers: Tell us more about the softening of the market

Talking Shop Zoom Dialogues

“The general underlying business has slowed but is being propped up by larger orders. **Smaller construction is being affected by supply issues** and rising prices which is cooling things down a little.”

“Trade counters are not as busy as they have been and maybe **raw material cost and shortages are now really playing a part in slowing** everything down.”



Manufacturers: Tell us more about the softening of the market

Talking Shop Zoom Dialogues

“The business performed extremely well in July 2021 (was heavily up against 2020). Our sales performance in August 2021 was on par with 2020 however this was held up by back orders being supplied and not sales orders in.”

“We are down 10% on our average Jan-Jun turnover. I think we have seen a return to the "old days" when school holidays effected turnover.”



Manufacturers: Tell us more about the softening of the market

Talking Shop
Zoom Dialogues

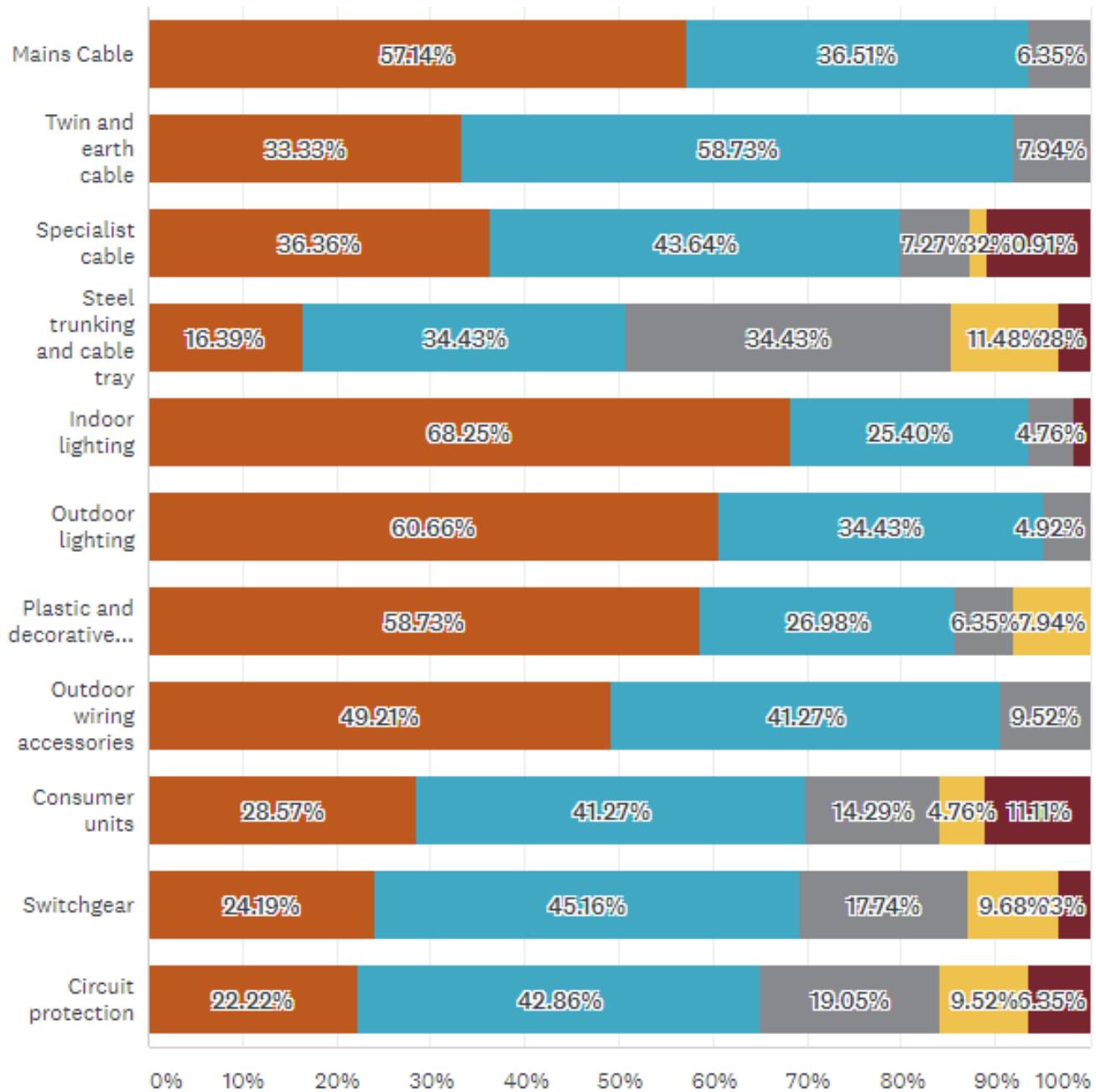
“Growth during H1 has been driven by lockdown and a V shaped recovery, **our view is Q4 will outperform 2020 but will be softer than growth seen in H1 2021** and the market normalises and life returns to some sense of pre-covid normality.”

“Some slight softening in August only. Given feedback from vendors and wholesalers, **we'd expect the softening to continue in September.**”



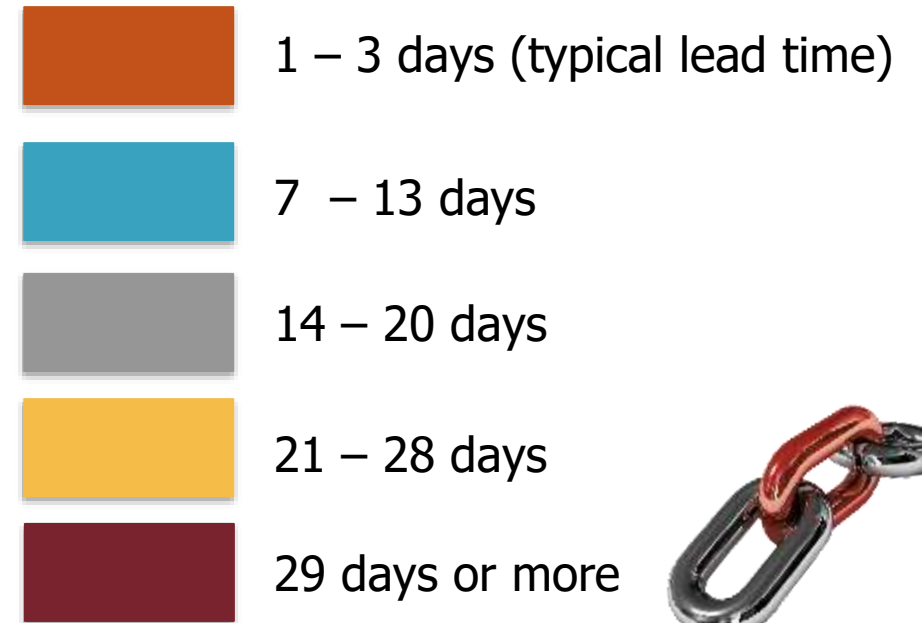
Talking Shop

Zoom Dialogues

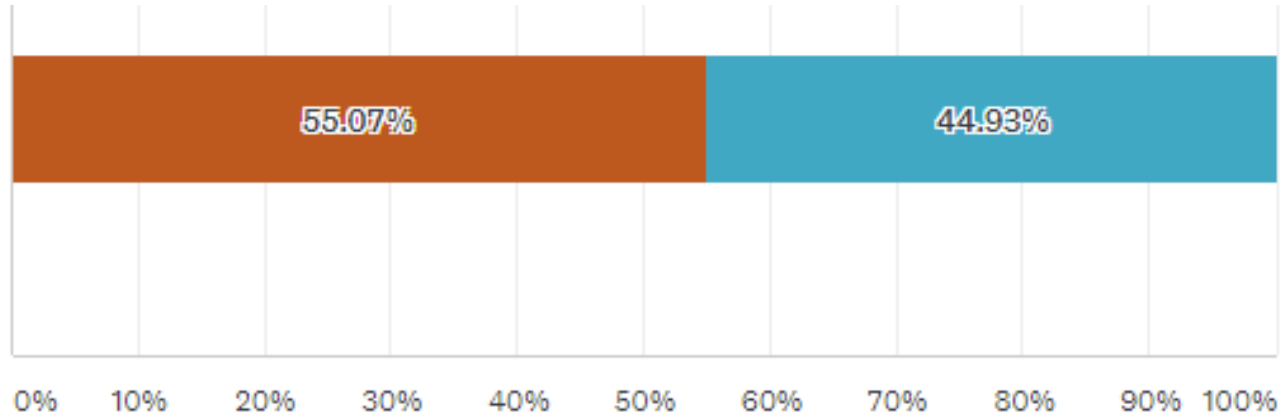


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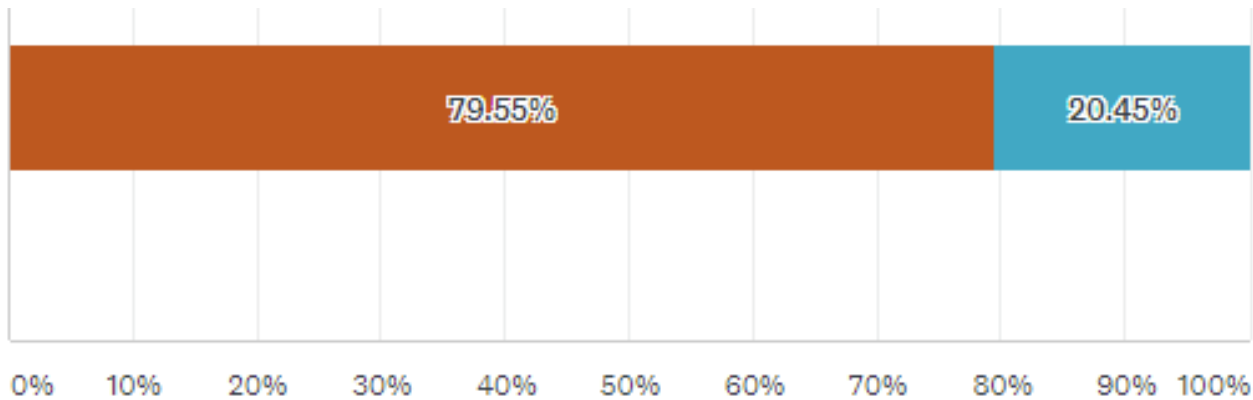
Wholesalers: over the last 8 weeks what's been the average lead time from your suppliers?



Have you been actively recruiting in July and August 2021?



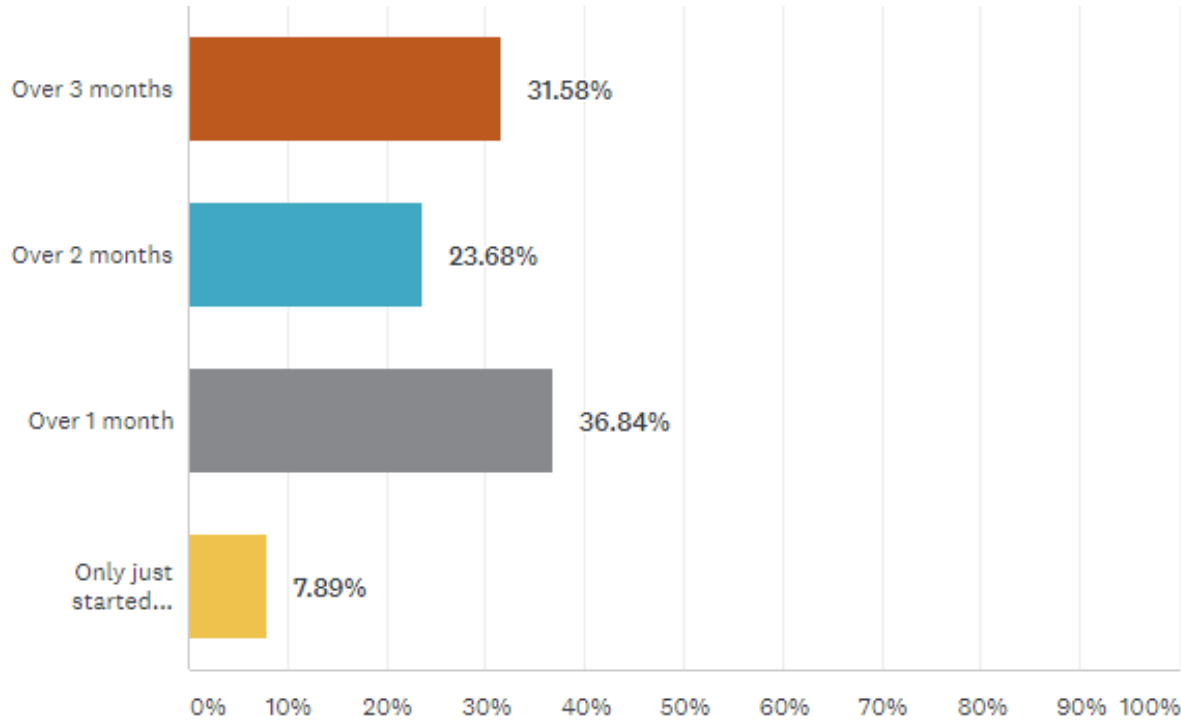
Wholesalers



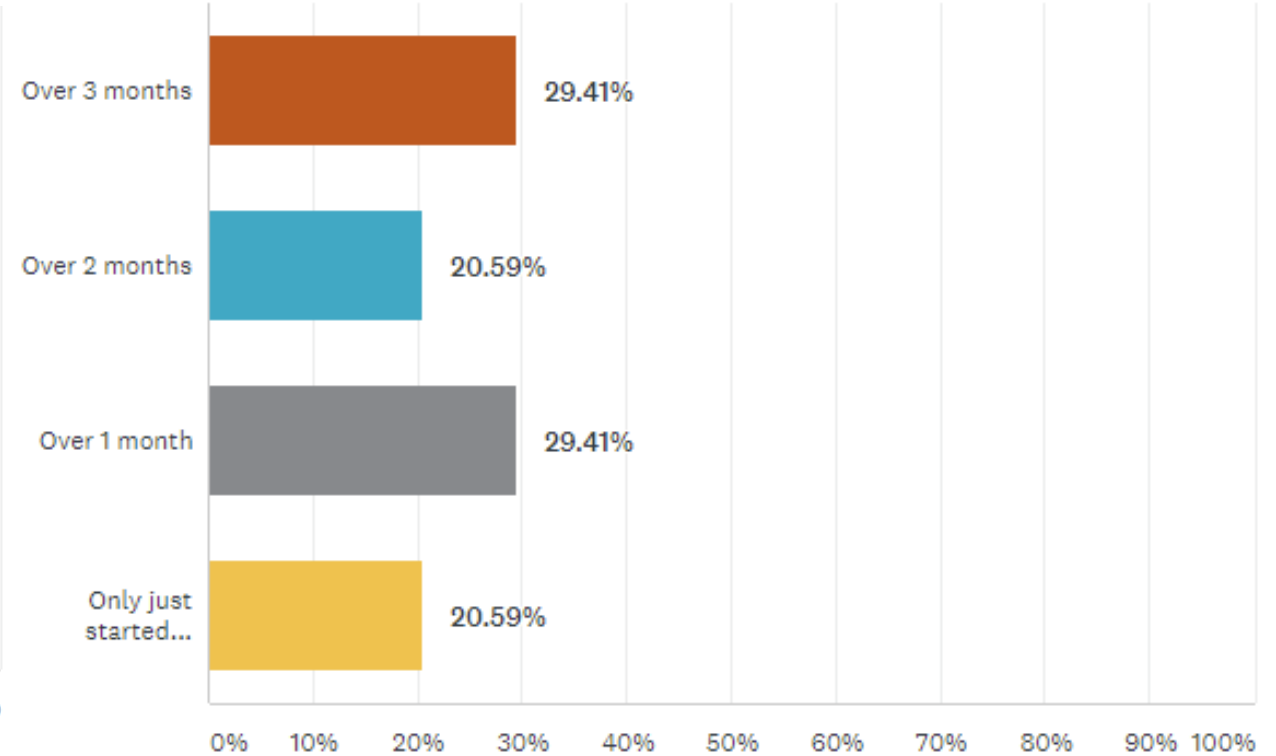
Manufacturers



On average how long have your vacancies been open?



Wholesalers



Manufacturers



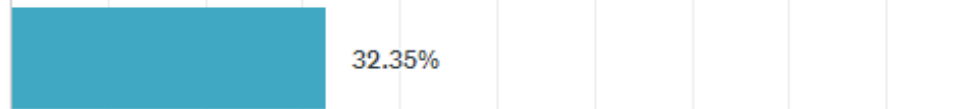
Main reasons for not filling the roles

Talking Shop Zoom Dialogues

NOT SUITABLY QUALIFIED



INTERVIEW NO SHOW



TURNED DOWN OFFER



0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Wholesalers

"People just don't want to work - the furlough nonsense has just taken away people's appetite to work"

NOT SUITABLY QUALIFIED



INTERVIEW NO SHOW



TURNED DOWN OFFER



0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Manufacturers



Latest Survey Highlights Revealed
Register at www.eda.org.uk

Join us virtually
11am, Tues 23 or Wed
24 November 2021

Talking Shop
Zoom Dialogues



Digitalising the UK's electrotechnical sector

Richard Appleton
General Manager
EDA Data Services



Two EDA Initiatives

EDA has been leading the charge to digitalise the UK's electrotechnical sector since 2017 – two key initiatives to deliver high quality product data.



ETIM
UK

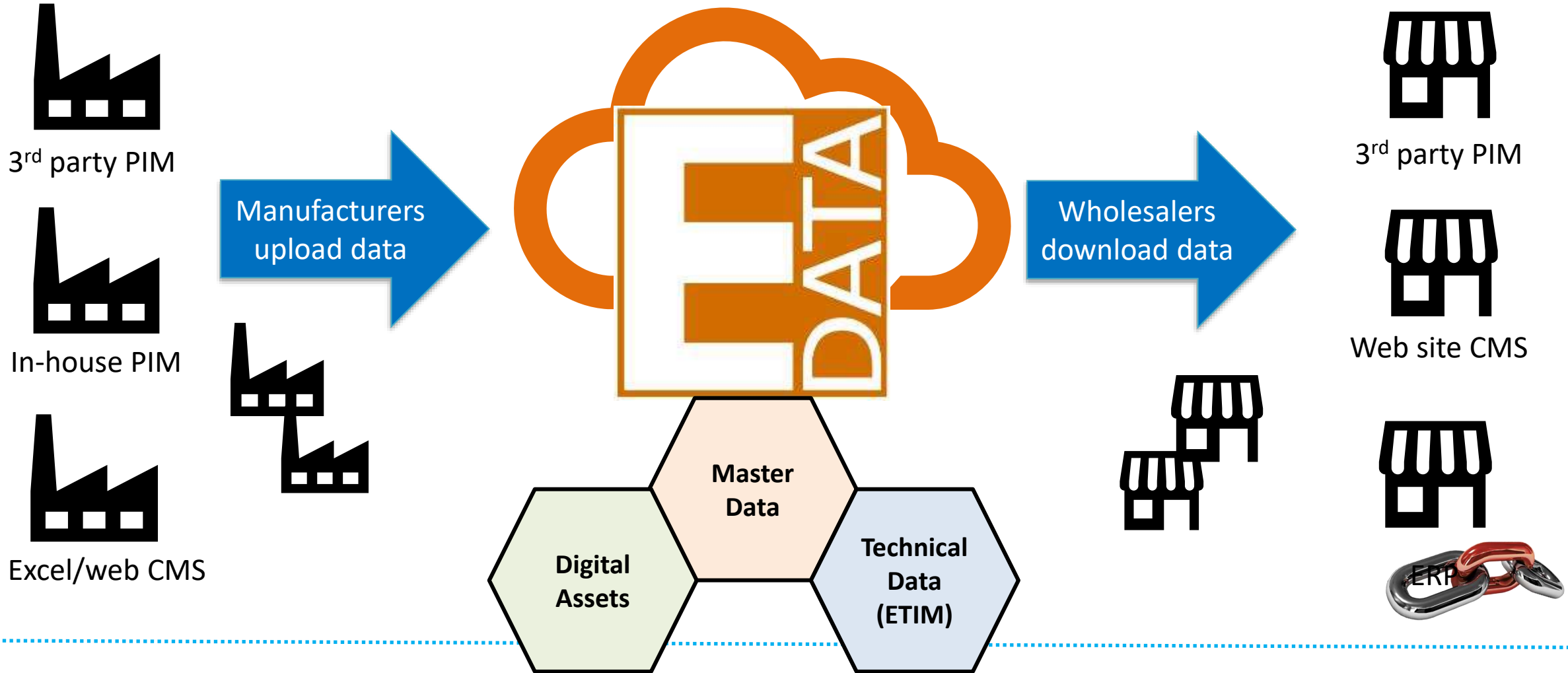
ETIM. An international data model enabling manufacturers to structure technical data for their products in a consistent manner



EDATA. A central, industry-owned, data pool of consistent, high quality manufacturers' product data for access and export by wholesalers



How EDATA works



EDATA principles

High quality
product data

Data owned and
managed the
manufacturer

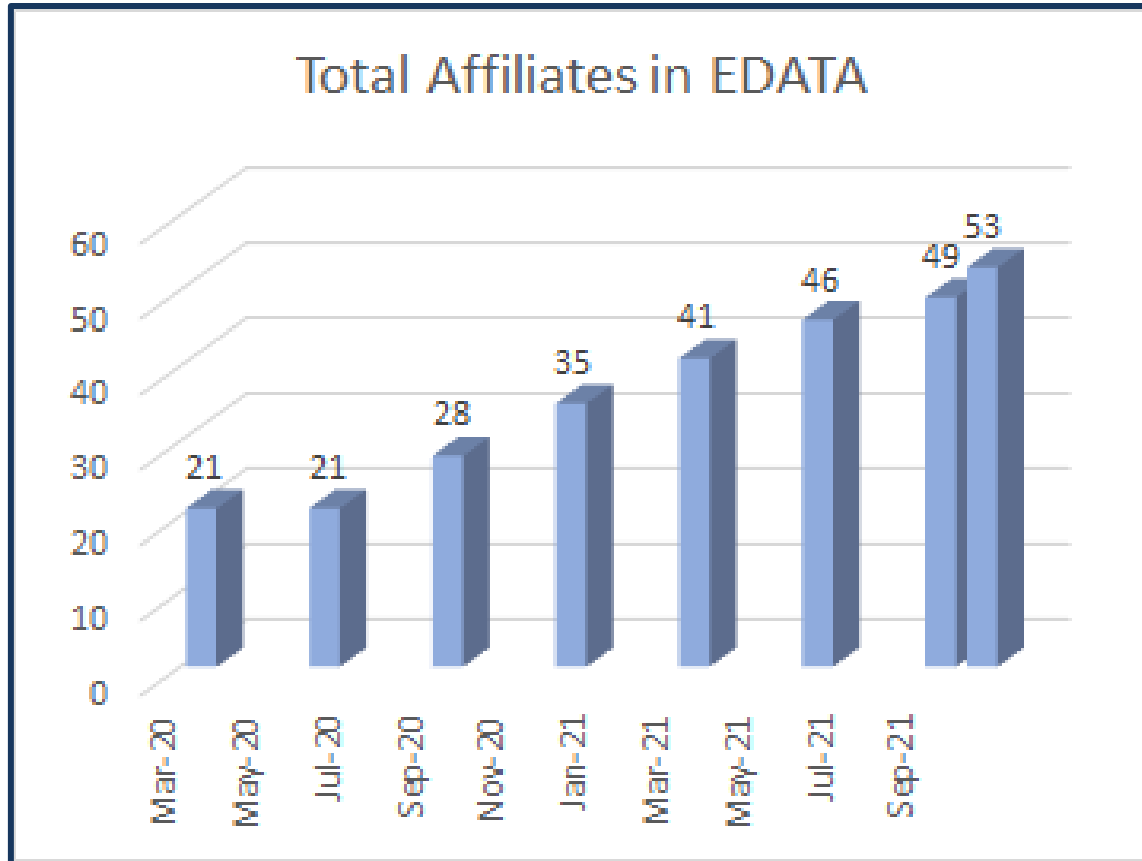


Industry owned
and developed

Not for profit



EDATA - Manufacturer Recruitment



- 53/85 EDA affiliates have joined
- Onboarding their data
- In discussion with c. 15 more EDA affiliated manufacturers
- Objective 100k SKUs in 2021
- c. 200k SKUs from 100 brands by Dec. 2022



EDATA – Congrats to our 10 Gold Circle Members

- A key objective is to improve the quality of available product data
- Data Quality working group to develop best practice
- Data in EDATA is measured against agreed Gold, Silver & Bronze quality standards
- Manufacturers with Gold standard data join the Gold Circle



White papers



The EDA's series of white papers are designed to be accessible and relevant to electrical wholesalers and manufacturers.

Download from: <https://www.eda.org.uk/support-and-resources/white-papers/>



GTIN (EAN Codes)

- Meeting the industry need for a unique product identifier.
- GTIN codes, managed by GS1, are widely used in the electrotechnical and construction sectors globally.
- Independent, international standard run on a not-for-profit basis.
- Enable traceability through supply chain and can be used as a bar code for logistics management.
- EDA working in close collaboration with GS1.



Coming Up...

3rd Annual Digitalisation Forum & 1st Annual Data Awards

**1st December 2021
America Square Conference Centre, London**

Register here:

<https://www.eda.org.uk/event-calendar-single/eda-digitalisation-forum-2021/>



EDA Training & Apprenticeships

Tracy Hewett

What's Being Said About Apprenticeships

Based on research conducted by CEBR for the St Martin's Group, in partnership with NCFE and City & Guilds. To access the full report: <https://stmartinsgroup.org/>



Even during training, apprentices deliver a return of at least £2,500



98% of businesses that currently employ apprentices state they bring additional benefits including improving diversity and filling skills shortages



60% of businesses not currently employing apprentices are considering hiring an apprentice in the future



62% of businesses agree or strongly agree that apprentices were beneficial to their business during the pandemic

What's Being Said About Apprenticeships

More than **80%** of businesses reported barriers to hiring apprentices

38%



Time to manage an apprentice

22.5%



Identifying programmes

22%



Administration

REMEMBER: The EDA Apprenticeship Service

- Recruits, hires and manages your apprentice
- Finds, engages and manages the training provider and assessment organisation
- Manages the funding

EDA Apprenticeships In 2021

457 Apprenticeship
Expressions of Interest

50 Member and Affiliate
Organisations

223 Apprenticeship Starts

11 First-time Apprenticeship
Businesses

20 Apprenticeship Starts from
First-time Businesses

What's Being Said About EDA Product Knowledge Modules

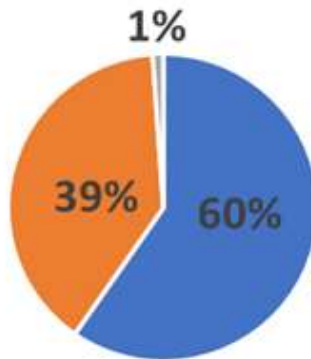


1,066 Modules have been order so far this year

264 people are actively studying them

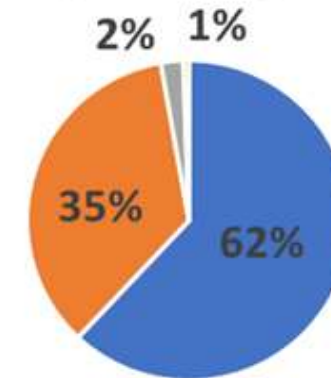
Feedback has been received from 180 learners over the course of the year

Has completion of the module improved your product knowledge?



■ Greatly Improved ■ Slightly Improved ■ No

How would you rate the content of the product knowledge module you studied



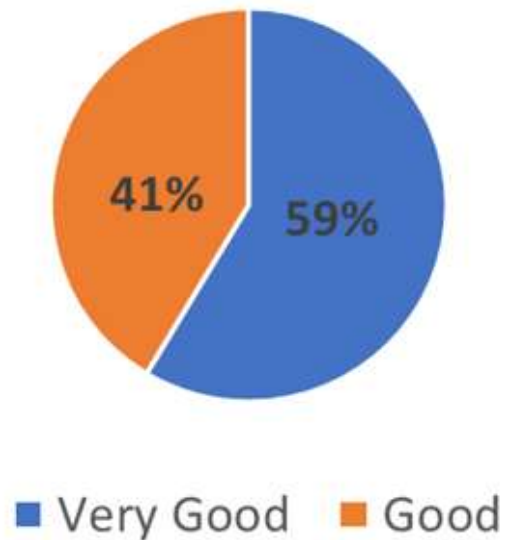
■ Very Good ■ Good ■ Neither Good nor Poor ■ Poor

What's Being Said About EDA Product Knowledge Modules

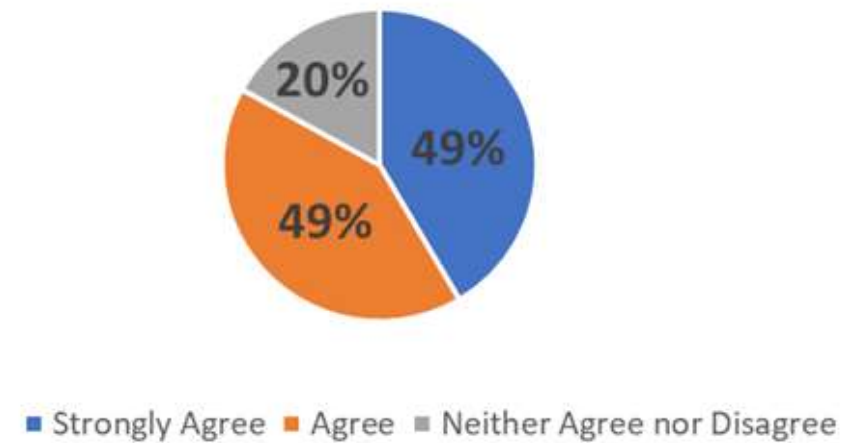


Feedback from 58 managers over the course of the year

How would you rate the content of the modules?



The knowledge gained from the modules will help my employees provide a better service to my customers



EDA Product Knowledge Modules In 2021



1076 modules have been ordered so far in 2021

31 organisations who have never previously ordered modules have done so in 2021

Let's meet real life learners and hear what they have to say

Introducing

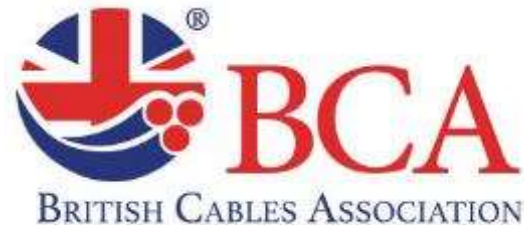
Dyllon Parsons and Oli Jeffs



Key topics from the manufacturers

Dr Jeremy Hodge, Secretary General, British Cables Association

Bob Bohannon, Head of Academy & Policy, Lighting Industry Association



Contractors' outlook for Zero Carbon Britain and how wholesalers can benefit

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Innovations in lighting: the latest opportunities for wholesalers

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How to protect your business from cyber attacks

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National Cyber Security Centre



National Cyber
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a part of GCHQ

Productivity, margin and friction-free customer service: how technology can make your business more successful

Robbie McEnteggart
Technical Strategist
Intact Software



Round-up & final questions

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Your Continuing Professional Development



First time an EDA Forum has been
CPD Accredited

Provisional approval from The CPD
Certification Service

Awaiting final approval

Your personalised CPD Certificate



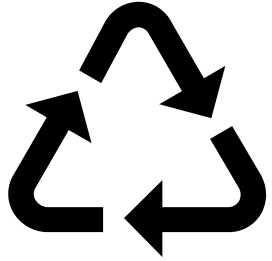
Coming up ...

**3rd Digitalisation Forum &
1st Digitalisation Awards**

1 December 2021

**2022 Forum programme
coming soon**

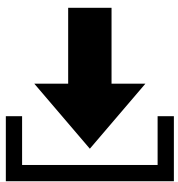




Return your badges please



Complete your feedback form



All presentations downloadable from
www.eda.org.uk from tomorrow



Afternoon tea & networking

