



## PRESS RELEASE

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### **“The Electrical Future” highlighted at most successful AIE Annual event.**

More than 100 participants were present last week at AIE’s annual event and Council of Delegates with representatives from the AIE’s member associations, Australia and external guests.

With as key theme “The Electrical Future: A New Look for the European Electrical Industry”, the speakers encouraged the audience to think along these lines while suggesting new market potentials and new ways to look at traditional business models.

Jürgen Stürm of the European Lamp Companies Federation (ELC) presented the lighting of the future and what we should all be prepared to expect in satisfying our customers’ requirements.

*“Smart grids, smart homes/buildings, and smart metering go hand-in-hand as opportunities for smart contractors”* said the President of KNX Godehardt Schneider when highlighting the important transitional steps from product selling to solution selling.

But the real question is, how much do all of us really know about smart metering and smart grids? New stakeholders are entering into this market such as CISCO (and Google). Patrick Wetterwald of CISCO explained why ICT companies deploy business activities in these fields and see huge market opportunities.

Intelligent buildings can equally pave the way and boost the deployment of electric vehicles. Next to an increasingly electrified public transport, important market players such as electricity producers and car manufacturers are increasingly lining-up behind plug-in **electric cars**.

Thomas Orsini of Renault gave us an interesting drive-through view of what the role of the electrical contractor and his supply chain partners may be in this rapidly accelerating market.

The afternoon exciting speed dating workshops were conducted by the AIE Task Force chairmen and addressed:

- Safety of electrical installations as a requisite for the integration of new technologies and services;
- Information and communications technologies as a key enabler for integrated efficient systems;
- EU energy policy: a new strategy;
- Renewable energy sources as a counterbalance to increased electrical demand.

Followed by an interactive and animated roundtable discussion, the panelists Christof Bonn of the European Union of Electrical Wholesalers (EUEW), Godehardt Schneider of KNX, Xavier de Froment of Legrand, and the Presidents of four AIE national associations all agreed: ***“Together we have to defend our market against shabby competition selling no-name products and operating outside of the qualified three-tiered distribution channel. Quality, competence and trust are key words to respond to the client’s needs and provide him with cost effective and energy efficient solutions”.***

All presentations are available on the AIE website in the Members Only section: [www.aie.eu](http://www.aie.eu)



At the statutory Council of Delegates, Mr Janne Skogberg (in the centre) of STUL - Finland was elected as incoming AIE President for the next two years, taking over from Mr Jacques Wetzel (on the left) of FFIE - France and Mr Francesco Paramio (on the right) of FENIE - Spain elected as AIE Vice-President.