

Trends In Global PPE Distribution

28 October 2015,
9:30 a.m. – 1:30 p.m.

27 - 30 October 2015
Düsseldorf, Germany



Safety, Security
and Health at Work

International Trade Fair
with Congress

www.AplusA-online.com



Messe
Düsseldorf

Welcome

The supply of personal protective equipment (PPE) to industrial enterprises and also to small and medium-sized traders has been a matter of “box shifting” for a long time. To remain attractive to customers and to stay in business, a retailer needs to develop new ways of creating customer loyalty, both regionally and nationally. The main focus of all endeavours must be both on personal safety and on ensuring product availability.

Moreover, there have been a number of changes on the global market since the first PPE trade conference in 2013. The digitalisation of business processes and the diversity of suppliers and products have increased, presenting retailers with new challenges of differentiating themselves and of standing out among the competition.

The conference “Trends in Global PPE Distribution” therefore covers topics such as:

- Marketing branded products through strategic partnerships
- Creating customer loyalty as the most important asset of an independent retailer
- Developing risk-focused system solutions for customers
- Offering new supply solutions
- Selling PPE products online

It will be a great opportunity to discuss these attractive ideas and trends with experts and colleagues while also networking with others in the industry.

We look forward to welcoming you!

Under the professional and conceptual direction of:



Thomas Vierhaus,
Managing Member of the
Executive Board, VTH
Verband Technischer
Handel e.V.



Stefan Brück,
CEO, UVEX SAFETY
GROUP GmbH & Co. KG



Werner Heitmann,
Head of Communications
& Sales Marketing
Region Europe Central,
Drägerwerk AG & Co. KGaA

28 Oct 2015, Congress Center Düsseldorf

CCD South, 2nd Floor, Room 28, 9:30 a.m. - 1:30 p.m.

9:30 a.m.

Registration, welcome and coffee

10:00 a.m.

Official opening by



Joachim Schäfer,
Managing Director,
Messe Düsseldorf GmbH

Presenter



Dorothee Gelmar

10:15 a.m.

W-W-W: pan european cooperation between distributor & manufacturer meets customers' expectations

How to combine supply chain excellence with branded products to reach a dedicated customer segment approach.



Frank Braun,
Vice President Safety & Critical Environment
Solutions EMEA/APAC, VWR International
Management Services GmbH & Co. KG



Ralph Gloser,
Director Sales Channel Partner Management,
Drägerwerk AG & Co. KGaA

10:55 a.m.

Customer loyalty as a strategic advantage of an Independent PPE distributor

In a world which is becoming more transparent day by day an Independent PPE distributor needs a "superb customer value" to get Loyal Customers. An inside on how we manage to do this at Intersafe.



Roger van Meer,
General Manager, Intersafe Groeneveld BV

11:25 a.m.

From risk analysis to the right PPE – A total supply approach from risk assessment to the appropriate PPE

A comprehensive approach to engage all shareholders in the selection process, thus achieving the highest operational safety and efficiency.



Mario Ernst,
Executive Partner, PIEL - Die Technische
Großhandlung GmbH

11:55 a.m.

Vending machines as a new business model for PPE distribution

Benefits for quality, supply and reordering procedure.



Bernhard Nemcic,
Product Manager, Haberkorn GmbH

12:25 p.m.

The European PPE sales strategy

American background, Japanese experience and European implementation – How to sell PPE products online.



Dirk Kiele-Dunsche,
President, Zoro Tools Europe GmbH,
a member of the Grainger Group

12:55 p.m.

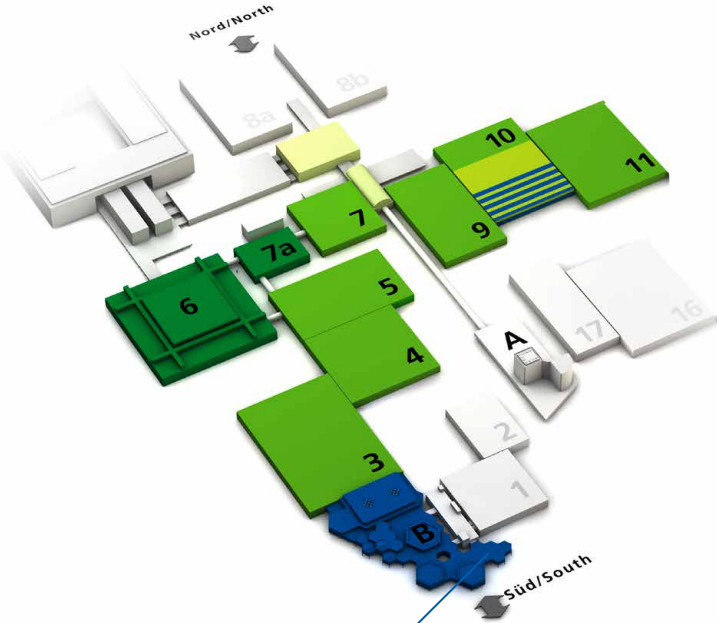
Presenter's summary

1:00 p.m.

Lunch and Get-together

Followed by a visit to A+A

Global Offering – A Clear Overview



International Conference Trends In Global PPE Distribution

CCD South, Second Floor, Room 28

Halls 3 – 5, 7.0, 9 – 11
Safety at Work, Corporate Fashion
Fabrics, Components and Accessories

Hall 10
“Meeting Point Safety + Health”

Halls 6 + 7a
Occupational Fire Protection And Emergency Management

CCD Süd
A+A Congress

Hall 10
Health at Work with Workplace Design/Ergonomics
and Corporate Health Plaza

At a glance

- **Date:**
Wednesday, 28 October 2015
- **Location:**
CCD South, Congress Center Düsseldorf, Room 28, Second Floor
- **Conference Language:**
English
- **Duration:**
9:30 a.m. – 1:30 p.m.
- **Price:**
€ 95,00 incl. VAT
€ 75,00 incl. VAT for VTH-Members
(includes Lunch and an One-Day ticket for A+A)

The eTicket allows you to travel to and from the fairground on the day of your visit with all means of transport offered by the VRR at the price level D, south region (standard fare, 2nd class travel on DB trains). www.vrr.de



Parallel to A+A 2015

International Trade Fair for Safety, Security and Health at Work

- **Date:**
27-30 October 2015
Tuesday to Friday
- **Location:**
Düsseldorf Fairgrounds, Halls 3-7 and 9-11
- **Opening hours:**
9:00 a.m. – 6:00 p.m.



Partner Country
Republic of Korea

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