



Ronald Übelmesser,
Managing Director of
FEGIME.

(((editorial)))

Now I am going to find out what it means to be an entrepreneur. After seven years as Managing Director of FEGIME I am taking my leave from you to start working in my own business – of course, a family business in our industry! You know that I am someone who prefers to look forward rather than back. And so I just have two

sentences to say about the past: together we have formed a strong group in Europe. I would like to thank you for your cooperation and friendship as well as the trust that you have shown me!

Let's look forward together. What tasks are waiting for FEGIME? One essential task remains the close cooperation with our suppliers. And here as well, unity is the way to achieve it.

More and more trade and industry customers are using our services throughout Europe. This and our unique network FEGIME Future show just how far we have come in certain areas. However, in today's media society and on today's market we must also show this unity clearly. Therefore the strengthening of the FEGIME brand is of great importance. When you visit the 2011 congress in Barcelona, then it will be exactly 10 years since the decision was taken that all the country organisations should use FEGIME in their names. That was a farsighted decision and its value becomes more evident as the years pass. My successor David Garratt will with his experience provide valuable impulses to successfully continue this development of the brand.

In all our projects we have the advantage that activities such as environmental protection and energy efficiency demand modern electrical technologies and flexible businesses. Modern technology, know how, flexibility, the family and unity: those remain the factors for enduring success.

I wish you all a very Happy and Prosperous New Year!

Ronald Übelmesser

(((people)))



Marco Casaroli

Since the General Assembly in the summer Marco Casaroli from Italy has been the new President of FEGIME.

At the right time

At the General Assembly in Lisbon in June Marco Casaroli from Italy took over the office of President of FEGIME. The new President is Managing Director of DEI srl in Piacenza. Including the headquarters in Piacenza, the company has a total of nine outlets. When he is not busy working for his own company or for FEGIME, Marco Casaroli enjoys the good things in life: he loves opera, jazz, good food and wine – and football is one of his interests, too.

With Marco Casaroli, FEGIME has a new President who is very experienced in this sort of work: in 2009 he was elected to the Board of Directors of FEGIME and he recently began his second three-year period of office as Vice-President of FEGIME Italia. "This new office comes for me at exactly the right time", he said to the members. "We are currently in a process of development that will make FEGIME even more attractive and

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above all more profitable for our suppliers, our customers and ourselves. I am looking forward to being able to support this process as President."

Marco Casaroli took over the presidency from Willem Schuurman who was the President of FEGIME for a total of 5 years and had been in the Board of Directors since 2001.

Ronald Übelmesser, Managing Director of FEGIME, thanked the old and the new Presidents: "With Willem Schuurman we had a President who incorporated the idea of FEGIME in a very impressive manner and did his utmost to support us and achieve our aims. I am convinced that Marco Casaroli will be able to continue this work successfully. I wish him all the best for the coming year."

Gerry Kelly had announced to the General Assembly that for personal reasons he was not able to take on the presidency as had been planned. He will, however, continue to take an active role in the Board of Directors



The Board of Directors with the new President (from left to right): Bjørn Amundsen, Marco Casaroli and Gerry Kelly.

to assure the utmost continuity and to support his colleagues.

"Renouncing the presidency was a very difficult decision", said Gerry Kelly. "I should like to thank Marco for taking over this task. This also goes to show that we cooperate efficiently and in a friendly manner on a European level. I'll do everything I can to support the new President."



Our Head Office in Nuremberg has - together with our Spanish friends - chosen the "crème de la crème" from amongst the various locations. The Hotel Arts Barcelona offers impressive service and is wonderfully situated next to the sea. Moreover it is an excellent example of energy efficiency and of a sustainably run top hotel.

www.hotelartsbarcelona.com



Invitation to Barcelona

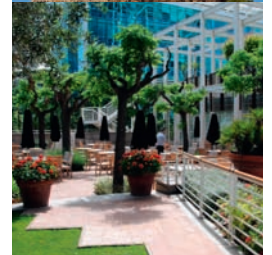
The 2001 Congress was the beginning of a something new for FEGIME - that was when it was decided that FEGIME should be the part of every national organisation's name.

The congress in 2011 in Barcelona from 26th to 28th May will also be something quite different. The congress slogan is "A brand new future". This has several meanings: It's about the future, it's about FEGIME Future and it's about brand. FEGIME will become a brand in Europe - and the congress will be an impressive event. We are already looking forward to the hospitality of FEGIME Espana.

Welcome to Barcelona!

■ The Head Offices in all our member countries will send out the invitations. The number of participants is once again restricted to 350. Demand will be very high - we suggest you make your reservation as soon as possible!

26th - 28th May 2011



(((marketing)))

Energy Efficiency Catalogue

FEGIME Poland offers 56 pages of energy efficient products and a lot of practical information.

The task is the same throughout Europe: We must use less energy. For some this is about saving money, for others it is a matter of environmental protection. **FEGIME Polska** uses the topic of environmental protection for the cover of their new catalogue "Energy Efficiency in Practice": hands held protectively around the planet earth. The new catalogue is currently being distributed among the members of FEGIME Poland.

"In the current economic situation and in the face of rising energy prices, private households and businesses are looking for ways of cutting their energy costs," says Marta Kulza, Managing Director of FEGIME Polska. "Our catalogue offers all those interested in this topic 56 pages full of solutions."

The catalogue contains energy saving lamps, luminaires with fibre optics, energy distribution, time switches, movement sensors,

solutions for "intelligent buildings" as well as solar power systems.

In addition the catalogue offers useful information about new technologies, ways of saving energy, the European "schedule" for the banning of conventional lamps and state subsidies for solar energy in Poland.

The Polish colleagues see their new catalogue as a very important marketing tool. It will also be made available as a download on the internet.

■ www.fegime.pl

The new catalogue (cover below) is being promoted with the advertisement on the right



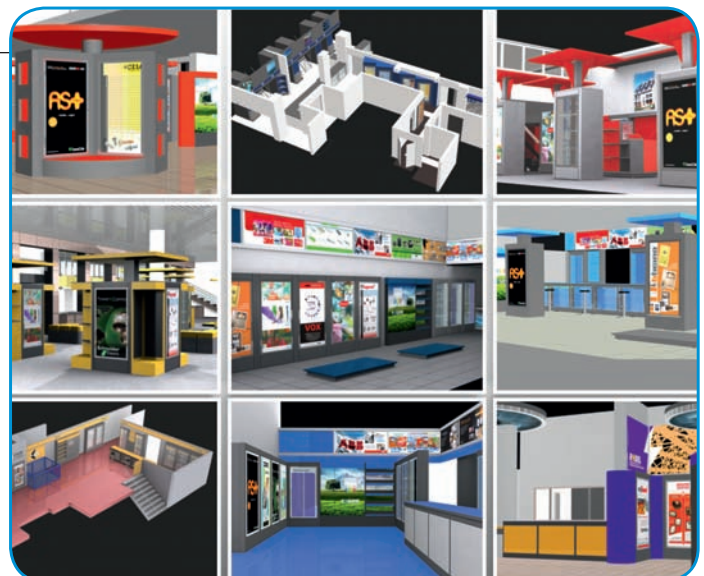
(((marketing)))

Showing unity

FEGIME Portugal is racing ahead. In January 2011 the 7th edition of their successful catalogue will appear. In addition to this there is a lot of construction work going on. Since May 2010 all the outlets of the members are being renovated and in this way will be given a similar appearance.

It is a big project. The premises should fulfil all the requirements of a modern sales outlet of today. But that is not all: division of space, colour scheme, organisation and more will be the same in the whole country. A national chain of FEGIME stores will be the result.

President Antonio Tranco de Oliveira explained the aim: "As soon as customers or suppliers enter one of our outlets, they must be able to have the feeling that they have arrived at FEGIME Portugal." Managing Director Nuno Requetim is banking on strategic impulses: "Through this comprehensive form of Corporate Design we will strengthen the identification with FEGIME internally and establish ourselves as a strong brand externally."



These computer generated pictures give a first impression of FEGIME Portugal's big project. The first premises – a brand new outlet – are already completed.



(((energy efficiency)))

Events, web sites, advertising material and high class information brochures: the marketing initiative is very comprehensive. Key points are seminars – and the “E” of FEGIME.

The Programme for Professionals

FEGIME Deutschland has started a big marketing initiative for energy efficiency.

Luxury in every respect was what 100 German installers experienced in October in Berlin. The Hilton provided its best service and experts from industry and science informed them about “state of the art” technology: the future of energy supplying, the role of electric cars, the importance of norms in the field of building systems technology (KNX) and more.

FEGIME Germany was the host. The invitation was a way of saying “thank you” to the installers for their very active participation in the “Efficiency Professionals” programme. This marketing initiative began in the summer and can be regarded as the biggest ever developed

by FEGIME Germany. It represents the size of the task ahead: In Germany around 14 million buildings are inefficient in terms of energy consumption. So the demand for modern technology is huge – and as much as possible of this should be lured towards the customers of the FEGIME wholesalers.

The following means are available to the installers to help them achieve this aim:

- seminars about technologies and sales know how
- top marketing support
- Plus: every year an event like the one in Berlin should provide additional motivation.

It is important that technologies that go beyond the electrical sector are also involved – for example heat pumps.

For the communication of this project FEGIME Germany offers a comprehensive mix of possibilities. A brochure for end users informs them about relevant products and technologies. The internet site www.effizienzprofis.de provides up-to-date news. The most modern offering is the Web2Print tool. By means of this tool installers have online access to prepared advertising material that they can alter to meet their individual requirements and then print.

(((co-operation)))

Process Optimization

Strong cooperation with **FEGIME Germany** is certainly worthwhile. The group proved this in October in Nuremberg. Managing Director Arnold Rauf had invited 115 top suppliers to come and see why they could be satisfied with their partner. To put it in a nutshell: the success was generated by consistent networking at every level.

In IT, FEGIME Germany is a pioneer: “We are the only group of small and medium-sized businesses that shares the same enterprise resource planning system and has a fully integrated “virtual warehouse” solution,” said Rauf. The advantage for customers: By linking all the wholesalers’ warehouses 176,750 different articles become available. And that is not all: when the suppliers’ stock is added, this creates the “biggest warehouse in the industry”. Another unique feature for small and medium-



sized businesses is the centralised online shop that enables comprehensive E-procurement solutions.

All this technology is backed up by close cooperation regarding service. Major customers appreciate the central Key Account Management as well as the central ordering and invoicing systems. To finish, Rauf gave his guests some homework. He wants more data and more networking. The aim: to simplify processes and improve service.

(((marketing)))

Showing Strengths

Berggård Amundsen changes everything to show what is really important: competence at a local level.

Bjørn Amundsen, Managing Director of the Norwegian wholesaler **Berggård Amundsen (BA)** und President of **FEGIME**



A well thought out concept like in the retail trade: BA's new Service Centres in Norway.

Norge, is a strategic thinker. His analysis: "Our strength and basic competence is local knowhow. Our employees offer a personal and competent service totally orientated towards the requirements of our customers. But our outlets did not reflect that." So the solution in Norway was very clear and simple: Change everything!

So the outlets are being refitted to change them into "Service Centres". The design of the shops, stock and processes are being renewed to underline this basic competence.

Outside the buildings you can see the change on the signs: "BA Servicesenter" is what is now written. But that is a very small change compared to all the new aspects inside the sales area. Here you can find standardised sections for important product



groups, standardised shelving and notice boards that inform customers about innovations and news from BA. For the goods on display, groupings have been created that reflect the work processes of the customers. To emphasise the local competence, the stocks in the individual outlets are of course adapted to meet the wishes and requirements of the local customers.

That does not mean that products from top suppliers cannot be displayed prominently as well. That is why these suppliers have been very willing to support the project.

Bjørn Amundsen is happy: "We can see that our employees and customers really appreciate our changes. Our new system makes buying more efficient and through its uniformity strengthens the BA brand."

(((success)))

Winner of the year

Elie – short for "Electrical Industry Awards" – is the name of the most prestigious award in the electrical industry in the United Kingdom. It is awarded by the magazine "Electrical Times" – and our colleagues from **FEGIME UK** are regular winners.

In London at the end of October this year's winners were announced. For the third year in succession **Gil-lec Ltd.** was awarded the title "Wholesaler of the Year" in the category wholesalers with an annual turnover below £20 million. In the category annual turnover in excess of £20 million **Moss Electrical Co. Ltd.** won for the first time. Their performance in the areas of logistics and service were especially praised.

Managing Director Robert Moss: "To win this award is a tremendous achievement. It is an acknowledgement of our hard work and sheer determination. To have continued to grow our operation in turbulent times is quite unique." Operations Director Lindsay Goubel praised the achievement of management and staff with the comment: "What a team!"



Good reason to celebrate: Now Moss Electrical Co. Ltd. is also one of the "Wholesalers of the Year".



As guests of OSRAM and Siemens FEGIME Future were able to benefit from many fascinating insights and thought-provoking discussions and workshops.



Group photo in Munich: Siemens, OSRAM, FEGIME Future and the FEGIME Board of Directors.

Forming the Future

Willy Brandt, German Chancellor and Nobel Prize winner, (1913-1992) once said: "The best way to predict the future is to form it yourself." This was the theme of the meeting between **FEGIME Future** and **Siemens** and **OSRAM** at the beginning of October in Munich. In workshops and presentations the 23 FEGIME Future participants were shown how widespread the topics are that these companies deal with, ranging as they do from tasks for the future to practical, everyday matters.

Carlos Andres Palacios (Siemens Corporate Technologies) spoke about the future. He explained the possibilities of renewable energy sources such as wind or solar power and the inherent necessity of having to store this energy.

Current opinion suggests that electric cars could play an important role in this process as their batteries can be used to store this energy temporarily. During the discussion it became clear that this innovative sector also offers electrical wholesalers many opportunities – but all of those involved have to make sure that their companies are well prepared to make the most of these chances.

LEDs change the World

Peter Mannhart led the first workshop with the title "LEDs Change the World – Catching the Wave". Catching the wave: This surfer expression describes the next wave that will be coming. LEDs will advance to become the main driver of turnover in the lighting market and will soon dominate the business. To be able to play an active role in forming the requirements



The Participants

The FEGIME Future group was accompanied by **Ronald Übelmesser** (Managing Director of FEGIME), **David Garratt** (Managing Director of FEGIME from 2011), **Arnold Rauf** (Managing Director of FEGIME Deutschland), **Claudio Albertini** (Managing Director of FEGIME Italia) and the Board of Directors: **Marco Casaroli**, **Bjørn Amundsen** und **Gerry Kelly**. OSRAM was represented by **Peter Mannhart** (Regional Head Europe), **Dietmar Schneider** (Trade Europe), **Bernd Kobusch** (International Key Account Manager). Siemens was represented by **Ulrich Liedtke** and **Michael Kipper** (Siemens Industry Sector), **Stefan Gierse** (Siemens Building Technologies) and **Valentin Dinkelbach** (Global Account Manager).

for this future market, industry and trade will have to adapt both their organisation and their strategy.

One aspect is the distancing of top quality branded goods from cheap imports from Asia.

A further point is the way LED will change the market. There was an intense discussion of the change from business based solely on products towards business based on systems and solutions and the opportunities and risks involved in this process.

The Importance of Research and Development

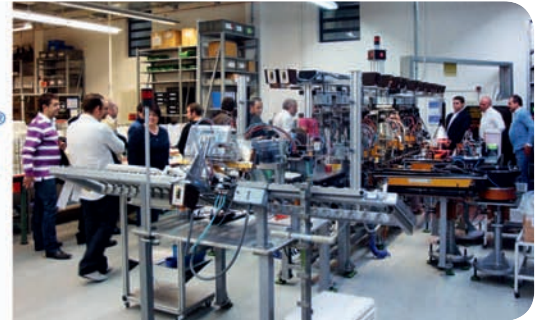
A video introduced the second workshop. The focus was on the difference in quality already mentioned between branded goods and those that claim to be so. This difference became most clear during standard tests based on IEC norms. The top quality and safety standards of branded goods are simply the result of the high investment in research and development carried out by the brand producers. During the discussion of changing customer behaviour **Stefan Gierse**, who led the workshop, used the simple example of power windows in cars to show that innovative products can only be successfully marketed when there is a clear and logical strategy in the whole process chain from development to sales.

With impressive speed the participants worked out the success factors, opportunities, risks and key points of a strategy to achieve an approach based on added value.

In the final discussion, it was agreed that such fruitful meetings had to be continued in future. **Willy Brandt** was right: this is how to form the future.



theben®



(((contacts)))

FEGIME España visits Theben

Intensive Exchange between Theben AG and FEGIME

The contact to **Theben AG** is developing excellently. In May FEGIME Future were invited to visit this specialist for time switches, lighting and air conditioning controls. At the beginning of October Spanish colleagues from "**Covama Electrica S.L.**" were also in Haigerloch with important customers to visit the company and the modern production facilities.

Strictly speaking, Theben is a public limited company but it is still in the hands of the founding family. This quickly creates a family atmosphere and a close relationship to the small and medium-sized electrical wholesalers of FEGIME. In addition to this Theben has been

in very close contact with FEGIME España for a long time. The company has been represented in Spain for 30 years by Guijarro Hermanos S.L. and together with Guijarro is marketing its new solutions successfully on the important Spanish market.

FEGIME España has used the difficult economic situation to set itself up very well in the field of energy efficiency. They saw chances here – and good partners like Theben have very attractive solutions in their portfolio.

During this visit, Covama and the installers took the opportunity to get to know in detail the numerous new products that Theben had

Spanish colleagues visit Theben. That means information about high-tech products: how they are produced and how they can be used.

presented at the Light+Building Fair in the spring. There was also enough time to discuss examples of practical applications.

Proverbs say that the people from this part of Germany (Swabia) prefer working to any form of relaxation. But the Spanish colleagues were shown that this is not true. At the "Volksfest" in Canstatt the Spanish guests were able to see that in Swabia they certainly can organise a good "fiesta"!

(((success)))

The best Group in Spain

FEGIME España has landed a coup. In the competition to find "Excellence in Electrical Sales" FEGIME España was voted Spain's "Best Group in Electrical Wholesaling". The prize is awarded by the trade magazine "Elektroprofesional".

In addition to this, individual wholesalers were given awards for special performance in their own regions. Here too, there were prizes for members of FEGIME España: **Comercial Electro Suministros** from the Valencia region and **Dimelsa** from Asturia both won awards.



Top: The happy Board of Directors of FEGIME España. President Josep Cairo (left) was the first to get his hands on the award.



New products from OSRAM. Left: the flexible LEDs DECO FLEX mounted on a mirror. Right: two photos of the slim QOD only 8 mm thick. The two photos on the far right show the variable POWERstixx.

(((products)))



Improved interior design with LED

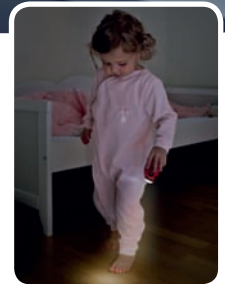
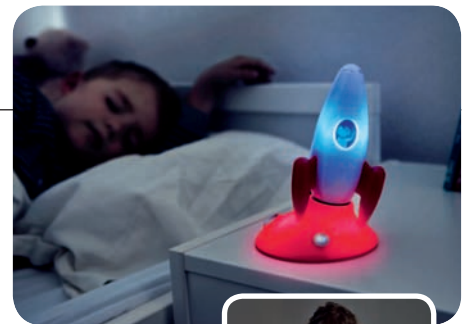
With the flexible LED lighting strips **DECO FLEX**, OSRAM offers practically endless possibilities for decorative lighting. By means of a remote control you can easily switch between different colours and mood lighting. The starter set contains three flexible LED strips, a remote control, four connectors and the power adapter. The basic set can easily be expanded with the Add-On-Kit with two strips and connectors.

QOD is the name of the new downlights with 16 warm white LEDs. They can be installed with adhesive or screws and combined or connected just as you wish. In this way you can light furniture, cupboards - or anywhere else

there is not much room - quickly and elegantly. It is energy efficient, too.

POWERstixx with their slim aluminium design provide individual lighting solutions for many different situations. The very simple connection system makes this possible. The basic set comprises 3 modules with warm white high performance LEDs, three end caps, three clips, one Y-connector, one switch and two cables. Using further sets or Add-On sets enables you to create a whole variety of individual lighting solutions.

www.osram.com



BeetLED and **ORBIS** are attractive nightlights for children. These LEDs create a pleasant, calm atmosphere. The unit contains a safety light and the top can be removed and used as a torch. The model **ORBIS** is illustrated – **BeetLED** is in the form of a ladybird.



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(((2011 meetings)))

- 19th – 21st JanuaryFEGIME Future, Milan
- 3rd – 4th FebruaryBoard of Directors, Munich
- 16th – 18th FebruaryGeneral Assembly, Brussels
- 1st – 3rd MarchBoard of Directors together with FEGIME Future, Barcelona
- 2nd – 4th MarchFEGIME Future, Barcelona
- 26th – 28th May12th Congress, Barcelona
- 9th – 11th JuneEUEW, Edinburgh
- 14th – 15th JulyBoard of Directors, Munich