



## International Conference “New dynamics in PPE distribution in a digital world”

Congress Center Düsseldorf, CCD South, ground floor, Room 01

**Halls 3–5, 7.0, 9–11  
Entrance North (EN)**

Safety at Work, Corporate Fashion  
Fabrics, Components and Accessories

**Halls 6 + 7a**

Occupational Safety

**Hall 10**

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

**Hall 10**

“Meeting Point Safety + Health”

**CCD South, CCD Stadthalle**

A+A Congress

**Date:**

Wednesday, 18 October 2017

**Location:**

Congress Center Düsseldorf, CCD South, ground floor, Room 01

**Conference Language:**

English

**Duration:**

9:30 a.m.–2:00 p.m.

**Price:**

€ 110.00 (online at the ticket shop)

€ 135.00 (on-site)

€ 95.00 (VTH-Members only)

(All prices include VAT, lunch and a One-Day ticket for A+A on the same day)

The eTickets allow you to travel to and from the fairground on the day of your visit with all means of transport offered by the VRR at price level D, (standard fare, 2<sup>nd</sup> class travel on DB trains).

**For further queries, please contact:**

Conference Management

Phone: +49 (0) 211/4560-952

E-mail: congressinfo@d-cse.de



**A+A 2017**

International Trade Fair for Safety, Security and Health at Work

**Date:**

17–20 October 2017

Tuesday to Friday

**Location:**

Düsseldorf Fairgrounds, Halls 3–7 and 9–11

**Opening hours:**

9:00 a.m.–6:00 p.m.



Partner Country  
Great Britain

Messe Düsseldorf GmbH  
Postfach 101006  
40001 Düsseldorf \_ Germany  
Tel. +49(0)211/45 60-01  
Fax +49(0)211/45 60-6 68

[www.messe-duesseldorf.de](http://www.messe-duesseldorf.de)



Messe  
Düsseldorf



INTERNATIONAL TRADE FAIR  
WITH CONGRESS

- SAFETY
- SECURITY
- HEALTH AT WORK

17 - 20 OCTOBER 2017  
DÜSSELDORF, GERMANY

## NEW DYNAMICS IN PPE DISTRIBUTION IN A DIGITAL WORLD

18 October 2017



VERBAND  
TECHNISCHER  
HANDEL



Messe  
Düsseldorf

# WELCOME

Dear ladies and gentlemen

The competitive landscape in PPE is becoming more and more challenging, particularly for specialized distributors, due to new market entries of non-traditional PPE suppliers, i. e. general industrial distributors and online businesses. To compete against these new players, PPE specialized distributors will have to redefine their business models, considering both online and offline opportunities.

Today's end-users expect to be serviced through multichannels and suppliers have to make sure they can meet these new requirements. Electronic data interfaces and attractive web shop solutions are some of the most important requirements to be fulfilled. The keyword here is "Digital Readiness".

Additionally, distributors have to be aware of and comply with all legal guidelines, including the new European PPE Regulation, which is obviously relevant for importers of PPE into the European Union as well.

In consideration of the above, the 3<sup>rd</sup> PPE trade conference includes the following subjects:

- Trade organizations in transition – strategies for success
- The new PPE Regulation (EU) 2016/425 in Europe
- How can manufacturers and distributors interface their business processes?
- Amazon Business and its current business strategy
- Data networking and exchanges between manufacturers and distributors

We would be delighted to welcome you to this exciting event and engage in an exchange with you on the important trends of our industry.

We look forward to welcoming you in Düsseldorf!

## Under the professional and conceptual direction of:



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



**Werner Heitmann,**  
Head of Communications &  
Sales Marketing  
Region DACH,  
Drägerwerk AG & Co. KGaA



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

18 Oct 2017, Congress Center Düsseldorf

CCD South, ground floor, Room 01, 9:30 a.m.–2:00 p.m.

Conference Language: English

**9:30 a.m.** Registration, welcome and coffee

**10:15 a.m.** Welcome



**Joachim Schäfer,**  
Managing Director,  
Messe Düsseldorf GmbH



**Tania Higgins,**  
Presenter

**10:25 a.m.** Keynote



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

**10:40 a.m.**

### PPE as a new strategic product group for providers of office and workplace solutions - challenges & opportunities

How Lyreco, the office supplies market leader in Europe, developed a strong PPE business, leveraging international presence, key partnerships & industrial expertise. An exciting journey going on!



**Arnaud Bouchez,**  
Group Category Director Industrial Products, Lyreco

**11:05 a.m.**

### PPE trade as an integral part of the online MRO business model

Zamro is a B2B e-commerce shop with a broad assortment of technical parts and tools for technical SMEs. Focus is the ease-of-order for them - make it as easy as possible to find the right product.



**Eric Croon,**  
Co-Founder & Managing Director, Zamro

**11:30 a.m.**

### Challenges in the implementation of the new PPE regulation for manufacturers and distributors

The PPE Regulation 2016/425 will be applicable as of 21 April 2018. The main challenges for economic operators in the transition from the PPE Directive to the PPE Regulation will be explained.



**Petra Jackisch,**  
Expert committee on PPE, German social accident  
insurance institution in the building trade - BG BAU

**11:55 a.m.** Coffee break

**12:10 p.m.**

### Interconnected processes in data networking between manufacturers and distributors

Honeywell, one of the world's leading manufacturers of PPE, is interested in effective multi channel go-to-market models, spanning a diverse range of products, services and solutions to „make the difference“. Therefore the continuous data interchange with the distributors became more and more important to be effective and most successful.



**Ian Snadden,**  
Vice President Global Sales, Industrial Safety  
Honeywell Safety & Productivity Solutions

**12:35 p.m.**

### How to hack the online PPE market: Insider tips on finding growth

The online PPE market segment is growing at a double digit rate. We can ignore it, fight it, or jump on board and learn how to best service the needs of our customers.



**Dipika Sawhney,**  
Senior Vendor  
Manager –  
Business  
Amazon EU Sarl



**Luke Elliott,**  
Vendor Manage-  
ment - Business,  
Industrial &  
Scientific Supplies  
Amazon EU Sarl

**1:00 p.m.** Closing remarks

**1:10 p.m.** Lunch and get-together

**2:00 p.m.** End of the event / visit to A+A Trade Fair 2017