

Wednesday, 6 November 2013

International Trade Conference

“Distribution of PPE Today and Tomorrow”

5 - 8 November 2013

Düsseldorf, Germany

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Safety, Security
and Health at Work

International Trade Fair
with Congress

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Messe
Düsseldorf

The global market for Personal Protective Equipment is growing constantly and continues to offer attractive business opportunities. To tap into existing potential, knowledge about the relevant growth markets and choosing the right distribution channel are key. The trade in Personal Protective Equipment includes producers' product portfolios, their communication channels with customers as well as the sector's potential purchases.

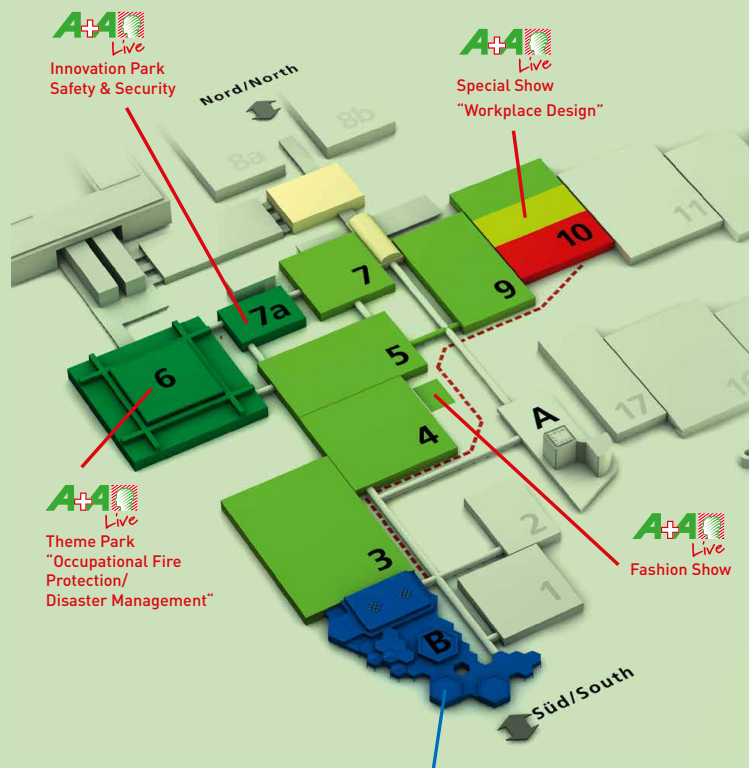
At the international specialist trade conference "Distribution of PPE Today and Tomorrow" you will learn

- how the German and the European PPE markets are developing
- what opportunities and risks are associated with cooperation between distributors and manufacturers
- what brand strategies work in the trade
- how the American PPE market is developing
- what role e-commerce will play in future

Discuss these and other interesting issues related to tomorrow's PPE distribution strategies with experts! Use this opportunity for an exchange with market experts and establish new networks!

We look forward to welcoming you to the A+A and the International Trade Conference for PPE Distribution!

Your A+A Team



International Trade Conference "Distribution of PPE today and tomorrow"

Entrance through Hall 3 or CCD South Second Floor

Halls 3 – 5, 7.0, 9 + 10
Safety at Work, Corporate Fashion,
Fabrics, Components and Accessories

Halls 6 + 7a
Security at Work

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

Hall 10
"Meeting Point Safety + Health"

CCD South
A+A Congress

A Trade Fair Centre

B CCD South-
Congress Center Düsseldorf

..... Shuttle bus Halls 3/10

Programme Wednesday, 6. November

1:00 p.m.: Registration

1:30 p.m. – 1:45 p.m.: Official opening by



Joachim Schäfer, Managing Director
Messe Düsseldorf GmbH, Germany

Conference Chair:



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

1:45 p.m.:

Market Development PPE International and Distribution Structure in Germany



Michael Jansen
Managing Director, Macrom Marketingresearch &
Consult, Germany

2:10 p.m.:

Opportunities and Risks in the Future Cooperation with Distribution in the PPE Market



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

2:35 p.m.:

Brands versus OEM-Strategy: Definition of an Optimal Product Portfolio



Thomas Martin
Joint Managing Director, Arco Ltd, UK

3:00 p.m.:

Trends in PPE Distribution in the US Market



Daniel K. Shipp
President, International Safety Equipment
Association, USA

3:30 p.m.:

Coffee Break

4:00 p.m.:

Online Business Strategies for PPE Distribution



Tobias Wenninger
CEO, Würth Modyf GmbH & Co. KG, Germany

4:25 p.m.:

Panel Discussion “Quo vadis PPE distribution”

Panel: All previous speakers

Moderation:



Wolfgang Möwius
CEO, Möwius GmbH and Section
Chairman PPE in VTH Verband
Technischer Handel e. V., Germany

5:15 p.m.:

Closing words

5:30 p.m.:

End

5:30 p.m. to 6:30 p.m. :

Get together with Alt Beer & Pretzels

Your speaker's backgrounds

Joachim Schäfer

1975 Master of Information and Computer Science,
Georgia Institute of Technology
1978 Master of City Planning and Public Administration,
Georgia Institute of Technology
1978 - 1985 PR & Consulting Assignments for different clients
in Germany and USA
1985 - 2005 Managing Director – Hannover Fairs USA, Inc.,
Princeton, NJ, USA responsible for the entire programme and
business activities of Deutsche Messe AG, Hannover, in the
United States.

Since June 2006 Managing Director – Messe Düsseldorf GmbH
responsible for part of the operational trade show programme
and the PR, Advertisement, Internet Services, Customer
Relationship Management, Information Technology and
Congress Management departments of Messe Düsseldorf.

Thomas Vierhaus

Economist Thomas Vierhaus began his career within the VTH
– the association of industrial distributors in Germany – in 1991.
He was appointed to Managing Director in 1999. In 2007 he took
the position of Executive Director. Since 2008 he represents the
interests of the trade companies in the exhibition committee of
the A+A.

Michael Jansen

Born 1954 near Cologne in Germany. Studies at University of
Cologne and Sorbonne/Paris. Assistant professor at University
of Cologne. Correferent at University of Applied Sciences of
Geisenheim.
1993 foundation of macrom Marketingresearch & Consult.
Development of special market surveys for PPE and Collective
Protective Equipment on the level of offers and potentials in
Germany, all Western European Countries and Poland/Russia.

Stefan Brück

Born 1964 in London, Great Britain
University-entrance diploma at German School in Rome, Italy
Studies and degree in Business Administration,
University Regensburg, Germany
1989 Management board assistant in a globally acting pulp
and paper group
1991 Marketing Assistant to Board
1995 Director International Sales UVEX SAFETY GROUP
GmbH & Co. KG
1999 Managing Director UVEX SAFETY GROUP GmbH & Co. KG
2010 CEO UVEX SAFETY GROUP GmbH & Co. KG

Thomas Martin

Thomas Martin is the Joint Managing Director of Arco, the UK's
leading safety company and a 4th generation, family owned
business. He joined Arco in 1988 gaining experience in telesales,
product management, purchasing and branch operations before
being appointed Supply Chain Director and then Joint MD.
The catalogue remains the UK's industry leading publication
featuring over 22,000 brand and OEM products.
The business has just produced record sales and profits
in its 130-year history.

Daniel K. Shipp

Dan Shipp is President of the International Safety Equipment
Association (ISEA), the trade association in the USA for
companies that design, manufacture, test and sell personal
protective equipment and technologies. ISEA provides the forum
for companies to develop product standards, interact with
government agencies, and share information on industry affairs,
markets, and worker safety and health worldwide. Shipp has
been the chief executive officer of the association since 1993.

Tobias Wenninger

Born in 1976 in Baden Württemberg, Tobias Wenninger was
appointed Chief Executive Officer of Würth MODYF GmbH &
Co. KG in 2011. After having successfully completed his
studies in the field of Management & Sales, he joined the
Würth Group in 2001. After having worked in the Key Account
and Sales Management sector of the Adolf Würth GmbH & Co.
KG, he was assigned with the challenge of founding the SWG
Schraubenwerk GmbH in Spain. Today he is seen as a true
entrepreneur within the Würth Group and is particularly proud
to develop and strengthen the Würth MODYF GmbH & Co. KG.

Wolfgang Möwius

1989 Final exam with a degree in business administration
1984 Foundation of Company Möwius GmbH
1995 Acquisition of Company Adolf Meyer Technical Industrial
Supply
Since 2001 Member of the Board at VTH
2004 Acquisition of Company Walter Döring Technik
GmbH + Co. KG.

At a glance

→ **Date:**

Wednesday, 6 November 2013

→ **Location:**

CCD South, Congress Center Düsseldorf, Room 28, Second Floor

→ **Conference Language:**

English

→ **Duration:**

1:00 p.m. - 6:30 p.m.

→ **Price:**

€85,00 incl. VAT

(includes One-Day ticket for A+A)

€65,00 incl. VAT for VTH-Members

(includes 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

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Parallel to A+A 2013

International Trade Fair for Safety, Security and Health at Work

→ **Date:**

5-8 November 2013

Tuesday to Friday

→ **Location:**

Düsseldorf Fairgrounds, Halls 3-7a and 9+10

→ **Opening hours:**

9:00 a.m. - 6:00 p.m.



Partner Country
Turkey

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