

Strengthening electrical contractors' position in the value chain #1: Getting closer to clients

27 May, 4-6PM CEST

This event is part of a new series of roundtables on "Making electrical contractors fit for the future and strengthening their position in the value chain". This is an initiative of our Value Chain working group.

To receive an invitation, please write at info@europe-on.org
Connection link is [HERE](#)

• Introduction (15 minutes)

- **Explanation of the rationale of this series of roundtables and its overarching theme**
- **General comments on today's topic: Getting closer to clients**
 - What « getting closer to the client » implies: more added value, decision-making, grasping the trends of the future, ensuring fairer payment...
 - Diversity of clients
 - What are our key Strengths / Weaknesses / Opportunities and Threats

Speaker: Martin Bailey (Chair of the Value Chain WG) and Julie Beaufile (EuropeOn General Secretary)

• Overview of some best practices, good & bad examples, success stories across Europe (1 hour)

- **Positioning the electrical contracting sector in the value chain and vis-à-vis government to increase their profile to end-clients:** the [CICV Forum](#) example

Speaker: Alan Wilson, Managing Director of Select (Scottish Electrical Contracting Association)

- **Getting closer to clients as a mean to improve payment**

Speaker: Karim Karaki, Public Sector Advisory at PwC, coordinator of the report [Late payments in the construction sector report \(2020\)](#) for the European Construction Sector Observatory (*To be confirmed*)

- **Early engagement: demonstrating a wide scope of work and influencing clients solutions as a large contractor (*angle to be confirmed*)**

Speaker: Jörgen Söderlund, CTO of Caverion (*To be confirmed*)

- **Getting smaller contractors closer to clients (*angle to be confirmed*)**

Speaker: Johan Martinsson, Senior advisor at Johan Martinsson AB

- **Broadening the scope of services electrical contractors can bring to end-clients: the leasing business model**

Speaker: Cecilie Weltz, CEO of EDEA, a spin-off of Otovo (on [PV leasing](#))

- **Showcasing innovation: Lab by FFIE**

Speaker: Pierre-Mary Le Person, Technical Director at FFIE (FR)

• Discussion on the presentations (40 minutes)

- **General questions to participants: what do you take away from today? How can electrical contractors get closer to clients? How can national associations influence end-clients so that they engage directly with electrical contractors?**

• Summary from the Value Chain WG Chair (5 minutes)

Speaker: Martin Bailey