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IMELCO PRESIDENT VISITS RUSSIA

On June 25-28, RAEC welcomed IMELCO's President, Co Braber.

IMELCO is the world's largest group of independent electrotechnical companies in the field of wholesale. RAEC has been a member of IMELCO for more than 5 years since the 1st of January, 2014.

The honored guest visited 2 Russian cities where branches of the Russian Association of Electrotechnical companies are located. During his eventful visit Co Braber managed not only to meet the members and suppliers of RAEC but also to learn about the history and culture of these places.

On the first day of his visit Mr. Braber got to know about the work of distributors and suppliers of the electrotechnical market in Russia, our partners and members. RAEC thanks companies Elcom-Electro and Əlevel for the proper presentation of their business and projects.

The honored guest had an excursion to Elcom-Electro's warehouse and he also was shown a distributor's project called «Honest cable», which was created to inform customers about the danger and consequences of using forged cable.



On the second day of his visit Co Braber had a meeting with representatives of the RAEC commercial office: commercial director Viktor Svintsov and brand-managers of the Association.

Mr. Braber admitted RAEC's success in the following areas:

- Strength and technologies of RAEC commercial negotiations and planning
- ABB and Schneider Electric brand-managers' work
- technologies for admitting new members
- regular conferences of RAEC profile managers and members

Co Braber shared information about successful forms of communication and about difficulties that IMELCO has to deal with. He also talked about world electrotechnical market trends.

In the evening the guest went to the second city, which is the birth-city for AVS-electro company and RAEC's operating office.

When he arrived in Voronezh, Co Braber immediately went to a meeting with representatives of the Association member.

AVS-electro's general director Alexandr Sviridov made an excursion to the warehouse logistic complex of the company. Its project has become a winner of the prestigious competition in the real estate sector.



The next day of Co Braber's visit to Russia started with an excursion to the flagship AVS-electro cash&carry shop. This shop was the first cash&carry outlet in Russia.

The excursion was led by Andrey Khabarov, AVS-electro's head of the project. Andrey's charisma and enthusiasm, live and exciting conversation made this excursion bright and memorable.



Mr. Braber was listening with great interest to the principles of organization of sales, space, display and the technologies implemented.

The day continued with a meeting with the executives of AVS-electro. Owner of the company Andrey Sukhoverov and RAEC's commercial director Viktor Svintsov took part in the meeting. Wholesale director Mikhail Kiyashenko made a presentation on the company's commercial activity.

This day in Voronezh couldn't do without a meeting with representatives of the RAEC operating office which is located right in this city. Managers of the key RAEC areas which include RAEC University and Nomenclature and ETIM Centre made a presentation of their projects. Co Braber noted their high level and unique portfolio of RAEC projects at an international level.

Co Braber's visit is an important occasion not only for RAEC but for the whole electrotechnical market of Russia. The level of our performance lets us have a two-way win-win communication when we not only adopt the best practice and expertise of our foreign colleagues but also share our working experience.

