

THINKING ABOUT IMELCO WHAT APPEARS IN MIND? IMELCO IS ABOUT GROWTH, SUCCESS, PROSPERITY, EQUALITY, OPENNESS & DYNAMICITY.

RAEC is a member of IMELCO since December 2013. Being a young and ambitious association founded in February 2012, RAEC had a firm intention to become major, influential, and global. Uralenergo and Elevel were among that 2013 RAEC's member composition.

How was made the decision to become the member of IMELCO?

Anton Bork (Head of Elevel company):

We wanted to get the international status and we knew about two suitable international organizations: IMELCO and FEGIME.

Our German partners (ABL SURSUM) helped us to organize the meeting with both sides. So, we went to Germany and met with the representatives, at the premises of MITEGRO. As you can guess, we chose IMELCO, and this choice was undoubtedly the right.



Anton Bork
Head of Elevel company



Igor Shadrin
Head of Uralenergo Group of Companies

Igor Shadrin (Head of Uralenergo Group of Companies):

In 2013, the young RAEC was under massive pressure from our competitors and suppliers. Nobody believed in our success.

Status of IMELCO member was among those pillars or even bricks that helped us to build a successful association.

We got the legitimate international status. We also got the direct contacts to the international suppliers.

This helped us to solve misunderstandings with their local Russian offices and make our work more efficient.

What are the added values and advantages of being an IMELCO member?

Anton Bork:

The most precious thing is that we share experiences. We can ask questions and get the straightforward answer. We see representatives of the market from different countries.

We can compare our business activities and other parameters.

Thus, we have a very pleasant understanding that in some questions we are at the top.

Igor Shadrin:

I keep in touch with the European colleagues and meet with them (when it is possible). The possibility of share experiences is the most valuable thing.

Global and European business trends come to us in a year or two and sometimes even faster.

We can monitor and forecast changes, be ready to meet them and form the market according to them.

The meeting devoted to IMELCO 25th anniversary was very interesting! We had lots of useful communications and meetings and enjoyed that unity and solidarity feeling.

What's more?... Which role IMELCO shall take on now and in the future?

Anton Bork:

Right now, we have challenges connected to eCom and supplier-wholesaler relations. I see a great role of IMELCO in the increase of the qualitative level of eCom. IMELCO DIGILAB helps a lot in this sense.

The move of suppliers to having direct communications with the clients causes threats and directive relations with the wholesalers. IMELCO can also play an important role in the harmonization of these relations.

Igor Shadrin:

We feel the growth and the impact on the market of the marketplaces. I believe the same situation is on the front burner worldwide.



Viktor Svintsov
RAEC Executive Director

They are less professional, less individual but they are countless.

It is up to us with the help of IMELCO to de-escalate this impact and to build our own innovative and up-to-date environment.

Our congratulations to IMELCO!

Viktor Svintsov (RAEC Executive Director):

IMELCO is the invaluable international experience of communication between suppliers and wholesalers.

Actually, my first working day in RAEC, which was 5 years ago,

began in Hannover. It was a visit to the offices of IMELCO and MITEGRO.

Those 3 days gave me the unbelievable experience of the work of a national Association. This helped to speed up the evolution of RAEC, it saved us 2-3 years of additional work.

Living in a world where everything changes in no time it is important to adopt experiences of other national associations and wholesalers.

RAEC will continue its activities focused on the strengthening of IMELCO's image on the Russian market!

