



adding commercial value
from concept to delivery

The 2011 Electrical Industry
Conference is supported by...



Electrical Contractors' Association,
ESCA House, 34 Palace Court, London W2 4HY
T 020 7313 4800 F 020 7221 7344
E info@eca.co.uk www.eca.co.uk

We hope you have a safe journey home and look forward to seeing you again in 2012



PXXXXXXX The ECA Logo is a Registered Collective Mark. Information presented is accurate at time of printing.



adding commercial value
from concept to delivery

Conference Programme

Supported and
Sponsored by:

- Abacus Lighting Ltd.
- AEI Cables Ltd.
- Dimplex (UK) Ltd.
- Eaton Electric Ltd.
- Edmundson Electrical Ltd.
- Electrium Sales Ltd.
- Greenbrook Electrical Plc.
- Joint Industry Board
JT Ltd.
- Legrand Electric Ltd.
- MK Electric Ltd.
- Newey & Eyre
- NICEIC
- Osram
- Philips Lighting
- Prysmian Cables
& Systems Ltd
- Schneider Electric Ltd.
- Voltimum UK & Ireland Ltd.
- W.F. Electrical





Introduction

It is my very great pleasure to welcome you to Marbella and the 2011 ECA Electrical Industry Conference.

I hope this year's conference programme with the theme of "Adding Commercial Value – From Concept to Delivery" will help you to position your business to maximise opportunities and build

for the future. In this year's series of presentations, leading speakers from industry and business will offer ideas about how companies can take the theory behind high-quality sustainable solutions and innovative services, and turn these into a reality.

This event is an ideal opportunity for all sectors to come together, alongside senior figures from across the electrical industry in Europe, to consider how ideas for our industry's future development can be put into practice.

This conference can only take place thanks to the dedication of the Conference Working Party and also with the support of our sponsors - whose names are recorded in this programme. I offer my sincerest thanks to both the Working Party and to our sponsors for making this amazing event possible.

This industry conference also provides great opportunities for networking and making new contacts. I look forward to meeting you during the varied social programme and wish you all a very enjoyable and worthwhile event.

Alun Pearson, ECA President



adding commercial value
from concept to delivery



Saturday 14th May

Arrivals

Delegates arrive at Malaga airport and transfer to Gran Melia Don Pepe, Marbella.

Delegates check in at the conference check in desk in the main hotel lobby. Collect room key card and conference pack including programme and name badges etc. Enjoy a complimentary welcome drink whilst your luggage is delivered to your room.

1900 Newcomers Reception

Conference newcomers will receive an invitation to this reception hosted by Alun Pearson. Location to be advised. Dress: Smart casual

Evening at leisure

Delegate Badges

In order to help identification the name badges at this years' conference are provided with a lanyard for easy use and each industry sector is denoted by a coloured bar above the delegate name: **Blue** - Contractors, **Green** - Manufacturers, **Yellow** - Distributors and **Clear** - Associated Interests.

A red dot denotes conference newcomers, please make them welcome.

Breakfast

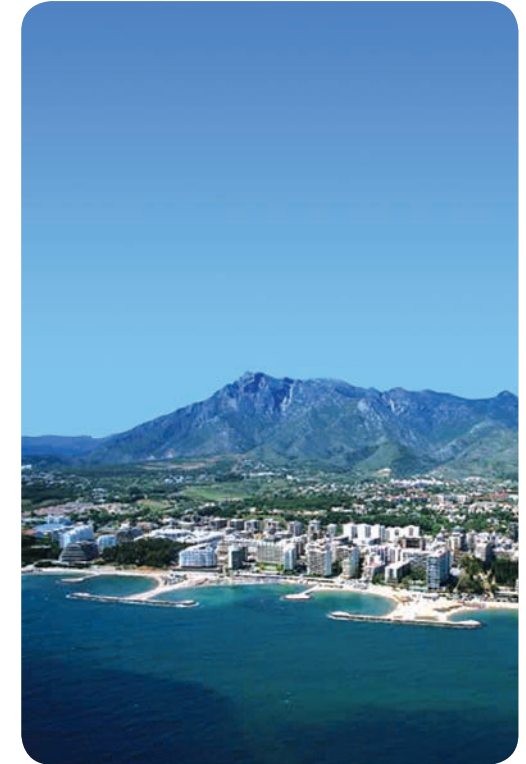
Breakfast is available each morning in the Dama de Noche Restaurant, 0730-1100hrs.

Meeting Point

If you would like to meet particular delegates or company representatives listed in this programme, please ask ECA staff who will be happy to arrange an introduction.

Hospitality Desk

The conference hospitality desk located in the main lobby will be open from 0830-1700 Saturday through to Wednesday and from 0930-1700 on Thursday and Friday. Do call by, the event team supported by local staff will be pleased to offer any help and advice you might need.



Conference presentation and
production Capital House Productions



Sunday 15th May

Welcome and Inauguration

0915 Conference officially opened to all delegates and partners in the Bellavista. Partners not wishing to attend the business sessions after coffee are free to explore the resort's facilities.

Introduction

Peter Hughes, Chairman, CWP

Entrance of Presidential Party and Welcome

Diane Johnson, ECA President

This will be followed by the inauguration of the new ECA President, Alun Pearson and Senior Vice President, Paul McNaughton. The immediate Past President will also receive her badge of office.

0935 Opening Address

Alun Pearson, ECA President

0950 Welcome to Marbella

Costa Del Sol Convention Bureau

1000 **Coffee Break for delegates and partners**

Future Concepts

1030 A Question of Competence -

The Skills Required of Sustainable Contracting

Steve Bratt, ECA Group CEO

1100 The Commercial Value of Sustainability

Chris Ashworth, Consultant, CIM

1125 ESC - Our role in supporting competent, safe and sustainable electrical installations

Phil Buckle, Director General, ESC

1150 **Speed Networking Showcase -**

Delegates will join their pre-allocated groups as advised for this part of the programme

1300 Speed Networking Feedback and Q&A Session

1330 Announcements on Evening Programme and Close **Stefan Hay, ECA**

Partners Programme

1215 Cocktail Party and Fashion Show. Enjoy a glass of wine whilst reviewing the latest collection, with the latest fashions from leading national & international designers such as Airfield, Cambio, Talbottrunhof & Gloria Estelles. You may even decide to make a purchase!
Kindly sponsored by A. Pearson Electrical Contractors.

Lunch and afternoon at leisure

1930 Welcome to Marbella drinks reception - lower poolside

2000 Prysmium Cables & Systems Ltd 'Welcome Barbeque' - La Palapa. Dress: Smart casual. Entertainment - Vicky's Band.



Monday 16th May

A New Economy?

0930 Introduction and welcome by session Chairman

Steve Bratt, ECA CEO

0945 Q&A Session with Day One Speakers

Steve Bratt, Chris Ashworth, Phil Buckle

1000 The Future of Smart Metering and the Smart Grid

David Smith, CEO, Energy Networks Ass.

1030 **Coffee Break**

1055 The Future of Electrical Contracting - A European Perspective

Evelyne Shellekens, General Secretary, AIE

1125 The Changing Face of Domestic Installation

Andrew Leech, Executive Director, NHIC

1150 Integrated Building Management Systems - The Business Imperative

Eric Anderson, Siemens

1215 KNX - The worldwide standard for home and building control

**Heinz Lux, Director, KNX
Iain Gordon, President, KNX UK**

1245 Announcements on Evening Programme and Close

Stefan Hay, ECA

Partners Programme

0900 Tour of Ronda for partners who have registered for this option. Meet at the hospitality desk for transfer.

1000 Paella Cooking Competition for partners who have registered for this option, in La Palapa terrace.

Lunch, afternoon and evening at leisure



Tuesday 17th May

Delivering Efficiency, Adding Value

- | | | |
|-------|---|--|
| 0900 | Introduction and welcome by session Chairman | Alun Pearson, ECA President |
| 0910 | Q&A Session with Day Two Speakers | David Smith, Evelyne Shellekens, Andrew Leech, Heinz Lux, Eric Anderson |
| 0935 | Update on the Approved Cable Initiative | Michael Simms, Prysmian Cables |
| 0945 | The Future of Electric Vehicles - Opportunities for Electrical Contractors | Thomas Orsini, Business Dev. Dir. Renault |
| 10.05 | Developments in Photo Voltaic Technologies - Opportunities for Contractors | Stuart MacKenzie, M.D., Dimplex |
| 1030 | Coffee Break | |
| 1100 | ECA Sustainability Leadership Strategy - Generating Opportunity for Members | Paul Reeve, ECA |
| 1125 | Closing Guest Speaker | Ellis Watson, Serial Entrepreneur |
| 1225 | Preview of 2012 Conference | Peter Hughes |
| 1230 | Conference summary and closing remarks | Alun Pearson, ECA President |
| 1300 | Announcements on Evening Programme and Close | Stefan Hay, ECA |
- Lunch and afternoon at leisure**
- 1930 Drinks reception in the hotels gardens, sponsored by W.F. Electrical.
- 2000 **ECA/Electrium/Osram Gala Dinner in Bellavista.** Dress: Black tie for men and cocktail wear for ladies. Cabaret - Dominic Holland. Disco - Capital House Productions.



Wednesday 18th May

Departure of delegates on 4 night package

- 0900 **Edmundson Electrical Golf Tournament.** Delegates and partners who have registered meet in the main hotel lobby for coach transfer to La Quinta. Tee off times to be advised by organising team.

Day and evening at leisure for delegates on 7 night package



Thursday 19th May

Plenary Session/Networking - details to be advised

Optional Activity. Fun Tennis Tournament hosted by Edmundson Electrical. Arrangements will be posted at the hospitality desk.

Lunch, afternoon and evening at leisure

- 2000 **Abacus Lighting Farewell Dinner at Da Bruno Sul Mare Restaurant.** Meet in the hotel lobby for the short walk to the venue. Free seating arrangements. During the evening presentations will take place to the winners of the golf tournament and fun tennis. Dress: Smart casual. Entertainment: Helena & Paul.



Friday 20th May

Plenary Session/Networking - details to be advised

Lunch and afternoon at leisure

Saturday 21st May

Departure for delegates on 7 night package

We hope you have a safe journey home and look forward to seeing you again in 2012

Delegates

AEI Cables Ltd.

Jim Duffy
Pat Duffy
Clive Sharp
Susan Sharp

Amalgamated Ltd.

Allan Littler
Chris Littler
Geoff Teader
Ann Teader

Ascertiva Group Ltd.

Emma McCarthy
Mike Clancy
Richard Pagett
Sophie Pagett

A-Tec Electrical Ltd.

Andy Hatchett
Caroline Needs

AYB Electrical

Jonathan Banfield
Sian Banfield

Bickel Electrical Contractors

Phil Bickel
Sheila Bickel

LG Bland E&M Ltd.

Steve Ablett
June Ablett

NG Bailey

Martin Bailey
Pamela Bailey

Competitive Advantage

Chris Ashworth
Sue Ashworth

Crosby Electrical Services Ltd.

Ian Crosby
Christine Crosby

D.H. Crofts Ltd.

Malcolm Crofts
Pauline Barber-Crofts

Darke & Taylor

Paul McNaughton
Karen McNaughton

Dimplex

Stuart Mackenzie
Lesley Mackenzie

Eaton Electric

Paul Allen
Jacqueline Allen
Alan Birks
Sally Birks

ECA

Lawrence Andrews
Margaret Andrews
Mark Connolly
Stefan Hay
Paul Reeve

ECIC

Roger Brown
Lorena Brown

Edmundson Electrical

Gordon Love
Janet Love
Ray Smith
Alison Smith
Steve Smith
Jan Smith

Energy Networks Association

David Smith

Eric Johnson of Northwich Ltd.

Di Johnson
Ian Johnson

Electrical Safety Council

Phil Buckle
Lindsay Buckle
Charles Tanswell
Coleen Tanswell

Electrium Sales Ltd.

Eric Anderson
Michele Anderson
Barry Glew
Alex Glew
Terry Morgan
Heather Morgan

Genesis Integrated Systems Ltd.

Glenn Grant
Nikki Grant

WH Good Ltd.

Phil Sumner
Suzanne Sumner

Greenbrook Electrical Plc

Richard Shaw
Gillian Shaw

HS Harbon & Sons Ltd.

Peter Harbon
Carol Harbon

RT Harris & Son

Bob Harris
Frances Harris

SR Harvey Electrical Ltd.

Steven Harvey
Kim Harvey

Highadmit Projects Ltd.

Mekola Tuchli
Maria Tuchli

Hughes Group Ltd.

Peter Hughes
Lin Hughes

JIB

Steve Brawley
Jennifer Brawley

JTL

Denis Hird
Jean King

RGD King Ltd.

Andy Hope
Judith Hope

KNX Association

Heinz Lux

Legrand Electric Ltd.

Chris Davies
Tony Greig

Lingwood Management Services Ltd.

Trevor Hursthouse
Monica Hursthouse

W.E. Manin Ltd.

Patrick Jackson
Amanda Chamberlain

Marshall-Tufflex Ltd

Richard Beale
Petra Beale

JW&E Morris & Son Ltd.

Tom McDonough
Jane McDonough

Newey and Eyre

Andy Cannell
Lisa Carey
Philip Wyatt
Caroline Wyatt

NHIC

Andrew Leech
Sally Leech

O'Connor Electrical Ltd.

Tim O'Connor
Margaret O'Connor

OSRAM Ltd.

Stephen Stark
Dawn Stark

Owen & Palmer Ltd.

Andy Basham
Pauline Basham

WT Parker Group Ltd.

Sean Smyth
Jane Smyth

A Pearson Electrical Contractors

Alun Pearson
Jane Pearson

Philips Lighting

Peter Maskell
Nuala Maskell
Gerry O'Donnell
Jo Schiller

Powerlink Electrical Services Ltd.

Ken Baynton
Mary Baynton

JR Pridham Services Ltd.

Jim Pridham
Sue Pridham

Prysmian Cables & Systems Ltd.

Martyn Corbishley
Tracey Corbishley
Jonathan Sloam
Michael Simms
Susan Simms

RDM Electrical Services Ltd.

Dave Kieft
Theresa Kieft

Schneider Electric Ltd.

Stewart Gregory
Beverley Gregory

SELECT

Dougie Geddes
Sheena Linn
David McGuinness
Dianne McGuinness
John Noble
Elizabeth Noble
Alick Smith

SGD Security

Terry Jones
Suzanne Phillimore

Sigma Building Services Ltd.

Tom Courtenay
Laura Courtenay
Andrew McDermott

David WH Smith Heating & Electrical Service

David Smith
Morag Smith

GWE Smith & Son Ltd.

John Smith
Janitha Smith

The Moorings Consultancy Ltd.

Chris Thomas
Sue Thomas

Thomas Electrical

Noel Thomas
Annette Thomas

Tridonic

Darren Russe
Katja Jurcevic

WBS M&E Services Ltd.

Noel Harris
Lynne Harris
Tony Ryan
Diane Ryan

Wessex Group

Tony Morgan
Sylvie Morgan

GWE Wright Limited

Phil Fagg
Joanne Fagg

WF Electrical

Brian Smithers
Kairun Webb
Rafe Bateson
Anna Bateson

W Wright Electrical

Bill Wright
Sandra Wright

Wright Energy & Environment Ltd.

Bill Wright

Platinum Category Sponsors



Gold Category Sponsors



Silver Category Sponsors



Bronze Category Sponsors



Media Partner

