



EDE International geared towards future with new managing director Annegret Franzen

EDE International is still a focal point within the strategic activities of E/D/E Group. The European business is being expanded and strengthened continually within the context of the corporate strategy CHALLENGE 2020. As of October 1st, the central management position was now filled again with a competent candidate: Annegret Franzen (aged 43) takes over the post of managing director at EDE International AG in Zurich.

E/D/E
Corporate Communications

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Wuppertal – “We are still expanding our European activities and want to strengthen this strategically important area“, says Dr. Andreas Trautwein, Chairman of the E/D/E Management Board. “We are very glad that Annegret Franzen takes over the post of managing director at EDE International as of October 1st.“ After re-adjusting the organisation, Franzen will be working as the sole managing director and report directly to the management board.

With the 43 years-old Franzen, E/D/E managed to get an excellent financial expert aboard who is very knowledgeable about the entire B2B-industry. Franzen will handle one of the central future tasks in within the Wuppertal-based association. “Thanks to her manyfold experiences in management positions in a leading international trade corporation as well as in the association-business in recent years, Annegret Franzen has the ideal prerequisites for her new task at her disposal“, emphasizes Dr. Trautwein. With successfully hiring Annegret Franzen, one of the leading figures of the industry

has been won for EDE International AG. "Apart from her professional qualification, Franzen is very sympathetic and fits perfectly into our team. It's for these reasons also that I am looking forward to working closely together with Annegret Franzen on a personal level", says Dr. Trautwein.

E/D/E systematically expands its European activities based on the growth strategy CHALLENGE 2020. An important milestone for instance was reached in December 2014 when E/D/E acquired significant shares of the Swiss purchasing association e+h Services AG, based in Däniken. "We are always interested in good perspectives for developing our marketing strategy and are in favour of significant synergetic potentials ", says Dr. Trautwein.

With the engagement in e+h Services AG, the milestone of one billion Euros turnover in Europe was already surmounted before the set date in 2016. In order to reach the CHALLENGE-goal of two billion Euros up to 2020, more ideas and efforts are necessary.

Against this backdrop it is decisive, that new central management position at EDE International and the business division Europe is now filled in a competent way. "After re-adjusting this business-area with regard to personnel and organization, we expect further impulses for our European growth programme within CHALLENGE 2020 and are looking forward to our common challenges ", says Dr. Trautwein.

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The E/D/E (Einkaufsbüro Deutscher Eisenhändler GmbH) is Europe's largest purchasing and marketing association in industrial B2B, with 1000 affiliated medium-sized trading companies and 354 further retailers. These companies trade in tools, machines and company equipment, building fittings and building elements, sanitation and heating, steel and mounting technology, welding technology, security systems and industrial technology as well as occupational safety products. Most of these member companies primarily supply to commercial buyers from industry, trade and local councils Part of E/D/E group are also the subsidiaries ETRIS Bank GmbH, Toolineo GmbH, EDE International AG, ZEDEV AG as well as DELCREDIT España S.A. and DELCREDIT France S.A.S. and the EURO-DIY GmbH & Co. KG..

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