

Strong in alliance: Networks create added value



Growing together is the principle in a strong network like E/D/E.



Recognising market changes at an early stage, anticipating new requirements and benefiting from the shared wealth of experience within the alliance: Member Management is seen as indispensable in the continual communication between the E/D/E and its members. Especially in challenging times, exchanging ideas and finding solutions together becomes even more important.

Always close to the market

In close dialogue between the members and Member Management, E/D/E's broad-based portfolio is used to identify precisely those modules and solutions that offer added value for the respective member's business and optimally meet their requirements. Every member benefits from a dedicated contact person and 1:1 management rooted in a spirit of trust. In all projects, Member Management provides support with an interdisciplinary approach and close proximity to the market – strengths that were once again confirmed as key advantages in 2024.

Exchange within the network

One of the central and proven activities is the "Business NETZWERK" with twelve fixed groups. The number of participating entrepreneurs and decision-makers increased significantly again in 2024. The new Business NETZWERK "SteelMinds" group, which was created with the participation of the ESH EURO STAHL-Handel, contributed to this. It includes steel traders from the next generation of entrepreneurs. The tried-and-tested Business NETZWERK "Online Compact" format was continued in 2024. This serves to open up topics discussed in the presence groups to all members.

The new Business NETZWERK AI was launched in spring with more than 100 participants. The aim is to jointly identify applications of artificial intelligence with high practical benefits for the industrial B2B sector. In autumn, two Business NETZWERK AI learning groups were also founded in presence.

Industry get-together: "Branchentreff total"

The E/D/E industry get-together "Branchentreff total", the largest networking platform in the industrial B2B sector, was held again in 2024. True to the motto "zusammenWACHSEN" (growing together), roughly 1,500 participants from trade and industry met at the Leipzig Trade Fair Centre at the



Networking is a central element of our work within the alliance.

end of September to discuss current topics in a positive atmosphere. The successful concept of concentrated one-to-one meetings every 30 minutes once again proved its worth, and there were also numerous other networking opportunities that were utilised intensively.

Succession issues gain further importance

In the current year, Member Management will continue to be a permanent and experienced point of contact for the industrial B2B sector. Last year's experience suggests that succession issues will become even more important in many companies. E/D/E supports entrepreneurs with expertise regarding the associated issues, to address the topic at an early stage and in the long term.

Further activities in the current year are aimed at increasingly networking members beyond the traditional E/D/E range of services, in order to drive forward joint service development, for example, in the area of sales training or marketing, and to react more quickly to new requirements. Another focus is on supporting the development and expansion of services relating to private labels – such as planning and consulting. This enables member companies to further diversify their business models and generate additional earnings opportunities.



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