

# EUROPLATFORM<sub>INFO</sub>

THE CONFERENCE FOR EUROPEAN ACCESS PROFESSIONALS

Hotel Le Negresco, Nice, France

Thursday, 3 October 2019

**WELCOME TO NICE! BIENVENUE À NICE!**



## CONFERENCE PROGRAMME 2019

### PROGRAMME DE LA CONFÉRENCE

MEWP 4.0 - the access rental market of the future

Download The Event  
App by EventsAIR  
Use the code: ep19



#### GOLD SPONSORS



#### SILVER SPONSOR



#### SUPPORTING SPONSORS



Want to see your logo here? Book sponsorship now for Europlatform 2020. Contact: [faith.cobaine@ipaf.org](mailto:faith.cobaine@ipaf.org)

## CONFERENCE PROGRAMME 2019\* - MEWP 4.0 - the access rental market of the future

8:15 - 9:15	Registration, Coffee & Opportunity to Browse Sponsors' Tables
	<i>Conference Chair: Euan Youdale, Editor, Access International</i>
9:15 - 9:30	<b>WELCOME AND INTRODUCTION</b> <b>Andy Studdert</b> , Interim CEO, IPAF
9:30 - 10:00	<b>RENTAL IN THE DIGITAL AGE</b> Morning Keynote Address <b>Olivier Colleau</b> , CEO, Kiloutou
10:00 - 10:25	<b>WHAT IS THE INDUSTRY 4.0 AND ITS IMPACT ON THE RENTAL INDUSTRY?</b> <b>Clotilde Jouette</b> , Director of Marketing & Digital Business Transformation, Avesco Rent AG
10:25 - 10:50	<b>THE FUTURE OF DEVELOPMENT OF THE RUSSIAN AWP MARKET</b> <b>Valeriy Klimenko</b> , President, Russian National Rental Association and Regional Managing Director, Fortrent
10:50 - 11:20	Coffee Break & Opportunity to Browse Sponsors' Tables
11:20 - 11:45	<b>SNAPSHOT OF THE FRENCH MEWP RENTAL MARKET IN AN OVERALL UNCERTAIN MACRO-ECONOMIC ENVIRONMENT</b> <b>Audrey Courant</b> , Managing Director, DuckerFrontier
11:45 - 12:10	<b>ADVANCED OPERATOR TRAINING ENTERS THE DIGITAL AGE</b> <b>Jim Colvin</b> , CEO, Serious Labs Inc
12:10 - 13:15	Lunch Break & Opportunity to Browse Sponsors' Tables
13:15 - 13:45	<b>CREATING A RENTAL 'ECOSYSTEM' WITH TELEMATICS</b> AFTERNOON KEYNOTE ADDRESS <b>Angus Kennard</b> , CEO, Kennards Hire
13:45 - 14:30	<b>ROUND-TABLE SESSION: RENTAL DIGITAL TRANSFORMATION</b> <b>Olivier Colleau</b> , CEO, Kiloutou <b>Clotilde Jouette</b> , Director of Marketing & Digital Business Transformation, Avesco Rent AG <b>Angus Kennard</b> , CEO, Kennards Hire <b>Eric Morand</b> , Plant Manager, L'Horme Factory, Haulotte
14:30 - 15:00	Coffee Break & Opportunity to Browse Sponsors' Tables
15:00 - 15:25	<b>CLEAR DIRECTION? DO YOU KNOW WHERE ARE YOU GOING AND WHY?</b> <b>Ivan Papell</b> , CEO & Owner, Liftisa and CEO, Owner & Co-founder
15:25 - 15:50	<b>INSTANT REPORTING SYSTEM FOR ACCIDENTS</b> <b>Andrew Delahunt</b> , Director of Technical & Safety, IPAF
15:50 - 16:00	<b>CLOSING REMARKS</b> <b>Andy Studdert</b> , Interim CEO, IPAF

\*This programme may be subject to change without notice.  
Please refer to [www.europlatform.info](http://www.europlatform.info) for the latest programme.

Presentations will be given in English with simultaneous translation into French. Please collect a headset if you require translation services.

Les présentations se feront en anglais avec une traduction simultanée en français. Des écouteurs sont à votre disposition si vous désirez recourir au service de traduction.



Welcome to Europlatform, the essential event for European access professionals in the rental industry. Now in its thirteenth year, this conference will again provide the latest expert advice and strategic insights, focusing on new generation rental. This year's theme is MEWP 4.0 - the access rental market of the future.

Bienvenue à Europlatform l'événement majeur des professionnels européens de l'accès en hauteur dans l'industrie de la location. Cette conférence, qui est maintenant dans sa treizième année d'existence, fournira une fois de plus les conseils d'experts les plus récents et des idées stratégiques axées sur la location nouvelle génération. Le thème de cette année est PEMP 4.0 - le marché de location de l'accès en hauteur du futur.



Please share your feedback about the event via the Europlatform app  
Veuillez partager votre feedback sur cet événement via l'application Europlatform



### GOLD SPONSORS



### SILVER SPONSOR



### SUPPORTING SPONSORS



Want to see your logo here? Book sponsorship now for Europlatform 2020. Contact: [faith.cobaine@ipaf.org](mailto:faith.cobaine@ipaf.org)



# SPEAKER PROFILES PROFILS DES INTERVENANTS



**OLIVIER COLLEAU**  
**CEO, Kiloutou**

Olivier was appointed to his current position in January 2018. He joined Kiloutou in 2009 and has held various management positions since then: VP Strategy and Development (2009 - 2011), VP Operations (2011 - 2016), Managing Director (2016 - 2018). He graduated from HEC (1993, Paris) and has worked at the strategic consulting firm Bain & Company and industrial group Zodiac.



**AUDREY COURANT**  
**Managing Director, DuckerFrontier**

Audrey started her career in sales and marketing in the automotive industry in the USA before joining DuckerFrontier's office in Michigan. Now based at the company's Paris offices, she relies on over 10 years of consulting experience and heads the DuckerFrontier EMEA Heavy Equipment practice



**CLOTILDE JOUETTE**  
**Director of Marketing & Digital Business Transformation, Avesco Rent AG**

Clotilde's current role is based in Switzerland with Avesco Rent representing the Caterpillar Rental Store business. Clotilde is a strong advocate of digital technologies within the rental industry and a member of the Promotion Committee and the Future Group at the European Rental Association.



**VALERIY KLIMENKO**  
**President, Russian National Rental Association and Regional Managing Director, Fortrent**

Valeriy graduated from Moscow State University of International Relations with a degree in Foreign Trade. He later served in the army as a military interpreter before working for the Ministry for Foreign Trade. In 1989, with Russian and Finnish experts, he organised the first rental company according to European standards. Up until 2009 he operated in the capacity of Managing Director of the Russian subsidiary of Ramirent Moscow (Finland) and thereafter became Business Development Manager.



**IVAN PAPELL**  
**CEO & Owner, Liftisa and CEO, Owner & Co-founder, Gloobal MovingRent**

Ivan is the Founder and Owner of various rental companies with 25 years' experience in the industry. His career started in 1996 as Manager at Lifting Iberica (Liftisa). Two years later as Co-owner of DK Rental in Spain he took Liftisa over. In 2007, Lavendon Group acquired DK Rental and Ivan progressed to become the Managing Director of Lavendon Spain and a Member of Lavendon Group's Executive Committee. He also lends his expertise to the industry by working as a Rental Consultant.



**JIM COLVIN**  
**CEO, Serious Labs Inc**

Jim has over 27 years' experience of law and technology and has a passion for entrepreneurship. At Serious Labs, he shapes its forward-thinking culture, setting strategic direction and making sure the company is on the forefront of technology. Serious Labs develops equipment simulators and interactive training tools that exploit virtual reality and other technologies used in a wide range of industries, including aerial platforms. Jim holds a law degree from the University of London and an NCA from the University of Victoria in Canada, specialising in technology, intellectual property law and finance.



**ANDREW DELAHUNT**  
**Director of Technical & Safety, IPAF**

Andrew's experience includes being a design engineer on heavy capital equipment for companies manufacturing trucks and buses in Australia. As a design engineer, he ensured the products met regulations, the needs of the customer and the feasibility of his design. He joined the powered access industry in a safety and regulatory role at Haulotte Group and now, with IPAF, he aims to assist the industry to ensure everyone remains safe during each phase - planning, training, delivery, setting-up and operation.



**ANGUS KENNARD**  
**CEO, Kennards Hire**

Angus (Gus) was appointed to his current position in October 2016 and has been with the business since 1996. He has been a key member of the Kennards Hire board and leadership team for the past 13 years. In 2004, Gus founded Kennards Concrete Care, a specialist business unit that now sits under the Kennards Hire umbrella with eight branches in Australia and New Zealand. Building on the foundations of his father, Gus now leads the company his grandfather established in Bathurst, NSW in 1948. Today, the business has 180 branches and more than 1,700 employees in Australia and New Zealand.



**ERIC MORAND**  
**Plant Manager, L'Horme Factory**

Eric has a solid automotive background and has been with the Haulotte group for 12 years. In 2007 he was hired as Industrial Project Manager for the Romanian plant built and was Quality Manager there for four years until 2011. In France, he was the Production Manager at the Le Creusot plant for four years and late took up his current post in L'Horme in 2015 to support their telehandler range development.



**ANDY STUDDERT**  
**Interim CEO, IPAF**

Andy is a firm champion of safety in the access industry. As former CEO of NES Rentals, he instilled a stringent safety culture based on repeatable processes, a culture of intervention and crisis preparation. Prior to his time at NES Rentals, Andy was the COO of United Airlines from 1999 to 2002, where he led the company through the 9/11 crisis. He also served previously as head of fleet operations (1997-1999) and chief information officer (1995-1997) at United Airlines. Prior to joining United, he was a consultant and a banker.



**EUAN YUODALE**  
**Editor, Access International**

Euan is Editor of the *Access International* magazine - part of the KHL Group, one of the world's biggest providers of information for the construction industry, which includes sister magazine *Access Lift & Handlers*. Euan has more than 10 years' experience as a journalist, across magazines and newspapers, and was Deputy Editor of another KHL title, *International Cranes and Specialised Transport*, before starting in his current role.

## GOLD SPONSORS



## SILVER SPONSOR



## SUPPORTING SPONSORS



Want to see your logo here? Book sponsorship now for Europlatform 2020. Contact: [faith.cobaine@ipaf.org](mailto:faith.cobaine@ipaf.org)

Watch the Andy Access safety film and  
download free posters and toolbox talks at:  
[www.ipaf.org/andyaccess](http://www.ipaf.org/andyaccess)

Posters available in 12 languages.



**IPAF.org**  
THE WORLD AUTHORITY IN POWERED ACCESS

PREVENT UNAUTHORISED USE  
RESCUE PLAN?  
ATTACH LANYARD  
OVERHEAD OBSTRUCTIONS  
KEEP CLEAR OF OVERHEAD CABLES  
CORRECT SELECTION  
KNOW YOUR MACHINE  
UNSAFE ROUND?  
CAUTION WHEN LOADING & UNLOADING  
SETTING UP ON A SLOPE?  
PRE-USE INSPECTION!

DOWNLOAD YOUR FREE SAFETY POSTERS AT  
**WWW.IPAF.ORG/ANDYACCESS**



**IPAF.org**  
LA REFERENCE MONDIALE DES  
PLATES-FORMES ELEVATRICES

**CONNAISSEZ-VOUS  
BIEN VOTRE  
MACHINE**

LA FAMILIARISATION EVITE UNE  
UTILISATION INCORRECTE

TÉLÉCHARGEZ GRATUITEMENT DES POSTERS À:  
**WWW.IPAF.ORG/ANDYACCESS**

**GOLD SPONSORS**



**SILVER SPONSOR**



**SUPPORTING SPONSORS**



Want to see your logo here? Book sponsorship now for Europlatform 2020. Contact: [faith.cobaine@ipaf.org](mailto:faith.cobaine@ipaf.org)

**SPECIAL OFFER  
OFFRE SPÉCIALE**

## EUROPLATFORM NETWORKING EVENT ÉVÉNEMENTS DE RÉSEAUTAGE EUROPLATFORM WEDNESDAY, 2 OCTOBER 2019, 18:00 – 20:00

**SALON VERSAILLES, HOTEL LE NEGRESO,  
PROMENADE DES ANGLAIS**

An opportunity to meet and chat to other delegates in an informal environment on the evening before the conference. Numbers are limited so please register early by ticking the relevant box in the booking form at [www.europlatform.info](http://www.europlatform.info) or by emailing [chris.greenbank@ipaf.org](mailto:chris.greenbank@ipaf.org).

## IPAF RENTAL MARKET REPORT 2019

Europlatform delegates receive a 25% discount on IPAF's award-winning annually-produced rental market reports if ordered by 10 October 2019. Compiled by Ducker Research, the reports include an estimate of the size of the MEWP rental fleet worldwide with a breakdown by region and machine type. Also included are market size, market dynamics, investments, operational aspects and market trends & drivers.

Enter **EUROPLATFORM-DISCOUNT** in the comments box whilst ordering to claim your discount.  
Visit [www.ipaf.org/reports](http://www.ipaf.org/reports) for more information.



*"An invaluable aid to the industry market they serve. The tables are clear and most importantly highlight, at a glance, significant deviations."*

**The European Association Awards, Judge's Comment**

*"Gauging global growth trends is vital for a manufacturer like ourselves in deciding where to apply our engineering, design, marketing and sales resources. The IPAF Rental Market Report is unique in its geographical spread and type of information it delivers and therefore it's the first port of call when planning new initiatives and when developing new markets for our business."*

**Ian James, Key Account Manager, Bronto Skylift (UK)**

*"The IPAF Rental Market Report supports us in identifying strategic growth opportunities in existing and new markets. In addition, it provides valuable insight in our performance benchmarked to market performance."*

**Lars Reehorst, Commercial Manager, Manlift (Qatar)**



### GOLD SPONSORS



### SILVER SPONSOR



### SUPPORTING SPONSORS



Want to see your logo here? Book sponsorship now for Europlatform 2020. Contact: [faith.cobaine@ipaf.org](mailto:faith.cobaine@ipaf.org)



## ELEGANT NICE! NICE L'ÉLÉGANTE



Nice

Whilst attending the conference you can take a wander around the elegant city of Nice. The capital of the French Riviera has 7km of beach, and to the west you'll find the historic quarter which arcs inland from Castle Hill. Stroll along the famed Promenade des Anglais and past the old port which is now a marina. For more information about tourist attractions in Nice visit [www.nicetourism.com](http://www.nicetourism.com)



Place Masséna



Old Port

## SAVE THE DATE! RÉSERVE CETTE DATE!



Tower Bridge, London

**23 APRIL 2020**  
**IPAF SUMMIT & INTERNATIONAL AWARDS FOR POWERED ACCESS (IAPAS)**  
MILLENNIUM GLOUCESTER HOTEL,  
KENSINGTON, LONDON, UK

Join us at the international event for the powered access industry celebrating best practice, excellence and innovation. For more information or to submit your nomination, visit [www.iapa-summit.info](http://www.iapa-summit.info).

**Delegate booking opens soon!**



Are you  
a winner?

Award entries  
are open  
submit your  
nomination now!



### EUROPLATFORM 2020

THE LOCATION AND DATE OF EUROPLATFORM 2020 WILL BE ANNOUNCED AT THE END OF EUROPLATFORM 2019.

#### GOLD SPONSORS



#### SILVER SPONSOR



#### SUPPORTING SPONSORS



Want to see your logo here? Book sponsorship now for Europlatform 2020. Contact: [faith.cobaine@ipaf.org](mailto:faith.cobaine@ipaf.org)