

Press release

Hanover, December 22nd 2009

Transcontinental cooperation: GEMCELL becomes a member of IMELCO

Premiere – the cooperation of independent family-owned electrical wholesale businesses successfully enters into a cooperation agreement with a non-European partner.

As of January 1st, 2010 the Australian group GEMCELL Pty Ltd., becomes a member of IMELCO. As its twelfth member, GEMCELL will make a considerable contribution to the further development of IMELCO's position in the market place, not least because of its leading position in the Australian Electrical Wholesale Market.

The partnership with GEMCELL demonstrates the willingness of IMELCO to extend its influence beyond the borders of Europe into the international market. This step will be part of the process of creating a Global representative for family owned electrical wholesale businesses.

The IMELCO Chairman, Mr. Simon Barks, comments on the advantages of the new partnership: "The integration of GEMCELL is a huge step geographically and, from a commercial point of view, a significant move towards the further internationalisation of IMELCO. This decision will increase our representativeness while enhancing our attractiveness to major suppliers. In this way, we hope to further improve the terms of business for all our associated wholesalers and members."

The Chairman of GEMCELL, Mr. Rod Harvey, emphasizes: "The partnership with IMELCO represents an important milestone in our efforts to consolidate GEMCELL'S market position within Australia and it now gives us an opportunity to have a global voice worldwide through IMELCO."



(from left to right: John O'Neill (GEMCELL), Oliver Schreckling (IMELCO), Rod Harvey (GEMCELL), Simon Barks (IMELCO))



With its market share of approx. 24%, GEMCELL Pty Ltd. is the clear market leader in Australia. GEMCELL represents 34 independent family-owned electrical wholesale businesses with 232 points of sale established in all Australian states and territories. In 2008, the group realised the business volume of approx. €m 600.

IMELCO S.p.r.l. is the Europe-wide leading cooperation of independent purchasing electrical wholesale groups and acts as a marketing interface and communication platform for all associated members and partner suppliers. In 2008, the consolidated turnover realised by eleven IMELCO members represented more than €bn 5.7.

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