

EURO PLATFORM INFO

THE CONFERENCE FOR EUROPEAN ACCESS PROFESSIONALS

Europa Hotel, Belfast, Northern Ireland, UK

Thursday, 11 October 2018



CONFERENCE PROGRAMME 2018

BEING A LEADER IN ACCESS

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CONFERENCE PROGRAMME 2018* - BEING A LEADER IN ACCESS

8:15 - 9:15	Registration, Coffee & Opportunity to Browse Sponsors' Tables
	<i>Morning Chair: Tim Whiteman, CEO & Managing Director, IPAF</i>
9:15 - 9:30	INTRODUCTION & WELCOME Tim Whiteman, CEO & Managing Director, IPAF
9:30 - 9:55	KEYNOTE ADDRESS: What Makes a Successful Access Business? Don Kenny, CEO, Loxam Powered Access Division (PAD)
09:55 - 10:20	MEWP ACCIDENT REPORT 2017 Andrew Delahun, Director of Technical & Safety, IPAF
10:20 - 10:55	Coffee Break & Opportunity to Browse Sponsors' Tables
10:55 - 11:25	HARNESSING DIGITAL TECHNOLOGIES IN ACCESS & BEYOND Brad Boehler, President, Skyjack
11:25 - 11:50	GREAT THINGS HAPPENS WHERE ENTHUSIASM IS THE DRIVING FORCE Nina Aasland, Managing Director (CEO), Naboen AS
11:50 - 12:10	LATEST NEWS FROM THE ACCESS50/ACCESS20 LISTINGS Euan Youdale, Editor, Access International
12:10 - 13:25	Lunch Break & Opportunity to Browse Sponsors' Tables
	<i>Afternoon Chair: Euan Youdale, Editor, Access International</i>
13:25 - 13:50	THE HIGHS & LOWS OF POWERED ACCESS RENTAL IN NORTHERN IRELAND Julie Houston Smyth, Director, Highway Plant Co & Chair of the IPAF Irish Council
13:50 - 14:20	CHANGES IN THE POWER SECTOR Ian Cameron, Editor, Diesel Progress International
14:20 - 14:55	Coffee Break & Opportunity to Browse Sponsors' Tables
14:55 - 15:55	ROUND-TABLE PANEL: ELECTRIFYING YOUR FLEET Comper: Peter Douglas, UK Operations Director, Nationwide Platforms, part of the Loxam Powered Access Division (PAD) <ul style="list-style-type: none"> • Jos van Grootveld, Engineer, Smart Platform Solutions • Arnold Grootveld, Managing Director, Hoogwerkt • John Ball, Chairman, Access Link • Stéphane Hubert, Chief Sales Officer, Haulotte • Norty Turner, CEO, Riwal & Board Member, IPAF
15:55 - 16:00	CONCLUDING REMARKS & CLOSE Nick Selley, Group Business Development Director, AFI & President of IPAF

Welcome to Europlatform, the essential event for European access professionals in the rental industry. Now in its twelfth year, this conference will again provide the latest expert advice and strategic insights, focusing on new generation rental. This year's theme is Being a Leader in Access.



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

Die Präsentationen sind in Englisch mit Simultanübersetzung ins Deutsche. Bitte nehmen Sie sich ein Headset, wenn Sie die Übersetzungsdienste benötigen.

Please share your feedback about the event via the Europlatform web app

*This programme may be subject to change without notice. Please refer to www.europlatform.info for the latest programme.

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SPEAKER PROFILES

NINA AASLAND

Managing Director (CEO), Naboen AS

Nina is founder and owner of rental company Naboen, established in 1996 in Stavanger, Norway. She is also Chairman of the Norwegian Rental Association and board member of The Federation of Norwegian Construction Industries (BNL). In 2010 Naboen came to a 'crossroad' and developed new goals, new values and the vision of being 'The Best Neighbour in Norway' (Naboen is Norwegian for

neighbour). A tremendous growth began; turnover increased from €2m in 2009 to €29m in 2017 and one depot became nine. In 2012 and 2018 respectively Naboen received awards for 'Small/Medium Sized Rental Company of the Year' and 'Large Sized Rental Company of the Year'. Nina is a big fan of art and culture. She says, 'Great things happen where enthusiasm is the driving force,' and has created her own philosophy called the 'neighbour culture'. Passion, enthusiasm and trust are at the starting point of most of what she does.



JOHN BALL

Chairman, Access Link

John has been actively involved in the access industry for over 30 years. As a shareholder and as its Managing Director, he successfully led the development of Irish-based rental and sales company Height for Hire from a small domestic company, into a large international player with 15 locations across Europe at the time of his departure in 2013. During this time, John was also a board member of

IPAF and a member of its International Council. He also served as IPAF President from 2008 to 2010. He now provides an advisory service to access rental companies and manufacturers throughout the world through his company Velocity Rental Solutions. He also serves as Chairman of Access Link, the largest association of independent rental companies in the UK and Ireland. His vast knowledge and active involvement in all aspects of the access industry has earned him a high industry profile internationally.



BRAD BOEHLER

President, Skyjack

Since joining Skyjack in 2003, Brad has progressively held strategic positions, including Director of Product Safety, Vice President of Engineering and Vice President of Sales and Marketing. Prior to joining Skyjack, he spent five years with Tigercat and served as a Military Engineer with the Canadian Armed Forces. Under the leadership of Brad since 2011, Skyjack has aggressively expanded its

business. While the company's first products were scissor lifts, Brad has championed the objective of being a full line access and telehandler supplier. That ambition is reflected in the recent and continued introduction of boom lifts and a commitment to its telehandler range. He is credited with taking Skyjack to number three as a manufacturer of aerial work platforms and has positioned the company for greater growth. He leads an executive team that prides itself on over 100 years' experience in the aerial work platform and rental business.



IAN CAMERON

Editor, Diesel Progress International

A trained journalist, Ian has worked as a correspondent, writer and public relations professional for more than 35 years. He has written for local,

regional and national newspapers in the UK and reported from around the world for a variety of publications. His public relations roles include a spell as Communications Manager for the marine and energy businesses of Rolls-Royce plc. He holds an MBA from Durham University.



ANDREW DELAHUNT

Director of Technical & Safety, IPAF

Andrew joined IPAF in January 2018 and feels inspired to work with so many individuals who are energised and dedicated to the safety of MEWP and MCWP users. 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 in each phase - planning, training, delivery, setting-up and operation - that all people remain safe.



PETER DOUGLAS

UK Operations Director, Nationwide Platforms

Peter has been a part of Nationwide Platforms for over 26 years, taking up a number of roles within the business before becoming Operations Director in 2011.

From 2012 until 2014 he served as Chairman of IPAF's UK Country Council, and in 2013, became an IPAF board member. He continues to play an active role in driving forward safety standards in the powered access industry.



ARNOLD GROOTVELD

Managing Director, Hoogwerkt

As well as at Hoogwert, Arnold is a Co-owner and Managing Director at two other companies; FLEETLink (Industrial & construction equipment) and Happy Whale (boat rental). His career has spanned the fields of fleet rental, training, sales and service and includes previous four managing

directorships at Stork Technical Services, Huurmax, Bia Komatsu and Doosan Infracore International. He has a Bachelor's Degree in Technical Business Management from Hanzehogeschool Groningen, Netherlands and a Master's Degree (Executive MBA) from Nyenrode Business Universiteit. Arnold says, 'Building companies, making them stand out based on customer focus, employee focus and robustness is what makes me tick.'



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JOS VAN GROOTVELD

Engineer, Smart Platform Solutions

Jos graduated from Delft University in 1994. Since then he has fulfilled different roles in the vertical transport field including as an engineer for loader cranes, hoisting inspections and lifting equipment, including CE type-approval. Three years ago he started an engineering company (Van Grootveld Engineering) and

Smart Platform Solutions (SPS). The engineering activities are not solely offered to SPS; their services are delivered to some well-known manufacturers of aerial working platforms on all kinds of subjects (mechanical, safety-systems, EN-280/ machinery directive conformity, etc.). SPS on the other hand, is the legal entity in which existing machines are modified like the E-Series and electrified boom-lifts, which are originally driven by a combustion engine.



STÉPHANE HUBERT

Chief Sales Officer, Haulotte

After working for Haulotte since the end of 2012, and after almost four fruitful years managing Europe & Africa, Stéphane was appointed as Chief Sales Officer

and as a member of the board of the Haulotte Group. His role involves managing the Sales, Service and Marketing strategy worldwide. Previously he was Head of Warehouse Marketing at Kion AG.



DON KENNY (KEYNOTE SPEAKER)

CEO, Loxam Powered Access Division (PAD)

Don was Group CEO of Lavendon Group PLC from October 2011 until it was acquired by Loxam Group in March 2017. The old Lavendon business forms the heart of the new Loxam (PAD), which is a division within Loxam specialising in the provision of powered access equipment and services. Loxam Group has the third largest fleet of powered access equipment in the world and is the largest equipment rental

company in Europe. An accountant by training, Don has been involved in leadership positions in businesses in the construction and services industry throughout his career, encompassing spells in the Middle East, Far East, Australia, Europe and the UK. Don is a firm believer in the importance of businesses having a clear vision, an understandable strategy and a strong corporate culture that unites employees in exceeding the expectations of its customers. He lives by the creed of 'saying what you do, and doing what you say.'



NICK SELLEY

Group Business Development Director, AFI, & President of IPAF

Nick Selley has over 20 years' experience in the powered access industry. He joined AFI in 2003 following seven years with Lavendon Group where he worked in

the UK and Germany. During his 14 years with AFI he has played a key role in the development of the company, being heavily involved in acquisitions and other areas of new business development.



JULIE HOUSTON SMYTH

Director Highway Plant Co Ltd & Chair of IPAF Irish Council

Julie has 25 years' access industry experience. Since joining Highway in the 1990s initially as a Sales Representative, she became an IPAF Instructor and has

served as Director for 17 years and was appointed Chair of the IPAF Irish Council in 2012. Founded in 1983, Highway is an independent Northern Ireland based access specialist rental company operated by the Houston family.



NORTY TURNER

CEO, Riwal & Board Member, IPAF

Starting his career at HERC and then moving to Riwal, Norty has been transforming organisations and optimising operations for more than 20 years with a flawless record of championing strategies to achieve exceptional results. He focuses on spearheading sustainable changes enterprise-wide through developed best practices, performance optimisation techniques, and initiatives

that ensure customer expectations are exceeded. He developed and launched "The Riwal Way" programme – providing staff with strategies and tools that maximise performance. Norty is a certified Six Sigma Green Belt. Select professional development includes Disruptive Strategy; Building & Sustaining a Successful Enterprise; and Leadership Best Practices Executive Programs, each at Harvard University; and IMD University's Orchestrating Winning Performance Executive Program in Switzerland.



TIM WHITEMAN

CEO & Managing Director, IPAF

Tim took up his current position in January 2004. He has more than 25 years' experience in the lifting industry, mainly as a publisher and journalist. He is a

member of the European Rental Association (ERA) Statistics Committee. He holds a PAL Card (Powered Access Licence) to operate scissor lifts, self-propelled booms and vehicle-mounted platforms.



EUAN YOUNDALE

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.



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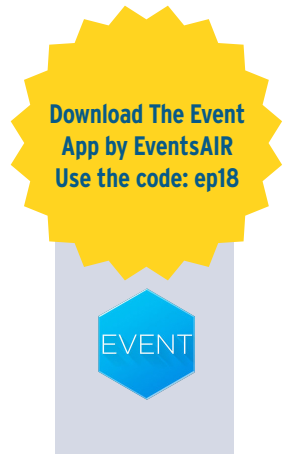


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EUROPLATFORM NETWORKING EVENT
WEDNESDAY, 10 OCTOBER 2018, 18:00 - 20:00

VENUE: THE OBSERVATORY, 23RD FLOOR, HASTINGS GRAND CENTRAL HOTEL, GREAT VICTORIA STREET, BELFAST, BT2 7AP (A 5-MIN WALK FROM THE EUROPA HOTEL)

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 or email faith.cobaine@ipaf.org.
N.B. There is an optional Game of Thrones dress theme!



IPAF RENTAL MARKET REPORT 2018 - SPECIAL OFFER

Europlatform delegates receive a 25% discount on IPAF's award-winning annually-produced rental market reports. 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.

"For Riwal, the IPAF Rental Market Reports are a prime source of information about the outlook of the powered access rental market. We highly value the reports because they cover many of the countries in which Riwal has operations and they are a valuable source of information for our country business reviews."
Norty Turner, CEO, Riwal

"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 2018, Judge's Comment

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City Hall, Belfast

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6 MARCH 2019
IPAF SUMMIT & INTERNATIONAL AWARDS FOR POWERED ACCESS (IAPAS)
 RADISSON BLU DUBAI DEIRA
 CREEK HOTEL, DUBAI, UAE



The international event for the powered access industry celebrating best practice, excellence and innovation. For more information or to book go to www.ipaf-summit.info



Europlatform 2017, Warsaw

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EUROPLATFORM 2019
 THE LOCATION AND DATE OF EUROPLATFORM 2019 WILL BE ANNOUNCED AT THE END OF EUROPLATFORM 2018.

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