

# IPHA

Barcelona 2018



## Sales and Marketing Seminar

October 25-26



INTERNATIONAL PRESTRESSED  
HOLLOWCORE ASSOCIATION

# PARTICIPANTS IN ALPHABETICAL ORDER

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TAKE YOUR NOTES

Marcin Klosa  
Olli Korander  
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# Welcome to the IPHA Sales and Marketing Seminar

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## Seminar programme

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## Welcome to the IPHA Sales and Marketing Seminar

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### THURSDAY 25th

09:00	Registration
09:30	Welcome by IPHA Jordi Pujol, President of IPHA's Marketing Committee
09:45	Hollowcore sales arguments against other construction methods Olli Korander, Finland
10:30	How to sell Hollowcore in Middle East Countries Hani Al A'Ali and Michael Pedersen (BPC Group, Bahrain)
11:15	Coffee Break
11:45	How to sell Hollowcore in Nordic Europe Teis Hedemand (Contiga, Denmark)
12:30	How to sell Hollowcore in Eastern European Countries Zoltán Vass and Szilárd Dubrovsky (Ferrobeton, Hungary)
13:15	Lunch
14:30	How to sell Hollowcore in Latin Countries Leandro R. Amador (Generale Prefabbricati, Italy)
15:15	Open discussions
16:30	Technical guided visit to La Sagrada Família ( <i>more info on page 8</i> )
20:00	Host Dinner at Restaurant òleum

### The Conferences main theme Sales process in the different regions

All the speakers will follow the following structure in their presentations:

- Potential and target customers
- Getting enquiries
- Offer: Quote format, delivery channel
- Quote chasing
- Negotiation
- Customer loyalty



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### Olli Korander Finland

Olli Korander has been involved in precast business since 1978. He was a member of Executive Committee and Managing Director of Consolis Technology and also board member in several Consolis companies. He has been active in different international organizations (BIBM, IPHA, FIB), board member in BIBM, IPHA and Finnish Standardisation Organisation. Since 2012 he's also advisor for precast construction related companies and board member in Polarmatic Oy.



### Teis Hedemand Contiga Tinglev A/S, Denmark

This leading Danish producer and installer of precast concrete elements is owned by NPG, a conglomerate of the Nordic concrete element concern **Contiga** and the element division from Heidelberg Nordic. Established more than thirty years ago, the company employs 420 staff and labourers and produces concrete elements for family houses, office buildings, hotels and industrial buildings.



### Hani Al A'Ali and Michael Pedersen BPC Group, Bahrain

Established in Bahrain in 1977, **BPC Group** is fully owned by the Haji Hassan Group, which is a conglomerate of manufacturing and trading companies. The Group was established with the purpose of manufacturing and supplying all types of precast concrete components. Following its success in Bahrain, the company later built operations in Dubai (1993), Abu Dhabi (2002) and Qatar (2002) and is the leading precast concrete supplier in the Gulf Region.



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### Zoltán Vass and Szilárd Dubrovsky Ferrobeton, Hungary

**Ferrobeton** is one of the largest companies in Hungary producing concrete and reinforced concrete elements and is a key player in the prefabrication of reinforced concrete in Hungary. As a member of the international CRH Group, Ferrobeton is a stable and reliable partner for even the greatest challenges.



### Leandro R. Amador Generale Prefabbricati Spa, Italy

**Generale Prefabbricati** is owned and managed by the Pecetti family. The company has over 60 years of history in the precast concrete and reinforced concrete industry with a commercial focus on special products. It has five factories strategically located all over Italy, three of them running hollowcore slabs production.

This strong experience along with its design expertise and the compliance to international quality standards has made Generale Prefabbricati one of leading Italian producers in the prefabrication sector and has affirmed its position as national market leader in the hollowcore slab manufacture.



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### FRIDAY 26th

09:00	A new vision on B2B sales, rethinking Sales Management (Part 1) Jaime Castelló (ESADE, Spain)
11:00	Coffee Break
11:30	A new vision on B2B sales, rethinking Sales Management (Part 2) Jaime Castelló (ESADE, Spain)
13:30	Lunch
14:30	Strengths and Weaknesses of the webpages of IPHA members Marc Ribas (Multiplica, Spain)
16:30	Open discussions

### ESADE Conference main theme

#### A new vision on B2B sales, rethinking Sales Management

Sales have become more complicated. Today B2B customers, in all sectors and industries, demand more and better from the sales teams: more and better knowledge, more and better adaptation, more and better follow through...and all this can be overwhelming.

How do sales teams cope today with the increasing demands of customers? How do sales teams respond and become more effective? In this practice-oriented workshop, we will explore new concepts and tools derived from academic research and from leading sales team's experience to respond to the demands of today's customers and to win more sales in an increasingly complex environment.

### Multiplica Conference main theme

#### Strengths and Weaknesses of the webpages of IPHA members

The main goal of the talk is to inspire the audience to use digital channels to have a greater appeal to their customers and generate more leads for the company. Marc will explain how to use digital channels to approach new customers and how it might be done in the future, showing best practices of concrete companies or other industries which represent the ideal website.

In the second part will focus on improving the current websites of each company participating in the IPHA meeting, which will be analyzed on three axes: focus on selling, product & service presentation and contact & conversion.



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## ESADE

ESADE is an international academic institution with over fifty years of history. The main asset of this school is people: faculty members and professionals who nurture reflection, dialogue, projects and initiatives to ensure excellent education, pioneering research and a valuable contribution to social debate and transformation. Its key mission is to train individuals to become highly-competent professionals fully aware of their social responsibility. They promote education and research through their Law School and Business School with a firm commitment to intellectual rigour, critical analysis and academic excellence.

ESADE has forged deep-rooted ties with the business, economic and social sectors as a platform for education and innovation, as a benchmark research centre and as a stage for reflection and dialogue. Actively seeks out innovative solutions to the challenges of human resource and knowledge management, corporate innovation and globalisation, entrepreneurship and corporate social responsibility, as well as the solution of legal problems related to new business challenges.

ESADE has a strong expertise in the delivery of programs for Multinational Corporations. Understanding the strategy requirements and vision for the future, they can support its implementation through the development of critical capabilities.

ESADE is today the 8th Worldwide provider of International Executive Education Programs (as ranked by the Financial Times) and develops high-impact customized programs for their customers.



**Jaime Castelló**  
Professor of Marketing Department

- Global leader of the Sales and Key Account Management knowledge cluster (ESADE)
- Working towards his Doctorate Business Administration (Kingston University, London)
- Director of the Executive Masters in Marketing and Sales in Madrid



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## Multiplika

Multiplika purpose is both simple and complex: wants to be the best in persuading and converting the visitors into customers. They believe the digital world is more about science than about intuition, that's why they think that the most important factors in their strategy are advanced analytics and continuous testing. In their field of work, the company gives the most guarantees when it comes to converting users into clients.

Multiplika has a lively and fast-growing presence with 10 offices around the world, including their U.S. hubs in San Francisco, Boulder and Miami, and 120 Digital Artisans (as they lovingly call them) working daily with hundreds of clients.

Multiplika has more than 200 professionals and around 850 projects in their backs and more than 350 companies that have worked with them in the 17 years of history as a company. With presence in Barcelona, Madrid, Mexico City, Medellín, Santiago de Chile, Lima, Bogotá, Miami, San Francisco and Buenos Aires, they are founding partners of the Global Conversion Alliance.

Multiplika's optimization approach reimagines the world of full-service digital marketing. They craft online experiences that accelerate marketing results and blow conversion rates, turning users into customers, and customers into brand evangelists. Because they don't just increase your bottom line, they redefine it.



**Marc Ribas**  
Managing Partner

- With almost 20 years of professional experience, he is passionate about creating digital products with a great user experience
- He has worked for top companies for several industries: Self Bank, Thyssen Museum...

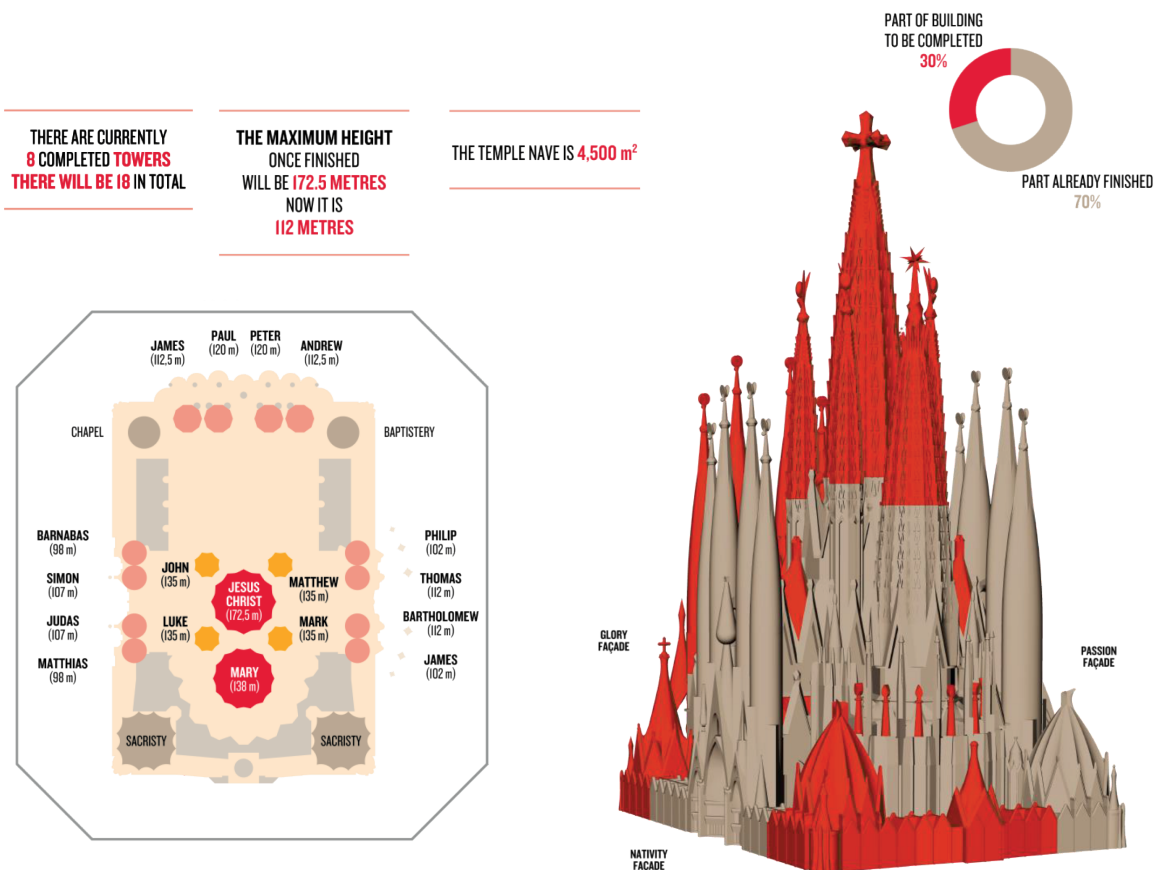
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### Visit to La Sagrada Família Barcelona from the highest point

Construction on The Sagrada Família began on 19 March 1882. In late 1883, **Antoni Gaudí** (1852-1926) was commissioned to take over the work, a task he continued until he died. Several architects have carried on the works following Gaudí's original plans. Since 2012, **Jordi Faulí** has held the position of head architect. Jordi and his team are working towards 2026, when construction is expected to be completed.

An Institutional Relationships member will welcome the IPHA Group to facilitate our access. A guided tour focused on the architecture and the values of the Basilica will take place explained by an official guide. This **special visit** includes one hour guided tour through the Nativity Façade, the Passion Façade and the interior of the Basilica. Once the visit is finished, Mr. Mauro Cortés, architect of the Project Department, will undertake a **technical conference** showing us the highlights of the construction progress of the Sagrada Família.



# PARTICIPANTS BY COMPANY

## **ASA CONS ROMANIA**

Bogdan Bulgaria  
Andrei Ianos

## **ASA EPITÖIPARI KFT**

Berezvai Attila

## **BASF**

Nicoletta Zeminian

## **BPC GROUP**

Hani Al A'Ali  
Michael Pedersen

## **CONSOLIS POLSKA**

Konrad Czarnota  
Marcin Klosa

## **CONTIGA TINGLEV**

Kenneth Bjerg  
Teis Hedemand  
Ilona Pilgaard  
Karsten Rewitz

## **CPI WORLDWIDE**

Holger Karutz  
Michael von Ahlen

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## **DUBAI PRECAST LLC**

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## **ECHO**

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Geert van Loven

## **FERROBETON**

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Zoltán Vass

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## **HOLLOW CORE CONCRETE**

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## **IPHA**

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Carsten Friberg

## **I-THESES**

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Gian Piero Gagliardi  
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Chun Wei Yeoh

## **NORLAND BETEONELEMENT**

Svein H. Noestdal

## **PEIKKO**

Molli Nyman  
Gregor Schabrun

## **PRECAST SOFTWARE ENG**

Susanne Schachinger

## **PREFABRICATS PUJOL**

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Jordi Pujol

## **PRENSOLAND**

Alex Caravaca  
Maite Masso

## **SENSOHIVE TECHNOLOGIES**

Thomas Juhl

## **SPANCRETE MACHINERY CORP**

Karl Schulz

## **SPIROLL**

Michel Aalto  
Edward Birkhead

## **STRUSOFT**

Fredrik Arheden  
Mikael Holm  
Paul Rehn  
Nikolaj Stephansen  
Paul Tate

## **TECHMART INTERNATIONAL**

Ed McAleer

## **TREANOR PUJOL**

Harvey Marchbank  
Ian Treanor

## **TRIMBLE**

Toni Kamula  
Tero Kautto

## **UPC DUBAI**

Ciaran J. Kearns

## **UPC QATAR**

Wayne G. Hardman

## **VIBROCOM**

Alejandro H. Lazzari

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