



Australian Industry and Press Release

Gemcell Joins IMELCO

Gemcell, Australia's leading independent electrical wholesaling group is delighted to announce that it has joined Europe's largest consortium of independent electrical wholesalers, the International Marketing Group **IMELCO S.p.r.l.**

IMELCO, based in Hanover, Germany represents eleven European independent wholesale groups with a total turnover of 5.7 Billion Euros. Established 18 years ago **IMELCO** brings together business partners from different countries to one table, enables the exchange of experiences and negotiates a common framework for terms and conditions.

IMELCO sees **Gemcell** as a strategic partner as it continues to expand globally, further ensuring that independent wholesale operators are at all times competitive in the 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 Chairman of **Gemcell**, Mr. Rod Harvey, emphasises: "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."

IMELCO's 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."



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

Gemcell looks forward to a long successful and mutually rewarding association with **IMELCO**.

Links: www.gemcell.com.au
www.imelco.de