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## The leading wholesale cooperation MITEGRO strengthens its management Hanover



Next to Holger-Andreas Straßer who was appointed Managing Director of MITEGRO on February 1, 2020, the management of the wholesale cooperation was reinforced with Mirco Rode as the second Managing Director as of December 1st 2020.



The 44-year-old Mirco Rode has been working in different management positions in wholesale and retail companies with a strong connection to the installers for more than ten years. During this time, he successfully managed an organization for handicraft services and merged two purchasing cooperatives to become one of the largest national wholesalers for the finishing trade.

### ABOUT MITEGRO

MITEGRO GmbH & Co. KG is a market-leading cooperation of 12 medium-sized and owner-managed electrical wholesalers in Germany and Austria, based in Hanover.

The shareholders with 30 branches and more than 200 sales outlets deliver a wide range of products to the electrical trade, electrical retail and industry.

MITEGRO supports the affiliated electrical wholesalers with marketing and sales promotion, digitalization and IT concepts, training courses and seminars, with centralized settlement and through contracts with industry to strengthen their market position and competitiveness.

**For further information:**  
**[www.mitegro.de](http://www.mitegro.de)**

### ABOUT IMELCO

Headquartered in Brussels - BE, IMELCO is a member-owned group of electrical wholesaler organizations across Europe, Australia, Russia and North America.

Established more than 25 years ago, IMELCO brings business partners from 22 countries to one table, enabling the exchange of experiences and facilitating a common framework for the success of individual members and the group at large.



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