

HANOVER / JUNE 23RD, 2021

For the outstanding collaboration throughout 2020, ABB determines RAEC as the best distributor within the IMELCO group

RAEC, the national association representing IMELCO in Russia, has been announced the winner of the first edition of the ABB IMELCO Distributor Award. The contest was arranged by the Global Distribution Management of ABB and included all member organisations, in all IMELCO countries.

ABB truly believes in the importance of partnering with IMELCO and national associations that helps to deliver exceptional customer experiences and promote vendor products and solutions in the best way possible.

Russia, Spain and Germany formed top 3 IMELCO ranks.

21 countries were assessed to define the winner of the IMELCO ABB Distributor Award. ABB took into account the results of the inner questionnaire survey and the factual results of 2020 cooperation.



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 30 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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HANOVER / JUNE 23RD, 2021**RAEC is ranked world number 1 ABB partner in 2020**

The local ABB Sales and Channel Managers assessed their collaboration with IMELCO. Points in question were the way both sides elaborate joint strategies and action plans, set up different networks, exchange know-how and work together in the day-to-day business to further strengthen the partnership. An internal Customer Support Team rated some KPIs to measure the added value provided by IMELCO members.

The ultimate RAEC performance is the result of the following factors:

- Unified solution center for commercial questions
- Education and cooperation with RAEC University
- Cooperation with RAEC Unified Database
- Centralized sell out system from associated wholesalers
- The highest IMELCO KPI achieved by the Association for the last 3 years



Viktor Svintsov
Executive Director, RAEC

RAEC and ABB communication shows the highest level among all the European vendors that are RAEC business partners.

The RAEC brand manager coordinates the ABB marketing programs, targets focus and fills up range products, implements the budget goals and controls all commercial arrangements between vendor and members. RAEC University takes responsibility to educate employees. A program was established to train different level of specialists - from beginners to experts. The training is also a necessary element to certify our partners.

For further information:
raec.su



Sergey Chernetsov
Head of channel sales, ABB

With many distributors now members of the Russian IMELCO branch RAEC, we have a long history of cooperation that goes back more than 20 years.

After RAEC joined the IMELCO Association, many business questions had transitioned to a new and more high-quality level.

ABB offered to RAEC a specific incentive beside individual programs for participants. This was intended to achieve extra growth and to foster information exchanges.

For further information:
abb.com

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