

ORGANIZER

EuroTransportMedia
Verlags- und Veranstaltungen-GmbH
Handwerkstraße 15
70565 Stuttgart, Germany

Event Location:
ACHAT Plaza Frankfurt/Offenbach
Ernst-Griesheimer-Platz 7
63071 Offenbach am Main, Germany
www.achat-hotels.com/hotel/offenbach

Cooperation partner:
DEKRA Automobil GmbH
Handwerkstraße 15
70565 Stuttgart, Germany

CONTACT/PRICES

Gerlinde Braun
Event Management
EuroTransportMedia
Verlags- und Veranstaltungen-GmbH
Handwerkstraße 15, 70565 Stuttgart, Germany
Phone +49.711.784 98-14
Fax +49.711.784 98-46
E-Mail veranstaltung@etm.de

Regular price: 299,00 € + VAT for attending get-together and congress,
incl. catering and conference material.

Special rate for lastauto omnibus and trans aktuell subscribers
as well as DEKRA members: 249,00 € + VAT for attending get-together
and congress, incl. catering and conference material.

There is a room contingency that can be used for your convenience.
For reservations, please send an E-Mail with the keyword „UEF2020“,
to Elisabeth Serwe, ESerwe@hotelreservation.de.

**FOR MORE INFORMATION &
RESERVATION**

www.eurotransport.de/uef20



USED EQUIPMENT
Forum 2020 trans aktuell lastauto omnibus

Successful Marketing for Used Commercial Vehicles

from
expert
to
expert

- **Marketing Strategies**
- **Construction Machines**
- **Digital Marketing Platforms**

17-18 March, 2020

ACHAT Plaza Frankfurt/Offenbach
63071 Offenbach am Main,
Germany



Profit from information by proven experts:

Commercial vehicle marketing is currently facing tremendous challenges. The emerging economic slowdown and trade barriers impede used commercial vehicle sales. Marketing professionals are searching for new ways to increase turnover.

INCLUDING NETWORKING- EVENT

How to continue operating successfully and how to use chances for digital platforms are topics that will be discussed at the 5th Used Equipment Forum (UEF) in Offenbach/Main. Further topics are: Take-Back Processes, Portfolio Strategies as

well as Best Practice Cases in commercial vehicles as well as bus and construction sectors.

Use this chance for intensive exchange of know-how and experiences with expert professionals.

Program:

TUESDAY, 17 March, 2020

7.00 pm

Get-together with Flying Buffet and Cocktails, Opportunity for exchange and networking, Dinner Speech

Christina Scheib, Women ambassador, BGL Süd

WEDNESDAY, 18 March, 2020

9.00-9.15 am

Welcome **Oliver Trost**, Managing Director ETM Verlag

9.15-9.30 am

Disruptive Changes in the Used Commercial Market, **Bernd Grüninger**, Member of the Executive Board, DEKRA Automobil GmbH

9.30-10.00 am

"What a turbulent market!" Ongoing changes in 2020 that may affect the sales of used trailers – a survey, **Thomas Rosenberger**, Editor-in-Chief ETM Verlag

10.00 - 10.30 am

Trends and Changes for the Used Commercial Vehicle Market (Truck, Bus, Van), **Erik Kraus-Boere**, Head of Sales Used Bus and Coach, MAN Truck & Bus SE

10.30-11.00 am Coffee Break

11.00-11.30 am

Trailer Market Europe – New and Used Vehicles, **Josef Warmeling**, Managing Director Sales, Kögel Trailer GmbH

11.30-12.00 am

Portfolio Strategy Purchase and Sales Used Trucks, **Sebastian Winkler**, Manager Pre-Owned Germany, Iveco Magirus AG

12.00-2.00 pm Lunch Break

2.00 - 2.30 pm

Electrification of used diesel commercial vehicles, **Robert Reisenauer**, Head of Sales, e-troFit GmbH

2.30-3.00 pm

End-to-End market places for the future of business, **Michael Rohmeder**, CEO, equippo AG

3.00-3.30 pm

Dialog: Tradus digital market place and its value-added features for clients – recent developments since 2019, **Joost Goedhart**, Sales Lead Europe, Tradus, and **Thomas Rosenberger**, Editor-in-Chief ETM Verlag

3.30-4.00 pm

Dialog: How a Start-up with innovative ideas revolutionizes the market, **Torsten Sentis**, Founder/CEO, BIDaTRUCK, and **Thomas Rosenberger**, Editor-in-Chief ETM Verlag

4.00-4.15 pm

Final Speech & Summary, **Matthias Stenau**, Global Key Account Director, DEKRA Automobil GmbH