



Press release

Trend congress for the sun shading industry

Warema presents knowledge in a new format

An exclusive, customisable event offering more information than ever before: Warema's first trend congress for the sun shading industry set new standards in knowledge exchange and continuing education, providing true inspiration. The new format was a resounding success: around 120 trade partners compiled their own programme from the many sessions on offer and seized the opportunity to discuss topics currently affecting the industry.

To offer the greatest possible value to every single participant and to enable intensive discussions, Warema's Prime Platinum Partners were exclusively invited to the trend congress on 18 October, where renowned speakers from various disciplines presented their ideas on industry mega trends.

One of the speakers was Tina Teucher, an expert in sustainable management, who explained how companies can reinvent themselves. Strategy coach Udo Herrmann addressed the perennial issue of skills shortages and offered some inspiration on finding and retaining employees. Best-selling author Umberta Andrea Simonis explained how service culture in skilled trades can be enhanced with digital marketing concepts. Three workshops offered participants a change of perspective as well as a chance to talk to Bernd König, owner and general manager of the plumbing and heating company Vitus König, and learn about Warema's digital marketing and digital tools.

Angelique Renkhoff-Mücke, Warema's Chief Executive Officer, says: 'It was important for Warema's first trend congress to be a superb event offering high-quality content for our Platinum Partners.' She continues: 'Our focus was to create a platform where new solutions can be developed to transform the industry. We don't just want to talk about where the future of skilled trade is going; we also want to provide the best possible support for our Prime Partners along the way.'



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