



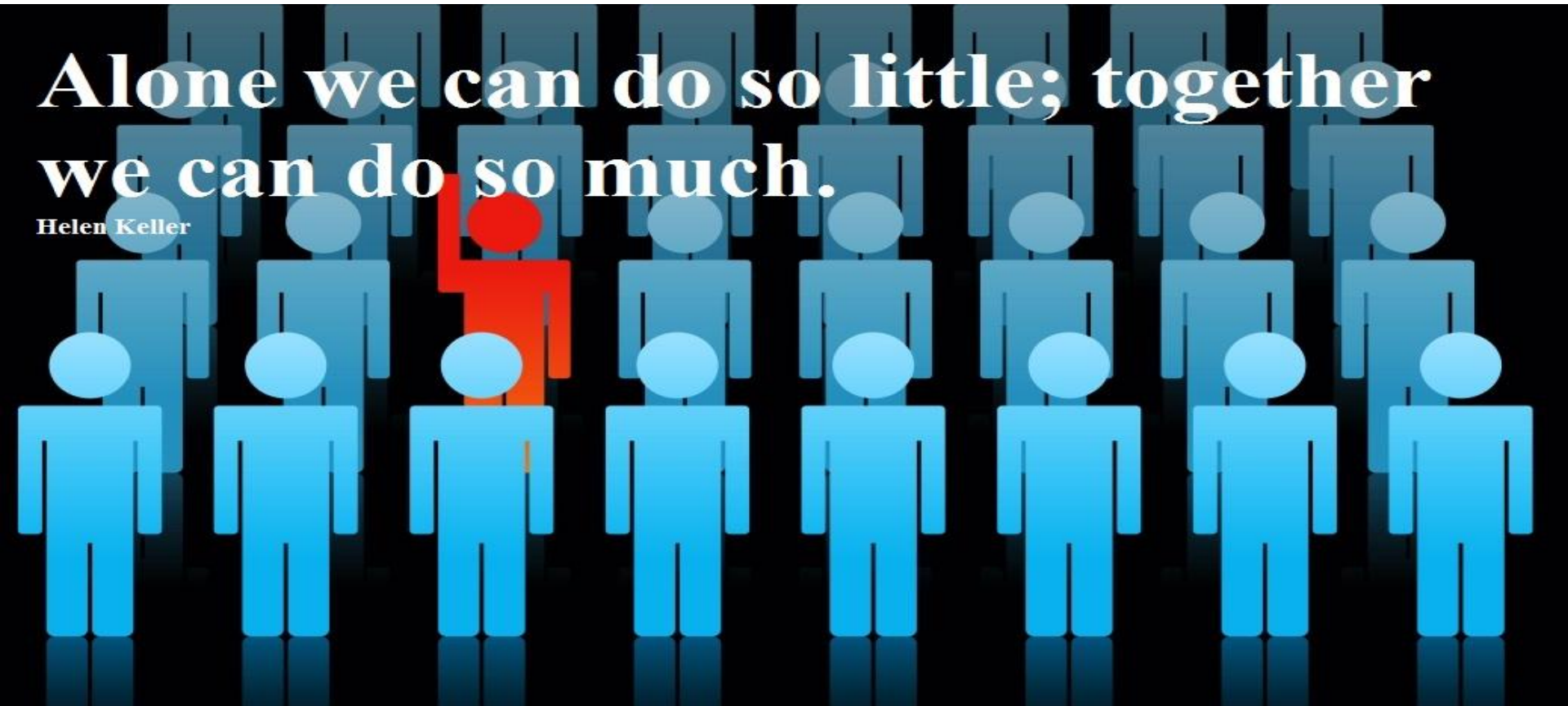
02.03.2016

1st National Congress of Distributors of Building Materials
Ukraine

First Challenge

**Alone we can do so little; together
we can do so much.**

Helen Keller



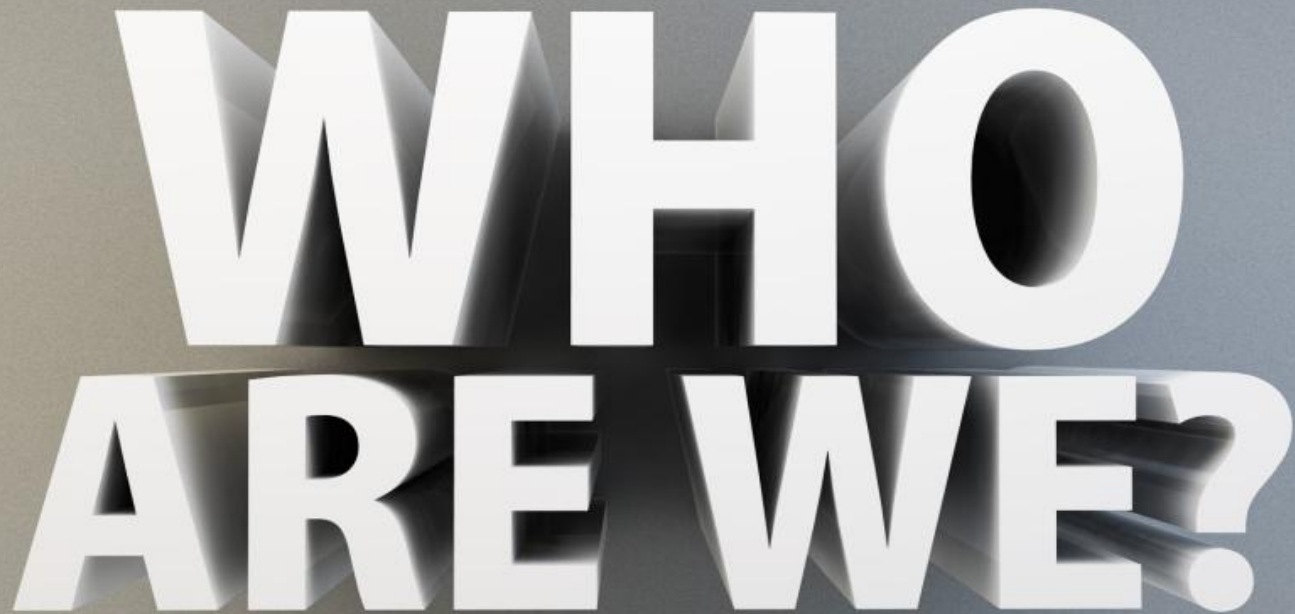
To share Best Practices

First Challenge



Ufemat is a platform to exchange and to share Best Practices between the members.... We have and we will get all cases of success relating to the building material sector, and spread them between our members.

Second Challenge



WHO
ARE WE?

...to define our identity

Second Challenge



...it will be impossible that our businesses survive competing face to face with big groups which can spend huge amounts in advertising or can buy better than us due to their economies of scale.

Second Challenge



Our Identity should be:

“Professional Merchants of Building Materials”

Third Challenge



When we speak about digital area our business mind suddenly goes to Ecommerce concept, but it is not only this concept. **Ecommerce is a part of the digital area... We should be deeply involved in all digital areas.**

Third Challenge



Ten years ago mobile phones were used only for talking, today they are powerful small computers, **which are used for all of our clients**₈

Third Challenge



The digital world is a global world. Our market is not put in under the same pressure as others commercial sectors by digital tools as electronics, clothing or travel, at the moment. **But when this wave arrives, and it will arrive, we must be aware of our weaknesses** 9

Third Challenge



We must share and pursue:
how to cope with the digital market

Fourth Challenge



Ufemat must be able to lead and be a reference to the EU for the project horizon 20/20 in the building sector

Fourth Challenge



...the industry and distribution work very closely together as we are an only body and an only voice to be heard solidly and to capture the EU Administration's attention

Thank you very much