



Annual Report 2021

A word from the Chair of the Board	3
Key themes in 2021	5
A brighter employment outlook	7
An effective campaign for young people	8
Training days for students	8
A donation to Aalto University	9
Multifaceted training for members	9
Igniting digital product information	10
A unique product database	11
Active compilation of statistics	12
Impactful networks	13
Operations guided by cooperation groups	14
Diverse cooperation in Finland	14
Active international involvement	14
Responsible advocacy	15
The association and its administration	16
Honorary members of the association in 2021	17
Well-being through Electricity – Vision for 2030	18
Renewed and more effective communication	18

Electricity in the air

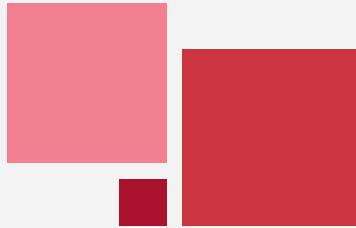
In 2021, the value of wholesale sales of electrotechnical products was higher than ever before. Solutions that promote energy efficiency and building automation were needed and used widely in both new and renovation construction.

We have actively influenced national and EU legislation, focusing on carbon neutrality and fossil-free transport. This enables us to ensure business opportunities for companies in our sector. The year was also characterised by the increasing popularity of electric vehicles. The sales of charging devices grew rapidly, and we started to compile statistics on their sales volumes. Information about a labour shortage coming in the future cast a shadow over the commercially successful year. Our work to improve the situation continued in collaboration with other operators in the field. Our national and international networks showed their strength in promoting our key goals.

It was another year of the pandemic, and remote work challenged us to reinvent ourselves. It was also the year of our 90th anniversary: our membership grew, and we now have 92 member companies. We also have a new managing director and more effective ways of working. We provided high-quality training, and our advocacy work is stronger than before.



MARTTI FORSS
Chairman of the Board



Despite the coronavirus pandemic, the value of the wholesale of electrotechnical products in 2021 was EUR 1,145 million. The growth in the fourth quarter 15.9% higher than in the previous year. The value of sales is around 50% higher than fifteen years ago, even if economic fluctuations are taken into account.

Our statistics on the sales volumes of charging devices for electric vehicles attracted wide interest. The sales of property-specific charging devices increased steadily, at a rate of around 10,000 charging points per quarter. In total, the annual device sales covered 43 365 charging points.

Work to secure labour

After a commercially successful year with a high level of activity, a shortage of skilled labour may become a bottleneck in the future. To overcome this challenge, our sector expects active improvements in the education system and the regulation of labour immigration. We also contributed to improving labour availability: in the autumn of 2021, we started the *Invisible Power* campaign (Näkymätön voima -kampanja), a joint project of

three organisations in cooperation with the Promotion Centre for Electrical Engineering and Energy Efficiency (STEK) and the Electrical Contractors' Association of Finland (STUL).

The *Invisible Power* campaign shows to young people and people planning to change careers what work is like in the electrical sector and what kind of career opportunities are available. For example, our member companies in imports, exports and wholesale offer a diverse range of jobs, in addition to electrical installation and contracting – which are probably the more familiar side of our sector to many people. Through this multi-year campaign, we are seeking to ensure that we continue to have highly competent and motivated colleagues.

New power for advocacy

The Finnish Electrotechnical Trade Association celebrated its 90th anniversary in the autumn of 2021. Fortunately, the pandemic situation allowed us to convene on two occasions: the anniversary of the association, which we celebrated in the Olympic Stadium facilities,

and the 50th anniversary of our product information service.

Tarja Hailikari retired in February 2021 as an honorary member of the association, after having coordinated its operations for two decades. We welcomed our new managing director, **Sallamaari Muhonen**, whose selection reflects the need to focus increasingly on advocacy in our sector.

With climate change, many developments in national and EU legislation are related to business opportunities in our sector, and we want to have an impact on these developments and trends together.

A growing and expanding membership

Many new members joined our association in 2021, including Merilux, Purso, SG Armaturen, Tele-Tukku and Wiha Werkzeuge. Welcome!

MARTTI FORSS
Chairman of the Board

Key themes in 2021



Work towards the EU Batteries Regulation. We prepared a statement on the EU Batteries Regulation through the European Union of Electrical Wholesalers (EUEW). Member of the European Parliament Elsi Katainen organised an online discussion for Finnish interest organisations on the Batteries Regulation. We participated in this discussion, and we also commented on the proposed regulation when it proceeded to Katainen's team.

Clean vehicles. We issued our statement to the Ministry of Transport and Communications on the EU Clean Vehicle Directive during its preparation phase. When the law entered into force in August 2021, we wrote several opinion pieces on the topic for leading regional newspapers. This enabled us to attract municipal decision-makers' attention to the planning and procurement of the charging infrastructure required to achieve the objectives of the law. We also organised a discussion on the topic with representatives of the Association of Finnish Municipalities, whose general newsletter covered the event.

The significance of electric motoring. During the year, we wrote several opinion pieces on the significance of electric motoring for increasing emission-free kilometres. Our pieces were published in major newspapers and magazines, such as *Helsingin Sanomat* and *Talouselämä*.

Municipal elections in the summer of 2021. For the municipal elections, we chose five focuses that

we communicated to candidates across party lines through party headquarters, online publications and social media posts.

Reform of the Land Use and Building Act. After a long period of preparation, the reform of the Land Use and Building Act was released for comments as the proposed Zoning and Building Act. In our statement, we emphasised the role of digitalisation and product information. We succeeded in having two opinion pieces published, under the headings *Electronic product information as a foundation for digital construction* and *Digitally green properties through automation*.

Decree on the climate assessment of buildings. We issued a statement on the proposed Decree of the Ministry of the Environment on the climate assessment of buildings.

A roadmap for fossil-free transport. We expressed our views on reducing greenhouse gas emissions from transport when the Ministry of Transport and Communications presented a roadmap for fossil-free transport.

Energy efficiency and carbon-neutral construction. We participated in advocacy work as a collaborative member of the Electric Heating Forum, expressing our views on energy efficiency and carbon-neutral construction to experts of the Ministry of the Environment. We met advisers of the Minister of the Environment and preparatory experts of the Ministry of the

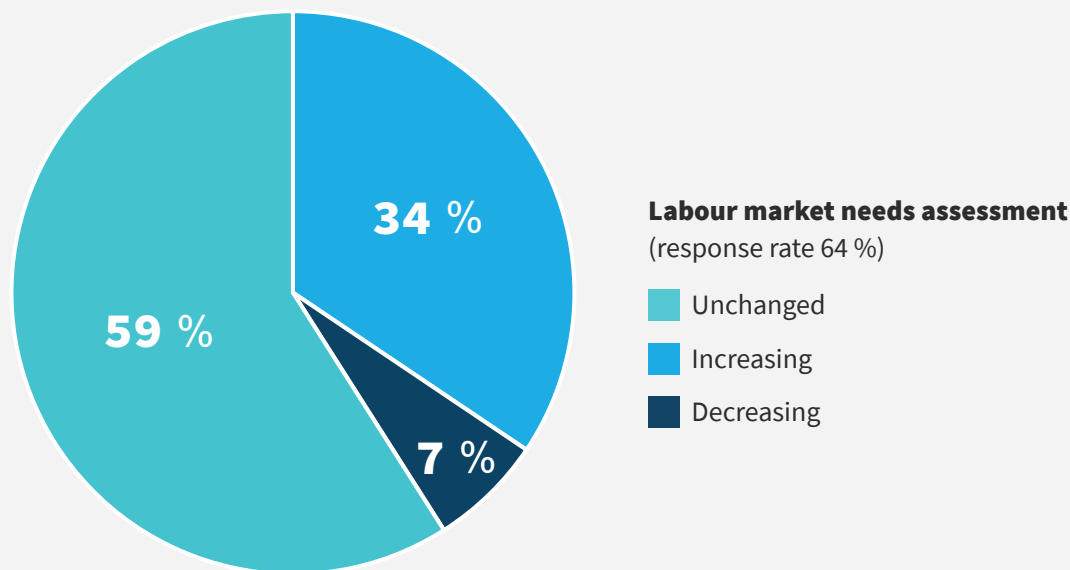
Environment online to discuss the renewal of energy efficiency regulations and the draft Government Decree concerning subsidies for owners of single-family houses to abandon oil heating.

Updating the Energy Performance of Buildings Directive. In December, the European Commission published its proposal to update the Energy Performance of Buildings Directive. Following the proposal, we organised a discussion event with experts of the Ministry of the Environment and highlighted the perspectives of our sector on the Commission's proposal.

The importance of product information for the circular economy. We used our influence through the European Union of Electrical Wholesalers (EUEW) by producing an article on the importance of product information for the circular economy. Our article, *The circular economy can be built on existing databases and standardised product data*, was published on the EUEW website and in the EUEW newsletter. Our managing director was invited to represent the EUEW in a panel discussion on the same theme for an international audience. The discussion was part of Wholesale Day, an online seminar organised by Eurocommerce on 3 June 2021. The managing director of the Finnish Electrotechnical Trade Association was also invited to participate in a panel discussion on sustainability and leadership in connection with the EUEW annual meeting in Barcelona in November.

A brighter employment outlook





In 2021, we started to collect information about labour availability for our member companies, as well as about retirement and summer jobs, for example. The results of the survey conducted in the spring immediately revealed that the need for labour is high and will continue to be so in the future. We are monitoring the situation by means of a survey carried out every six months.

An effective campaign for young people

We seek to contribute to improving labour availability. In cooperation with the Promotion Centre for Electrical Engineering and Energy Efficiency and the Electrical Contractors' Association of Finland, we started a

campaign to reach young people aged 13–15 in the autumn. Four professionals were chosen to represent the *Invisible Power* campaign on TikTok and Instagram and at events. In the autumn, we reached out to young people in our department at the Studia event at the Messukeskus in Helsinki.

The campaign is intended to run for several years, and its funding will continue at least until the end of 2022.

Training days for students

In the spring and autumn of 2021, we organised training events on electrical building services for students of universities of applied sciences.

Electrical Building Services as a Business, training event, 29 April 2021

PROGRAMME AND SPEAKERS

- The role of wholesale in the supply chain – Martti Forss, Managing Director, Onninen
- Career paths in commerce – Elina Savolainen, Service Director, Onninen eCommerce and Digital Services
- The role of the manufacturer in the supply chain – Juha Majamäki, Marketing Director, Prysmian Group Finland
- The role of the importer in the supply chain – Olli Heinonen, CEO, UTU
- What is STUL? – Satu Vallden, Director, Sales and Marketing, the Electrical Contractors' Association of Finland (STUL)
- What does the role of the contractor involve? – Jarmo Töyräs, Business Director, LSK

PARTICIPANTS (TEAMS): 45 STUDENTS

- Metropolia, Helsinki and Vantaa
- Tampere University of Applied Sciences (TAMK)
- Satakunta University of Applied Sciences (SAMK), Pori

Electrical Building Services as a Business, training event, 10 November 2021

OHJELMA JA LUENNOITSIJAT

- The role of commerce – Lasse Kalmi, CEO, Rexel Finland
- The role of the manufacturer – Simo Kettunen, Sales Manager, Katko
- The role of the importer – Mikael Lukka, Country Manager, SG Armaturen
- The role of the designer – Tuomas Hormu, Electrical Designer, Sitowise Group Oyj
- The role of the contractor – Pekka Huhta, CEO, Sähkö-Huhta

PARTICIPANTS (TEAMS): 46 STUDENTS

- Metropolia, Helsinki and Vantaa
- Tampere University of Applied Sciences (TAMK)
- Satakunta University of Applied Sciences (SAMK), Pori

We have also published training materials on our website for students in the electrical field on using our product information service as part of electricians' work.



A donation to Aalto University

The Finnish Electrotechnical Trade Association has made a multi-year commitment to the further development of education and research in smart building services and smart buildings. The joint donation of EUR 1 million from various associations enables Aalto University to establish a position for a professor of practice in the field and start a graduate school focusing on smart buildings.

Multifaceted training for members

During the year, we organised free monthly half-day training sessions on updating product information. We held 20 training sessions, of which 18 were implemented through Teams.

- Product information training (Sähkönumerot.fi), 10 times, 55 participants
- Product information training (ETIM), 10 times, 44 participants

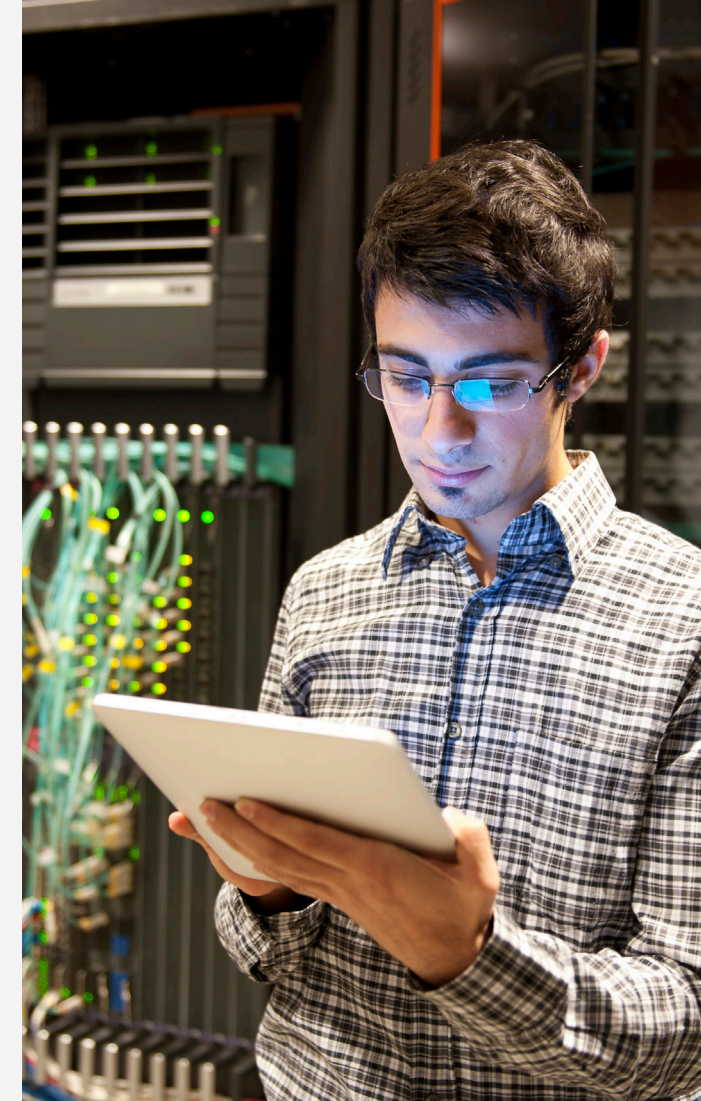
In addition, we held three training sessions for our member companies:

- ABB, around 30 participants
- SLO, around 20 participants
- Hedtec and Hedengren, around 10 participants

We also organised need-based online training for companies: PMFlex (Sweden), 3M (Poland, Sweden), Gewiss (Italy), Fluke (Poland, England).

In addition, we market suitable courses from the offering of the Association of Finnish Technical Traders to our members.

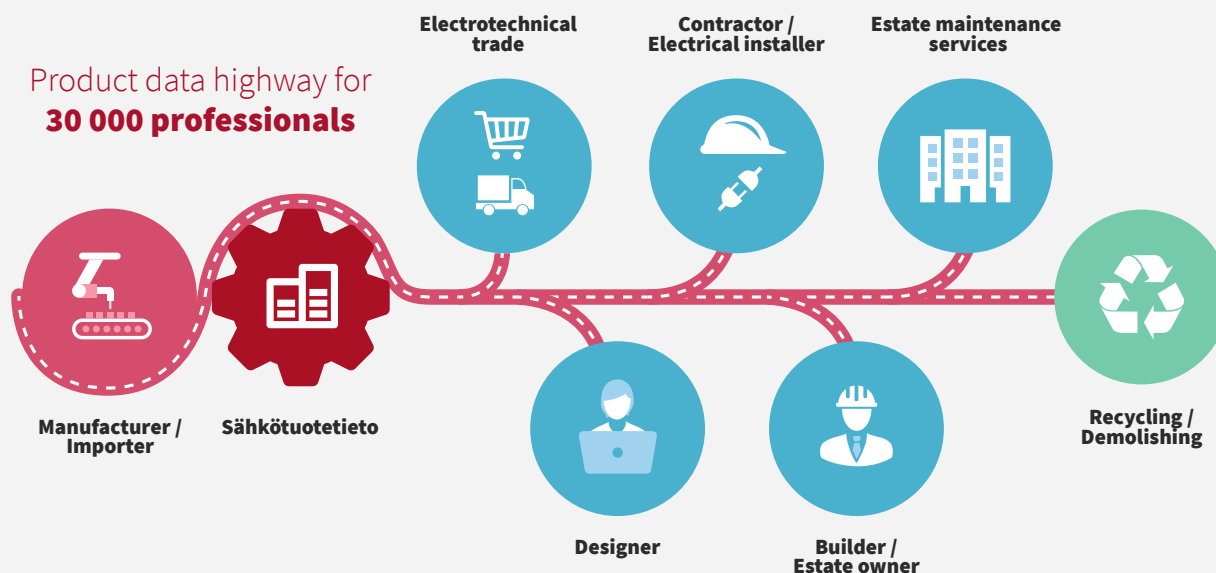
In February, the Finnish Electrotechnical Trade Association, Tukes and SGS Fimko organised a webinar on CE markings for electrical products for people in various roles in the sector.



Igniting digital product information



KRISTA MIKKONEN
Minister of the Environment
and Climate Change



A unique product database

In the electrotechnical trade sector, the entire supply chain – manufacturers, importers, wholesalers and electrical contractors – uses a common digital product numbering system maintained by STK-Tietopalvelut, a wholly owned company of the Finnish Electrotechnical Trade Association.

The product numbering system (Sähkönumerot.fi) is a major hub for product information. It ensures that product information is automatically accessible wherever it is needed in the real estate and construction sectors.

We organised a series of three webinars on product information in the construction industry in the spring in cooperation with Talteka. Its implementation was supported by the Ministry of the Environment. During the series, property owners and property maintenance professionals, among other experts, shared their expectations and experiences concerning the use of product information. The series opened with an address by **Krista Mikkonen**, Minister of the Environment and Climate Change.



MEKA PRO OY



Meka Pro was recognised for its excellence in updating product information in 2021.

Active compilation of statistics

In addition to compiling biannual wholesale statistics, we began to collect information about the sales of charging devices for electric vehicles in 2021. We compiled statistics based on the sales figures of 15 manufacturers and importers in the electrotechnical sector. These statistics complement the statistics on public charging points and indicate the development of charging at home and in the workplace in particular.

Impactful networks



Operations guided by cooperation groups

Our association has several cooperation groups in which our member companies are represented. The cooperation groups provide sectoral guidelines on topical matters to be implemented by the office of the association.

The product information management steering group convened twice during the year, on 29 April 2021 and 7 October 2021. Representatives from eight member companies and experts from the office of the association were present at both meetings.

The cable group did not meet during the year, because there were no changes to the product code system in progress that would have required the industry to take a stand.

The lighting group met once, on 11 May 2021. The meeting was held online, with participants from 19 member companies, in addition to experts from the office of the association.

The electrification sector advocacy group, in which we serve as the moderator, also includes representatives from organisations and educational institutions. It convened four times during the year.

Diverse cooperation in Finland

The managing director represented the Finnish Electro-technical Trade Association on the Board of Directors of the Finnish Foundation for Education and Research in the Electrical Sector. In a webinar on product code development held by Building Smart Finland, our managing director gave a speech on the Sähkönumerot product code system and the related online service.

The Association of Finnish Technical Traders held online discussions and status reviews for its advocates weekly in the spring and twice a month in the autumn.

We held informal quarterly online discussions on topical matters with representatives of the Finnish Hardware Association (Rasi), the LVI-Info.fi database of HVAC products and the Finnish Association for Manufacturers of Prefabricated Houses. With Finnish Building Services Industries and Trade (Talteka), we held a series of three webinars on building product information and its use in the spring.

With Tukes and SGS Fimko, we organised a webinar on CE markings for electrical products for people in various roles in the electrical sector. Under its new secretary general, the Electric Heating Forum (SLÄMF) increased its operations. The Finnish Electrotechnical

Trade Association cooperated actively with the forum, organising discussions with experts of the Ministry of the Environment.

KNX Finland invited our managing director to speak at its annual meeting about communication.

Active international involvement

The European Union of Electrical Wholesalers (EUEW) convened online during the spring. Its annual meeting was held as an on-site event in the autumn. The EUEW held monthly Advocacy Call online information sessions on current themes. In addition, the President of the EUEW consulted its member associations by means of one-to-one telephone conversations once in the spring and once in the autumn.

The technical committee of ETIM International convened virtually during the spring season. The organisation's annual meeting was held in Barcelona in the autumn.

We held a virtual meeting with representatives of our Nordic sister associations in the spring, and we also met during a day of negotiations in Stockholm in November 2021.

A close-up photograph of green pine needles, likely from a spruce or fir tree, filling the right side of the frame. The needles are sharp and vibrant green, with some brownish tips. The background is a soft, out-of-focus green, suggesting a forest setting. The text "Responsible advocacy" is overlaid on the left side of the image.

Responsible
advocacy



The association and its administration

The Finnish Electrotechnical Trade Association had 92 members at the end of the year. Merilux, Purso, SG Armaturen, Tele-Tukku and Wiha Werkzeuge joined the association in 2021. Sähkö-Lahti resigned from the association.

Our Board of Directors consists of **Matti Forss** (Chair, Onninen), **Mikko Mäkäräinen** (Vice Chair), **Tomi Muurinen** (Vice Chair), **Olli Heinonen**, **Markus Eronen**, **Isto Lehmusvuori**, **Jani Vahvanen**, **Mika Höijer**, **Lasse Kalmi** and **Juha Majamäki**.

Mikko Mäkäräinen, Mika Höijer, Juha Majamäki and Tomi Muurinen were re-elected for a three-year term at the autumn meeting. Markus Eronen resigned from the Board at the end of 2021. The autumn meeting elected **Janne Silvennoinen** (Boreo) to replace for the remaining period of 2022-2023.

The spring meeting of the Finnish Electrotechnical Trade Association was held as a virtual meeting. The guest speaker was **Tuomas Saraste**, Partner at HPP Attorneys and an expert in competition law. At the spring meeting, the recently retired managing director of the association was invited to become an honorary member.

Sallamaari Muhonen took over as the new managing director. In 2021, the office of the association had two employees in addition to the managing director: **Katri Huhtinen** and **Jarmo Raninen**. These experts mostly worked remotely during the year.

We were able to hold our autumn meeting at the Olympic Stadium, to celebrate the 90th anniversary of the association. The guest speaker was **Olli Rehn**, Governor of the Bank of Finland, who presented an overview of the current economic situation.



OLLI REHN
Governor of the Bank of Finland

The autumn meeting decided that the membership fee for 2022 will be the same (EUR 1,700) for member associations of all sizes, and that no initial membership fee will be collected.

HONORARY MEMBERS OF THE ASSOCIATION IN 2021

- **Johan Granberg**, Senior Adviser, Industry
- **Tapio Jouhki**, Senior Adviser, Commerce
- **Timo Luukkainen**, MSc (Tech.)
- **Christian Nordman**, engineer
- **Hendry Nystén**, business college graduate
- **Mauri Saarinen**, MSc (Tech.)
- **Pekka Sallinen**, Senior Adviser
- **Markku Siivola**, MSc (Tech.)
- **Tarja Hailikari**, Master of Laws; LL.M, MSc (Econ)



Well-being through Electricity – Vision for 2030

Well-being through Electricity – Vision for 2030 is an initiative signed by five organisations in the electrification sector (the Finnish Electrotechnical Trade Association, the Finnish Association of Electrical Designers and Engineering Offices, the Electrical Contractors' Association of Finland, the National Electrotechnical Standardisation Organisation and the Promotion Centre for Electrical Engineering and Energy Efficiency) and numerous corporate supporters. During the year, we convened three times to create the next vision for the electrification sector, because we had noticed that the original vision goals had been achieved almost completely over the past twelve years.

Because of the pandemic, the traditional spring event was organised as an online seminar. It attracted a large group of people to listen to addresses by **Ville Niinistö**, Member of the European Parliament, and **Terhi Vapola**, Vice President, Helen Ventures. The online event was hosted by **Mervi Kallio**.

Renewed and more effective communication

The communication cooperation group convened four times for a virtual or hybrid meeting. The group consists of representatives of the member companies of the Board of Directors of the Finnish Electrotechnical Trade Association. The group consulted various experts at its meetings:

- 4 May 2021 – **Kari Tervonen**, Omnicom media agency: the media environment for B2B marketers
- 17 August 2021 – **Sari Kuvaja**, Director, Sustainability Services, Third Rock: starting sustainability work in companies
- 4 November 2021 – **Irmeli Mikkonen**, Senior Expert, Motiva: the Green Deal as a way to reduce the use of plastic membranes in construction

In the spring of 2021, we revamped our website and newsletter, as well as the *Sähkönumerot.fi* newsletter, to ensure more active and effective communication. During the year, we compiled and delivered 11 newsletters to our members and subscribers. In the autumn,

we started to inform the employees of our member companies more extensively about the opportunity to subscribe to our newsletter.

We produced nine *Sähkönumerot.fi* newsletters, some of which were targeted only at the needs of self-service users, while some were delivered more widely through marketing distribution.

The *Sähkönumerot.fi* product information service for professionals in the electrification sector had 10–12 advertising spots in a carousel on the front page. These spots had more than 80,000 displays per month on average, with up to 1,000 clicks per month and an average of 250 clicks per month. Our member companies receive a 50% discount on the price of an advertising spot.

In customer and consumer communications, the Finnish Electrotechnical Trade Association supported Find an Electrician, a project run by the Electrical Contractors' Association of Finland. ■

