

# BEAMA

continuously  
making an impact  
for members

Why BEAMA membership is a must...



# Proactive, forward-thinking...

## **Celebrating its centenary in 2005, BEAMA is a well-established and respected trade association for the electrotechnical sector.**

The BEAMA of 2008 is an innovative, forward-thinking, proactive organisation operating on a UK, Europe-wide and global level.

### **Relentless drive**

The association has continually evolved throughout its first 100 years, but one thing has remained constant – a relentless drive to improve members' business interests.

This has resulted in an impressive track record of achievements in standardisation, policy influence, sector marketing and bespoke projects tackling market barriers.

### **Louder, single industry voice**

2007 saw BEAMA re-launched as a single association to make best use of its talented people across all sectors, and to speak to Government and regulators with a louder, single, industry voice.

It was a sound move, making considerable sense from the perspective of the changing marketplace where convergence in building services blurred the once clear line of distinction between technologies.

### **Joint market solutions**

In the 21st Century, it's no longer obvious that particular products will continue to follow the traditional route to market, and many members now see themselves as collaborators to develop joint market solutions.

In the light of the UK and European sustainability agenda promoting a range of environmental directives and regulations, plus the threat to our markets from cheap non-compliant products entering the supply chain, BEAMA is now even more proactive on behalf of its members.

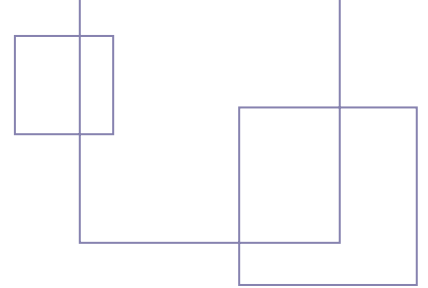
### **Support, guidance**

Unlike many trade associations, BEAMA views itself as an external department of its members' organisations, offering valuable, practical support and guidance – from Board level interaction to indirect and general association management and contact.

A successful, proactive trade association such as BEAMA gives industry the essential elements of informed control and representation it requires, allowing individuals to share knowledge and ideas for market growth.

## BEAMA

# Be informed, be in control become a BEAMA member today.



## BEAMA services

**BEAMA Statistics:** committed to confidentiality in creating bespoke statistics schemes for member and non-member groups.

Services include providing regular market statistics (based on member company data), contract price adjustment clause and formulae, labour and material cost indices, contract price adjustment advisory service.

**BEAMA International:** plays a leading role in the promotion of export opportunities for the electrotechnical industry, organising on behalf of members and industry a wide portfolio of overseas exhibitions.

BEAMA is an accredited Trade Organiser for the UK Trade & Investment Scheme.

Missions and exhibitions feature events in Europe, Japan, Middle East, Russia and South East Asia.

**BEAMA Legal:** provides guidance and advice for member companies and associations, information, legislation monitoring and lobbying, contract conditions and legal training seminars.

**BEAMA Directives and Standards Policy:** lobbies on behalf of member interests, providing information and advice on sector legislation and standardisation.

The BEAMA Directives and Standards Policy Committee is the flagship policy committee influencing EU directives such as LVD (Low Voltage Directive), EMC (Electromagnetic Compatibility Directive), WEEE (Waste from Electric and Electronic Equipment), EUP (Energy Using Products) and their standards and conformity assessment issues.

BEAMA's influence on EU and UK legislation affecting members' interests is enhanced via its membership of Orgalime - the European engineering industries association – the number one lobby towards the Commission and Parliament on issues affecting the electrotechnical sector.

For UK electrotechnical manufacturers the route to Orgalime is through the BEAMA network.

**BEAMA Consulting:** offers research, consultancy and project management services to BEAMA members and others. It is dedicated to providing high quality services to members and others in areas related to the electrical sectors, drawing upon the extensive experience of the BEAMA team.

It is especially well placed to coordinate projects involving multiple participants, governments and funding agencies.

The division is actively engaged in projects funded by Government, industry and the European Commission.

# BEAMA benefits

## BEAMA members benefit from its unparalleled range of services and expertise encompassing:

- Networking resource within the industry/product sectors
- Ideas generation/facilitation of cross membership communal groups
- Representation on policy and issues to Government and EC
- Collective influence on policies (eg quality assurance, product certification/approval, contract conditions)
- Links with European companies highlighting economic/commercial trends, technical developments, emerging EU initiatives
- Participation in national/international standardisation activities
- Unique cost efficient, added value specialist services
- Up-to-the minute feedback on legislative/contractual and market issues, industry statistics
- Strategic alliances – UK/Europe
- Development of industry-based policies on technical issues

## Representative work

### In the field of European product legislation, BEAMA has been lobbying successfully - effectively and always responsibly.

The constant aim is to secure practicable legislation at European level, ensuring high standards of product safety and environmental improvement - without impeding free trade, and while minimising bureaucratic burdens, which add cost without benefit in these important areas.

### Successes...

- Working with UK Government to ensure the implementation of the WEEE and RoHS (Restriction of Use of Certain Hazardous Substances) directives in the UK with sensible scopes - saving members from having to pass on to their customers through higher prices significant compliance costs disproportionate to any environmental benefits.

BEAMA is currently engaged in the WEEE/RoHS revisions seeking to ensure that 'fixed installation' continues to fall outside of the scopes.

- Keeping Low Voltage Directive-regulated products out of the Construction Products Directive's bureaucracy.
- Working with regulators to achieve best cost-effective results in implementation of the Energy Using Products Directive - an ongoing, current exercise.

BEAMA's effective representative work covers a broad spectrum of industry-impacting legislation, standards and policies.

### New approach

No European legislation can ever be regarded as 'finished' - review and revision are constantly on the table. BEAMA ensures vigilance is necessarily maintained even after initial successes.

After a long haul, the review of the 'new approach' - the model used as the basis for product design and marketing legislation in the EU since 1985 - has completed its first major revamp with the approval by the European Parliament of the 'marketing of goods' package.

Throughout, BEAMA's aim has been to see improvements to those aspects which have been neglected to the detriment of the overall safe functioning of the European internal market.

The new legal requirement on member states to put more resources into more systematic market surveillance is welcome - without disrupting the good results in terms of free circulation of safe products, already achieved under the 1985 reference to the standards-based legislative model.

### Standards and certification

BEAMA's high level engagement with the standards-making infrastructure at national, European and international level, furthers the objective to have free trade in compliant (quality, safety, health, environment) products. Strategic representation for maximum influence is BEAMA's watchword.

To amplify the industry's voice, BEAMA has placed itself at the heart of the activities of the European association Orgalime, and with the European Sector Committees focussing on specific product areas.

### Transmission and Distribution Europe

BEAMA has continuously played a significant role in the two traditional high voltage product co-ordinating committees: Capiel HV (for high voltage switchgear) and COTREL (for power transformers).

The association has provided the Secretariat for COTREL. Its web site was serviced by BEAMA and the COTREL material indices was provided by BEAMA's Statistics Department.

BEAMA also chaired the WG Directives, which provided a specific HV interpretation of the implications of directives.

BEAMA played a leading role in the 2008 formation of Transmission and Distribution Europe to replace Capiel and COTREL.

The aim is to provide market focus rather than being technology-led, linking to the representation services of Orgalime.

Members can now benefit from an enhanced, well focused representation in Europe, and the association will continue supplying specific services for this important European grouping for the high voltage sector.

# Working in partnership

## BEAMA members benefit from the association's excellent network of partnerships and formal relationships...

### Supply chain relationships

Working with the Electrical Distributors Association, the Electrical Contractors Association and its Scottish equivalent SELECT, and the Electrical Safety Council, BEAMA has pushed the agenda for its members' products.

Issues such as Smart 'intelligent' housing, sustainability and anti-counterfeiting, along with the safety agenda, are hot topics for the supply chain.

It is vital, when appropriate, that manufacturers continue working with contractors and distributors on joint initiatives for training, marketing, guidance development and lobbying.

### Related sectors

With many members active in the heating and low and zero carbon technology sectors, BEAMA's ongoing membership and working relationships with the Heating and Hotwater Information Council and Micropower Council proves invaluable.

Joint lobbying, sharing of policy position statements and regular networking results in BEAMA members staying in touch with related sectors including lighting and cables – being able to influence the broader sector agenda.

BEAMA is also a member of the Construction Products Association – a crucial relationship as it adds strength to the ability to influence housing and planning policy, and explore the relationship between the electrotechnical sector and related industries.

### Government agencies and appointed contractors

A major BEAMA strength is its ongoing, active relationship with organisations including the Energy Saving Trust, Carbon Trust and the Parliamentary Energy Studies Group.

BEAMA is an active partner within the Energy Efficiency Partnership for Homes. The association also represents members on the Government's Microgeneration Steering Group and the British Energy Efficiency Federation.

When appropriate, BEAMA represents its members - often as a chair - on relevant government advisory committees/groups for issues including the Low Voltage Directive, fluorinated gas, building and metering regulations.

BEAMA's relationships deliver opportunities to explore options for joint government/industry funded projects.



## BEAMA - influencing policy

### Building Regulations successes

Building Regulations have the potential to significantly grow markets or threaten their existence.

Recent successes include...

- **30% growth for the domestic heating controls industry**

Since 2002, with progressive standards-setting within Building Regulations, and backed by evidence-based BEAMA representation to government, the controls industry has enjoyed 30% volume growth.

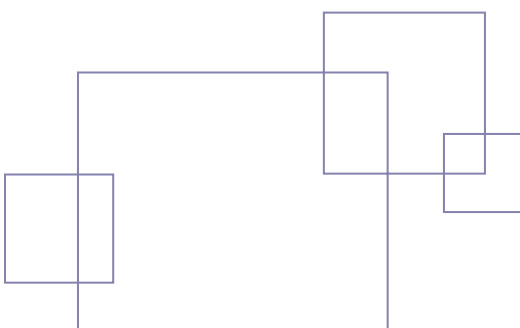
- **Preserving the electric heating industry**

During 2004, the Government published a new Building Regulations consultation. BEAMA's intervention, and the application of political pressure, prevented the closure of the domestic electric heating industry.

- **35% growth in mechanical ventilation**

The mechanical ventilation industry has seen 35% year-on-year growth in selected product sectors - due to the work of BEAMA and its members in developing a new energy efficiency product performance scheme, linked to the domestic building calculation model (SAP). The scheme rewards better-performing products for their carbon saving potential.

“...working in partnership with European bodies, has led to significant changes to proposals. Anticipated further moves should encourage carbon saving - without damaging the industry's long-term profitability.”



# BEAMA - influencing markets

## **Smart metering – empowering the utility customer**

Until around 2006, politicians and government officials only ever considered the subject of utility metering in the context of their own homes. With BEAMA applying consistent evidence-based pressure, utility metering has been discussed at the highest governmental levels.

Now, Smart meters are set for UK-wide rollout up-to and beyond 2010. BEAMA has been so influential in the UK that it has been asked to manage a new organisation in Brussels - the European Smart Metering Industry Group (ESMIG) - representing the emerging European Smart metering industry.

## **Protecting vulnerable groups and growing the market**

In the UK, with hundreds of scalding-related injuries each year, hot water safety has become an emotive policy issue.

BEAMA's thermostatic mixing valves (TMV) group has been very active in promoting mandatory TMV specification in Scotland and best practice in the rest of the UK.

Through consistent BEAMA representation, the Government is now consulting to regulate safety valves for inclusion in all new-build properties.

## **Energy using products – sensible sustainability**

The EU Commission rightly recognises that by driving higher energy using product performance standards, and phasing out inefficient technologies, great strides can be made towards the overall European carbon reduction target.

Broad brush policy needs to be evidence-checked and well focused, and the electric water heating, electric showering and heating controls sectors faced severe threat from the Energy Using Products Directive proposals (2008).

Actions by BEAMA, working in partnership with European bodies, have led to significant changes to proposals. Anticipated further moves should encourage carbon saving-without damaging the long-term profitability of affected product sectors.

## **Counterfeit products – promoting safety, preserving reputation**

Since 2000, BEAMA has operated the most successful anti-counterfeiting campaign in the electrical sector.

Using its own dedicated investigators, the Electric Dragon project has sought out, and raided, over 300 Chinese counterfeit factories of those who have illegally passed-off products under the trademarks of BEAMA members.

In China alone, over 8 million products have been seized and the open display of counterfeits at the biggest Chinese exhibitions has been stopped.

In the Middle East and Africa, distributors operating in this sizeable market have been raided, thus saving members' reputations.

The BEAMA message is clear:  
'If you rip-off BEAMA members - we will come after you...'

## **Fluorinated gas regulations – environmental protection**

The fluorinated gas regulations will have substantial impact on BEAMA members in the high voltage sector.

The association has carried out its traditional role of ensuring members are well placed to cope with changing regulations and market operating environment.

Members are kept well informed on offences and penalties legislation and certified training, and BEAMA has been active in the development of a manufacturers guide.

This activity is crucial when measured against the business cost of failing to comply with regulations.

## **Plugs and sockets – protecting the standard**

BEAMA has had a long reputation in tackling major industry issues. During the mid 90s, the European Commission made a concerted attempt to force through a European plug and socket system.

The then Commissioner saw the lack of harmonisation as an obvious sign that the Single market was not working.

Using a combination of safety and financial arguments, BEAMA created an informal coalition of European manufacturers.

Despite the best efforts of Commissioners and standardisers, this ensured the draft European standards were voted down in Cenelec - by a resounding record margin...not once, but twice.

This result continues to ensure that BS1363 plugs and sockets remain the standard in more than 40 countries worldwide – a saving so far of £50 million.

# Catering Equipment Suppliers' Association - CESA

As the voice of the UK's commercial kitchen equipment industry, CESA draws on BEAMA's UK and European strengths. Also, it benefits from the administrative and employment services it provides.

Through this 'back of house' support, the association secretariat is able to devote greater resources to member-led services – and via committees and project groups respond to member needs.

CESA's membership of BEAMA allows for collaborative influence on key national legislation issues.

BEAMA's representation within Orgalime complements the work of EFCEM (European Federation of Catering Equipment Manufacturers) as the sector representative body, which is also an Orgalime member.

CESA's own sustainability agenda operates in conjunction with the broader UK work, which BEAMA initiates.





**The LIF is the trade association for the lighting Industry. Its aims are to promote and develop the UK lighting market for the long-term benefit of its members and stakeholders.**

LIF members benefit from financial growth of the market, and ensuring a positive image for the lighting industry, most notably concerning quality, safety, compliance and environmental impact.

The association's primary purpose is to represent and promote the interests of members via lobbying and communication to Government and NGO's, the marketplace and media.

It plays a key role in determining standards and industry issues concerning compliance, quality and environment, particularly technical considerations.

LIF draws on BEAMA's UK and European strengths in lobbying and promotion, benefiting from the administrative and employment services it provides.

LIF's membership of BEAMA allows for collaborative influence on key national legislation issues, while its own sustainability agenda operates in conjunction with BEAMA's broader initiatives.

"BEAMA's work with CECED in Europe has made a major impact on proposals for the Eco Design and Energy Using Products Directive."

#### **Honeywell**

"BEAMA gives us a wider view of the business world, with guidance and advice from a well briefed team.

"BEAMA helps member companies gain an insight into the world of their own market from a different point of view. Leading or following outside influences from legislation, intellectual property rights, non-governmental and consumer organisations and developments in other parts of industry.

"The association offers statistical and legal assistance whenever necessary. BEAMA has helped the domestic heating controls manufacturers turn industry standards into national standards through building regulation legislation.

"The market has been developed in both size and value. Recent changes in the structure of BEAMA have prepared us to face the accelerating pace of change in the decades to come."

#### **Eaton Electric**

"BEAMA has proven invaluable in representing our industry's view to government, winning important victories on WEEE (Waste from Electric and Electronic Equipment), RoHS (Restriction of Use of Certain Hazardous Substances) and other legislation."

## BEAMA in action

**Members benefit in many different ways from being part of BEAMA as shown by these examples...**

#### **Schneider-Electric**

"BEAMA's anti-counterfeiting action is rightly recognised internationally as the 'Best-in-Class' campaign, recruiting many of the main patent holders like Schneider Electric."

#### **Legrand Electric**

"The BEAMA campaign against counterfeit products has provided brand holders such as Legrand Electric with a very effective additional tool in our fight to protect our Intellectual Property rights."

#### **Dimplex UK**

"The most important thing BEAMA has given to the electric space and water heating industry is a voice.

"Our industry was virtually rudderless on legislative, technical and political issues and at risk of disintegration through environmental pressures.

"BEAMA has achieved significant benefits for its members that are real and tangible. This is best demonstrated by the successful negotiations for the 2006 Building Regulations, and the important reference to electric heating in the 2007 UK Energy White Paper.

## BEAMA membership

**Losing out by not being a BEAMA member? Join BEAMA now...**

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