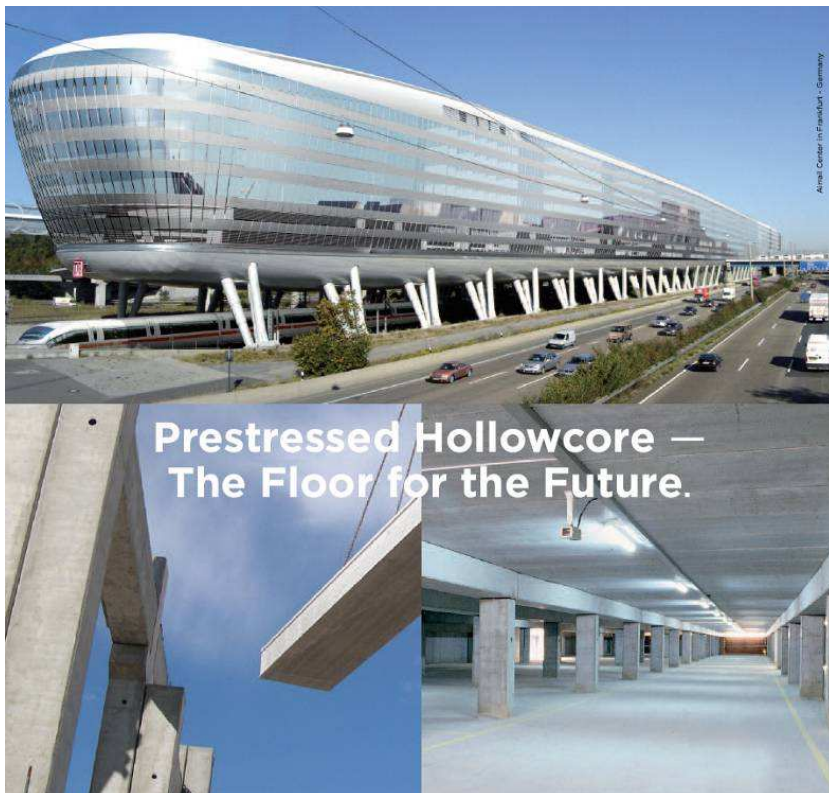


IPHA BERLIN 2013



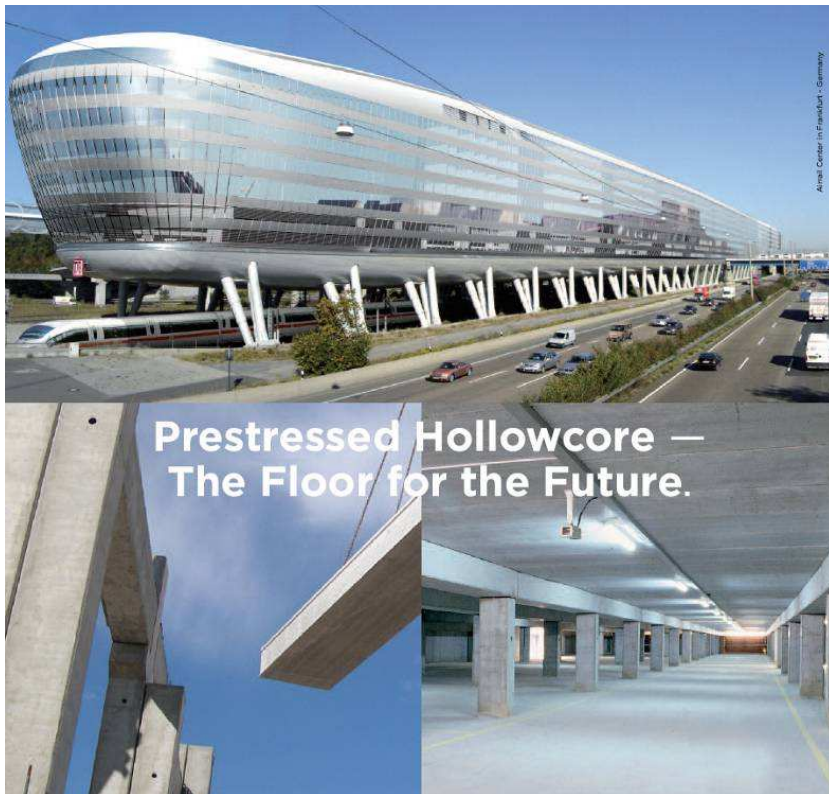
STRATEGY

=>MISSION

=>GOALS

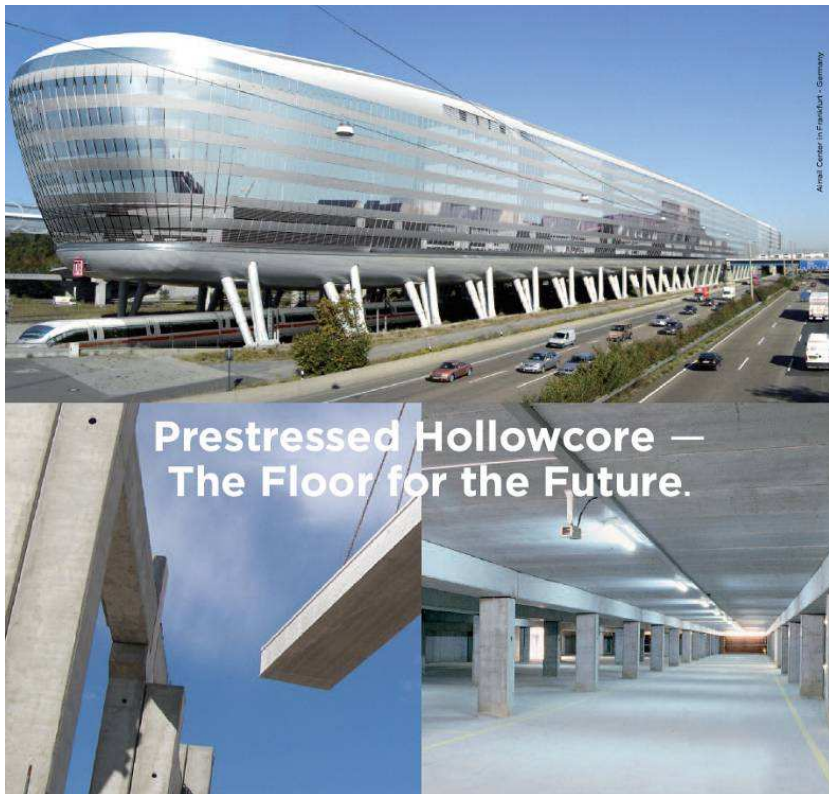
=>ACTIONS

WE HAVE DISCUSSED AND WRITTEN ABOUT THE WAY FORWARD SINCE IPHA OSLO 2011



LAST YEAR SIX BOARD MEMBERS, THE SECRETARY AND FOUR CEOs OF NON-BOARD MEMBER COMPANIES WERE INTERVIEWED. THE RESULTS WERE COLLATED, ANALYSED AND REFINED. THE FOLLOWING SLIDES ILLUSTRATE THE MAIN CONCLUSIONS, DECISIONS AND ACTIONS.

MISSION STATEMENT



Prestressed Hollowcore —
The Floor for the Future.

**IPHA'S MISSION IS TO BE THE
INTERNATIONAL CENTRE OF
EXCELLENCE FOR THE PRESTRESSED
HOLLOWCORE INDUSTRY.**

GOALS



Prestressed Hollowcore —
The Floor for the Future.

**IPHA WILL HELP THE MEMBERS TO
GROW THE MARKET SHARE OF
PRESTRESSED HOLLOWCORE.**

**IPHA WILL HELP THE MEMBERS
ACHIEVE TECHNICAL EXCELLENCE.**

**IPHA WILL INSPIRE THE MEMBERS TO
BE MORE PROFITABLE.**

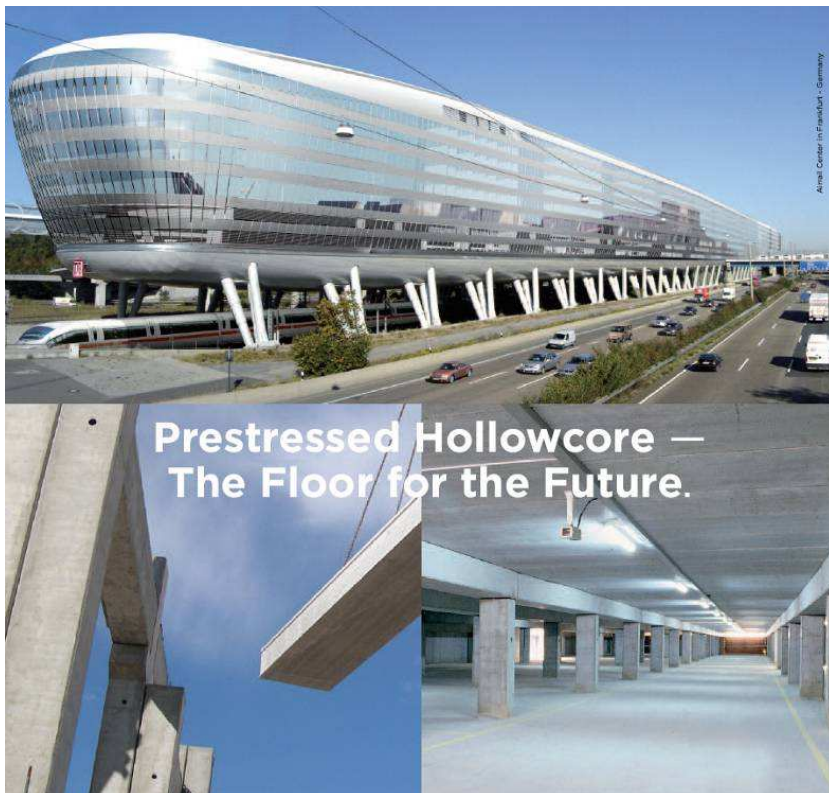
ACTIONS



**THE FOLLOWING ACTIONS ARE
REQUIRED TO COMPLY WITH THE
MISSION STATEMENT AND TO ACHIEVE
THE STATED GOALS.**

ACTION 1

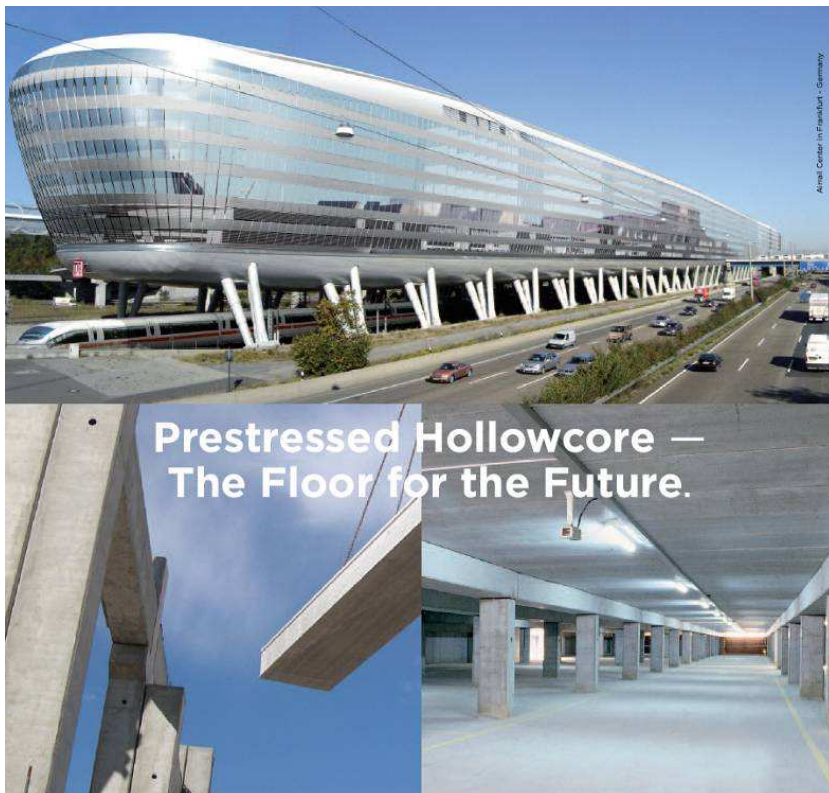
PROFILE



The PROFILE OF IPHA WILL BE RAISED BY MAKING THE WEBSITE MORE DYNAMIC, BY WRITING FEATURES ON MEMBER COMPANIES IN CPI MAGAZINE AND BY PARTICIPATION ON MEMBERS' STANDS AT INTERNATIONAL CONFERENCES AND EXHIBITIONS.

ACTION 2

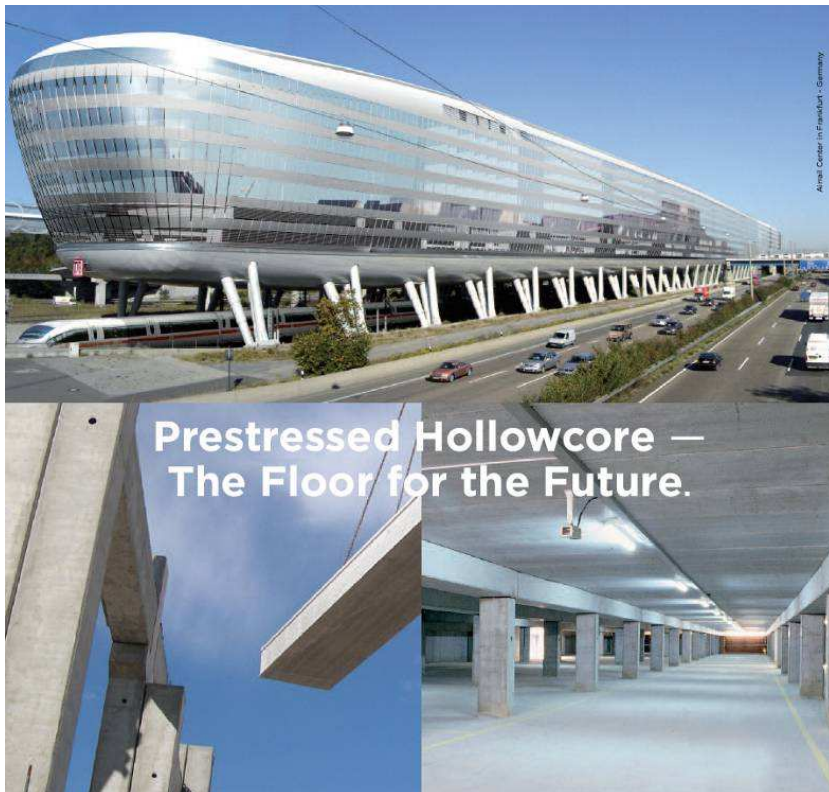
CO-OPERATION



**IPHA WILL CREATE A MEMORANDUM
OF UNDERSTANDING WITH BIBM, PCI
AND fib AS A BASIS OF A GOOD CO-
OPERATION BETWEEN THE
ORGANISATIONS.**

ACTION 3

SIZE

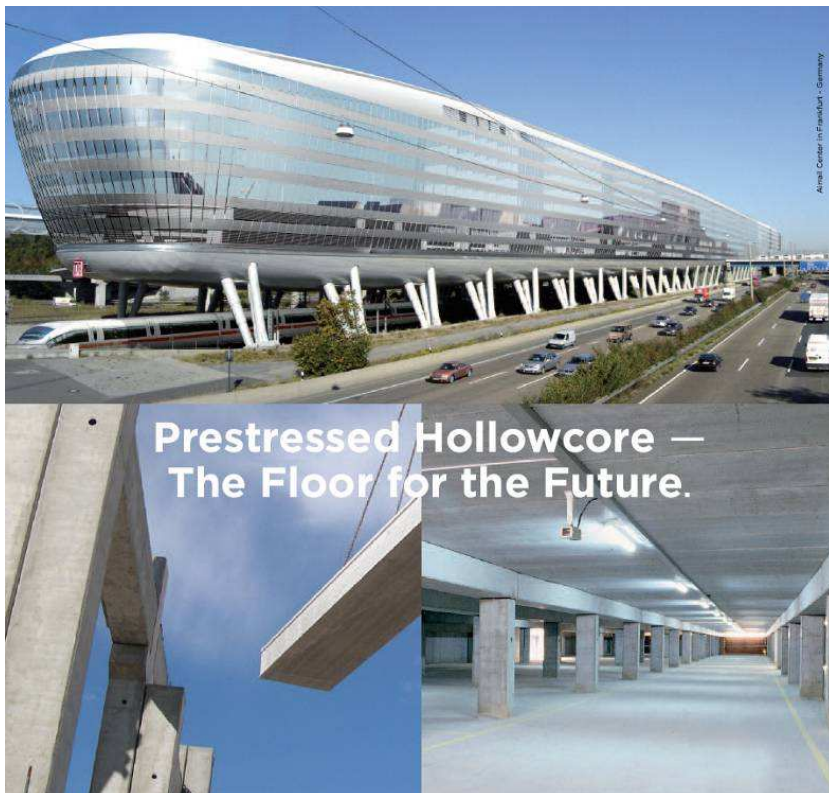


Prestressed Hollowcore —
The Floor for the Future.

**MEMBERSHIP WILL BE INCREASED TO
ADD ENERGY TO IPHA AND TO BRING
NEW INFORMATION, BOTH TECHNICAL
AND MARKETING.**

ACTION 4

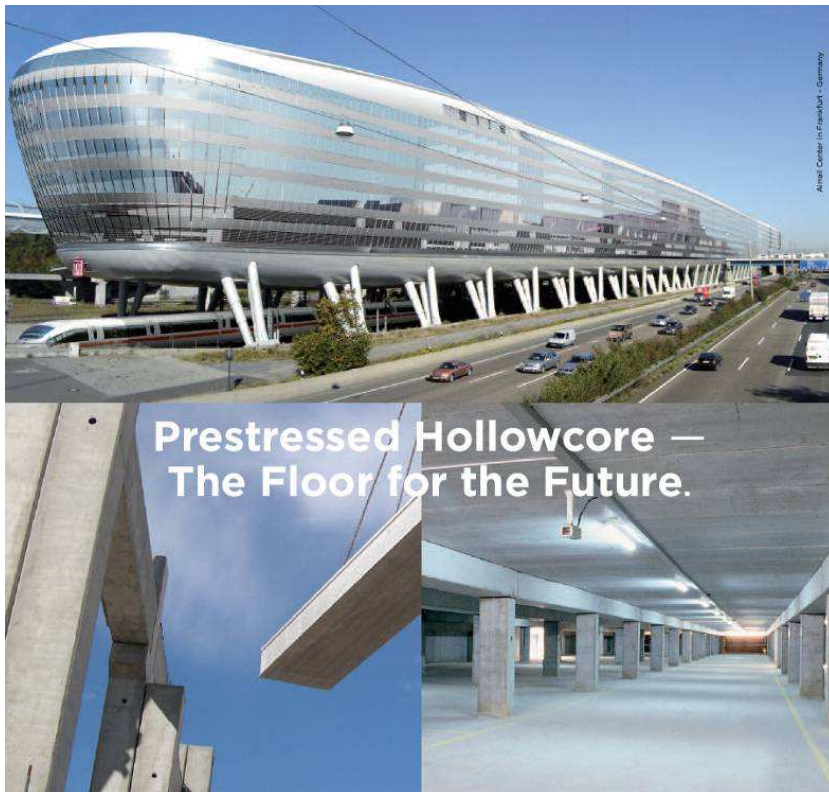
CONFERENCE



**THE ANNUAL CONFERENCE WILL BE
MAINTAINED AS THE MAIN EVENT FOR
NETWORKING ACTIVITY.**

ACTION 5

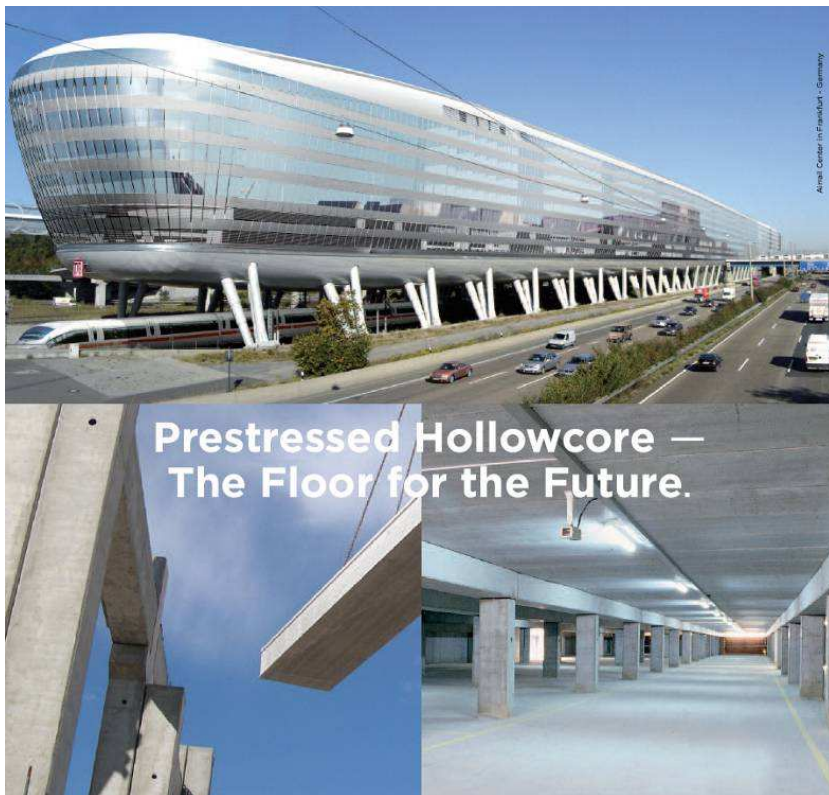
TECHNICAL SEMINAR



THE TECHNICAL SEMINAR WILL BE MAINTAINED AS A FUNDAMENTAL ELEMENT IN THE ACHIEVEMENT OF TECHNICAL EXCELLENCE.

ACTION 6

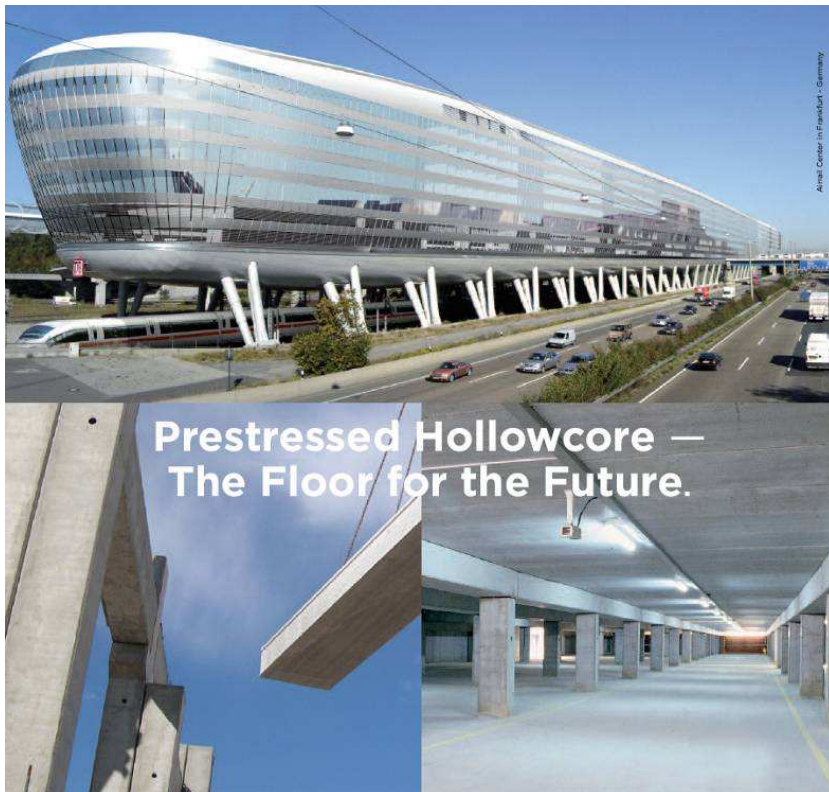
COMMUNICATION



COMMUNICATION WITHIN IPHA WILL INCLUDE THE WEBSITE, NEWSLETTER, THE PROVISION OF INFORMATION ON IMPORTANT PUBLICATIONS, THE PROVISION OF EDUCATIONAL GUIDELINES AND THE CREATION OF NETWORKING OPPORTUNITIES.

ACTION 7

REVIEW



**THE STRATEGY, MISSION STATEMENT,
GOALS AND ACTIONS WILL BE
REVIEWED ANNUALLY.**

WHAT HAVE WE DONE ?

APPOINTED AN EXECUTIVE DIRECTOR

WEBSITE

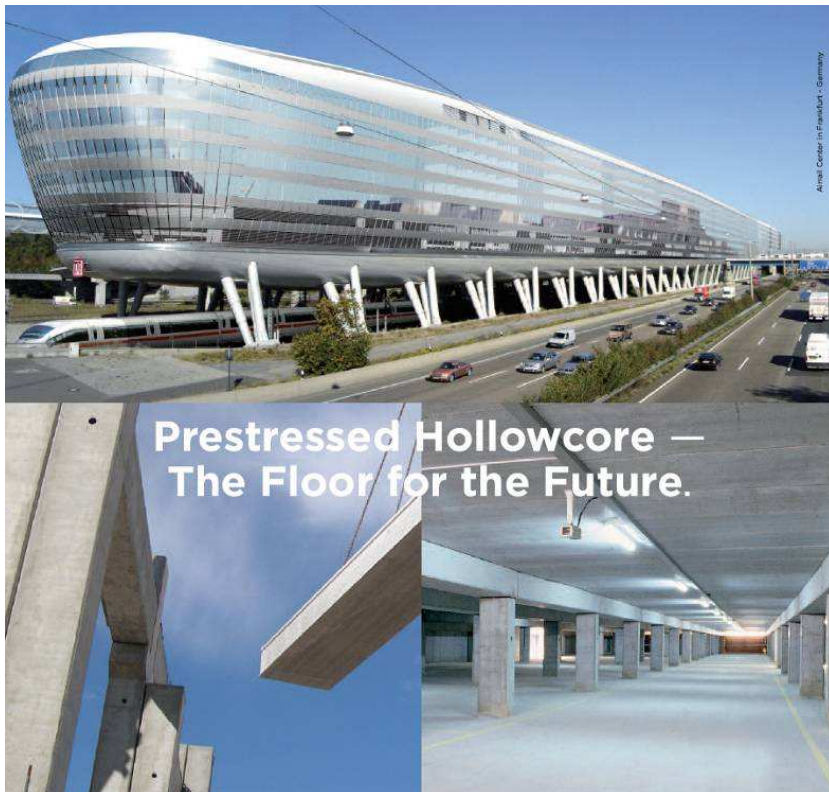
BROCHURE

ARTICLES IN CPI

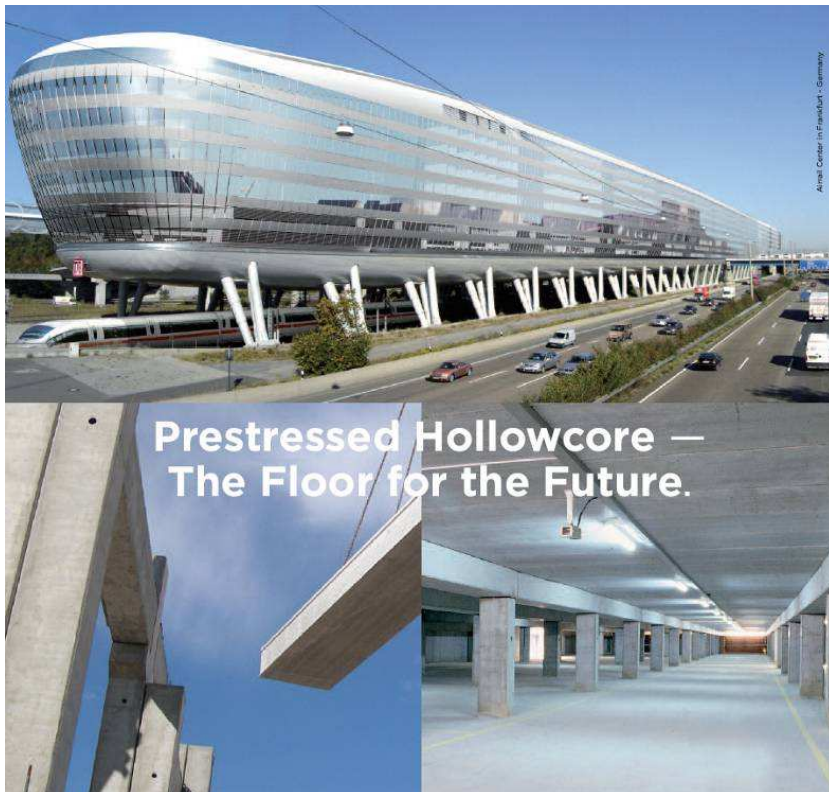
CONTRIBUTION TO HOLCOFIRE

**LOGO ON SOME MEMBERS' WEBSITES
AND BROCHURES**

EXHIBITIONS - PCI AND BAUMA



TRANSFER OF INFORMATION BETWEEN MEMBERS



TREANOR PUJOL TO SOUTH AFRICA

PUJOL TO CROATIA

TECHMART TO AUSTRALIA

OTHER ?

EDUCATION -

**- THE MOST SIGNIFICANT
ACTION TO ACHIEVE OUR
GOALS.**

**YOUNG ENGINEERS ARE VERY
WELL INFORMED ABOUT STEEL
CONSTRUCTION.**

**IN MANY COUNTRIES, THEY
KNOW VERY LITTLE ABOUT
PRECAST CONCRETE AND
VIRTUALLY NOTHING ABOUT
PRESTRESSED HOLLOWCORE.**



IPHA WILL HELP CHANGE THAT WITH

**IPHA HOLLOWCORE SUMMER 2014 -
GOOD REASONS FOR SPECIFYING
HOLLOWCORE**

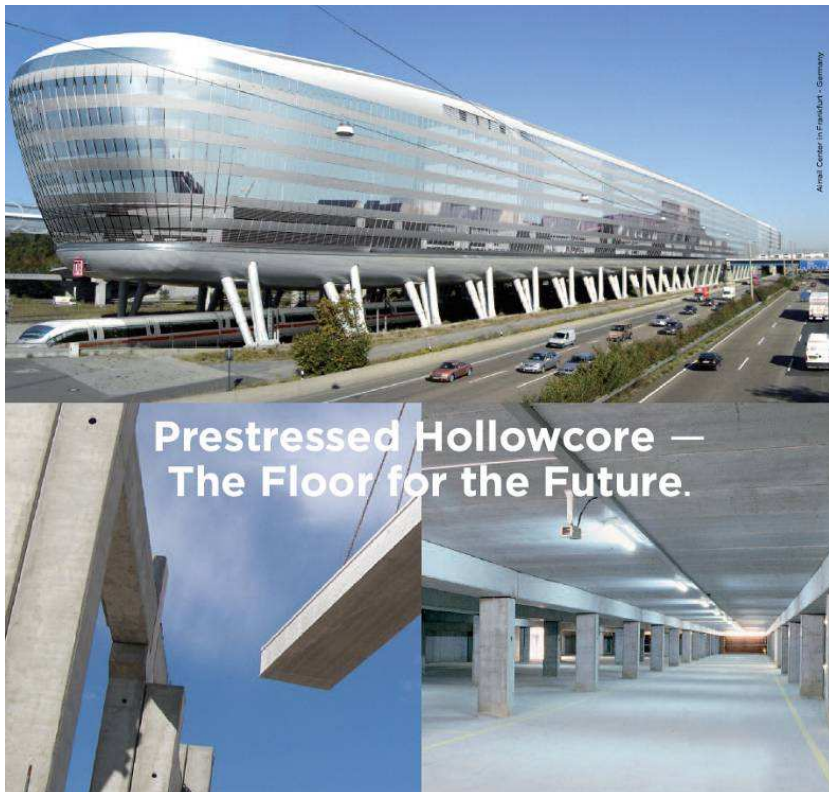
**fib GENERAL HANDBOOK ON
PREFABRICATION IN FIRST QUARTER
OF 2014**

**fib HOLLOWCORE BOOK AT THE END
OF 2014**

**PUBLICATIONS WILL BE MADE
AVAILABLE TO THE MEMBERS, WHO
WILL PROMOTE THE CONCEPTS TO
SPECIFIERS.**



TEAMWORK



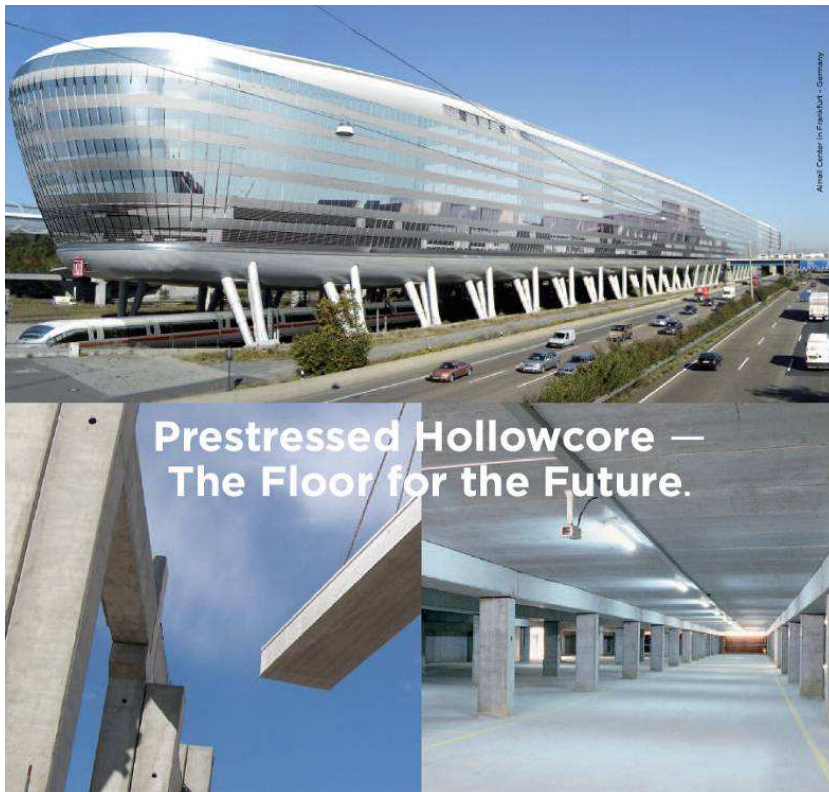
IPHA WILL PROVIDE MATERIAL, BUT IT IS THE RESPONSIBILITY OF INDIVIDUAL MEMBER COMPANIES TO BECOME TOTALLY INVOLVED IN DISTRIBUTING INFORMATION AND EDUCATING SPECIFIERS AND CUSTOMERS.

IS IT MARKETING OR EDUCATION ?

**WE HAVE HEARD IN OUR EXCELLENT
MARKETING PRESENTATIONS THAT
SUCCESS IN HOLLOWCORE IS
MARKETING, MARKETING AND MORE
MARKETING.**

WHO AM I TO ARGUE ?

**IPHA'S MOST URGENT INPUT TO
MARKETING OF HOLLOWCORE IS
EDUCATION, EDUCATION AND MORE
EDUCATION. HOLLOWCORE IS A
TECHNICAL PRODUCT, REQUIRING
EDUCATED TECHNICAL PEOPLE IN ITS
MARKETING.**



LET'S DO IT !