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**Annual Report 2013 / 2014**



***Key to a safe and secure future***

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## Table of contents

<b>Board</b>	
Letter from the president	2
The year in overview	3
<b>Sections</b>	
Security Section: Intensifying relationship	5
Fire Section: Reinforcing Euralarm's presence	7
Services Section: Driving force for future business	9
<b>Technical Committees</b>	
TC Finance & Administration: Focus on growth	11
TC Horizontal Compliance: Managing and directing information	12
TC Lobbying: Continuously improve relations	14
TC Marketing: Delivering Euralarm's message	15
Euralarm Project PEARS	16
<b>Board</b>	
Outlook and priorities	18
Board members	20
General Management	22
List of Members	23

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## Letter from the president

Dear Reader,

Let me remind you that our organisation, founded in 1970, is the largest European trade association within European fire safety and security industry.

Its 2.500 member companies, established in 17 European countries, are state-of-the art manufacturers, installers and services providers, including monitoring centers. They represent over 70% of the total European electronic fire and security market.

Their delegation is made of:

- 24 national associations
- 11 individual manufacturers

A few years ago, Euralarm extended its activities, which up to then had been purely regulatory, to lobbying in Europe and worldwide. We realised that what had constituted the core of our activities - participating in the establishment and follow-up of standards - lacked the political dimension necessary to ensure that future decisions potentially affecting our trade were made with our participation. Hence, a more public light shown on Euralarm and a necessity of transparency on our activities.

Private security has many facets: electronically detecting theft attempts and fire hazards, preventing them by the expertise of our companies, linking our installations to monitoring stations, maintaining our installations on the long term - all activities we carry out on a daily basis are among the least known. Paradoxically, they play an essential societal role. We have set ourselves the goal to maintain it as such, making sure that European homes, companies and high security premises would remain just as safe in an extended market perimeter.

Last but not least, in a highly competitive and fragmented economic world, we wish to influence the positive growth of our markets and the added value of the companies serving them. This means that we are establishing the threads of a common vision, defending values such as quality of products and services recognised by third-parties.

These we identify as the keys to prosperity in a totally open European trans-border market and to an enlightened choice for the end-user. We are proud that there is a total overlap between the values we defend and the well-being and safety of our customers.

I hope you will find our report interesting and constructive.  
I hope it will open the door to dialogue and remarks.

Best regards,

Marc Chabaud  
President



# The year in overview

## Acknowledged expert in fire safety security and services

2013 has been a busy and eventful year for Euralarm, whereby it can be said that we are now fully acknowledged by the EU Commission as the industry expert in the area of electronic Fire Safety, Security and Services. Euralarm have now established themselves as a key contributor in all relevant stakeholder meetings and workshops which are held to shape the future of the Fire Safety & Security Industry.

In 2011 Euralarm started its investment in shaping the legislative future of the Fire Safety, Security and Services industry. Euralarm had long been working on product and system standards but had not yet participated at the “Brussels” legislation level.

In March 2012 we held our first “[Breakfast meeting](#)” with both MEPs and EU Commissioners, where we had an open exchange of industry issues and priorities and where Euralarm was welcomed as “finally” having come to the table to participate in the industry dialogue that was ongoing in Brussels. This was followed up by an invitation to participate in one of the panel discussions at the EU Commission’s “[Security meets Industry](#)” conference at Essen in September following the release of its “Security Industrial Policy”.

An outcome of our many meetings with DG Enterprise & Industry (Security Research & Industry), DG Internal Market (Services Directive), DG Sanco (Fire Safety) as well as with various MEPs, including MEP Christian Ehler who has supported us at various conferences, is that although we knew our priorities well, we had nothing succinctly written that we could either circulate within Brussels or to the Security Industry in general. Our priority over the latter part of 2012 and early 2013 was to write our “White Paper” on the Security Industry outlining our key priorities and how we see the future for the industry.

Euralarm was therefore proud to launch their strategic priorities to the press at IFSEC in Birmingham 2013. The document outlined three essential strategic priorities for a competitive European security industry and a secure society:

- A Functional internal European market
  - Via a comprehensive standardization framework and legally binding pan-European certification scheme
  - Supporting full implementation of the Services Directive for fire and security services
- Ensuring the Highest Level of Security and Fire Safety for all by
  - Promoting industry capability for a Public Emergency and Alert Response System
  - Pushing for improved safety via an EU Directive on Hotel Fire safety
- Development of a vibrant and competitive European industry to compete globally

Formally writing Euralarm’s priorities in this paper, named “[Vision for a Competitive European Security Industry and Secure Society](#)“, focussed our attention to the key issues which we could participate and influence in Brussels.

In September 2013, Euralarm held its first [Fire Safety & Security conference](#) in Brussels. This was well attended by the EU Commission as well as the industry. EU Commission speakers and industry experts debated key issues including the need for pan-European Certification, the need to enable further cross border services and the continuing drive for quality through appropriate standards. Graham Willmott, Head of Unit of DG Enterprise, gave a keynote speech and welcomed Euralarm’s contribution to shaping the future of the Fire & Security Industry while MEP Christian Ehler joined in on the panel debate on the Industrial Policy for the Security Industry.

In October, Euralarm demonstrated their PEARS (Public Emergency & Alert Response System) capability project alongside the FP7 project [Alert4All](#). Services Chairman Enzo Peduzzi will discuss this project in detail and it suffices to say at this point that this was a milestone demonstration, showing that the Fire Safety & Security Industry has a key role to play in the overall safety of citizens in times of emergency. The previous events are however just the public result of a lot of hard work behind the scenes.

Glen Dale  
General Director



## Industrial Policy for Security

Euralarm has had many discussions with DG Enterprise & Industry, clarifying the complex nature of the industry (including certification) and helped prompt the public questionnaire in June of last year as an impact assessment on the possibility of a pan-European Certification scheme. It is expected that the findings will be discussed in a stakeholder meeting in early 2014.

## Hotel Fire Safety

Hotel Fire Safety is a key issue and Euralarm has had various discussions with both ANEC and DG Sanco to outline the need for a directive to ensure a uniform level of protection for all travellers across the EU. This was supported by a letter outlining our position to Ms. Maija Laurila, Head of Unit, and the Euralarm position paper on "[Improving safety for millions of tourists through an EU Directive](#)". Unfortunately, DG Sanco's "Green paper" review is making very slow progress and nothing is expected until Q1 2014 at the earliest and possibly later due to the various MEP and EU Commission elections.

## Internal Market for Services

There have been several discussions between Euralarm and DG Internal Market outlining the differences between the services provided by manned guarding versus those provided to electronic security such as installation servicing and monitoring. We confirmed our support for our services being within the Services Directive. As a consequence of our discussions, Euralarm was invited to participate in 2 workshops of the HLGBS (High Level Group Business Studies). This study, chaired by the commission, looks to examine business services in order to highlight the challenges facing the business services sector and the obstacles to a well functioning single market. The draft report, to be given to the commission, was presented at a stakeholder meeting on the 16<sup>th</sup> January and included references to cross border insurance issues and the need to review NACE codes in order to correctly see the value of the Business Services being discussed. (Euralarm had already provided the HLGBS a letter outlining the issue and proposing new codes consolidating equipment and services).

## Standardization

This has been a major issue for some time. The time taken to introduce new or modified standards takes far too long. Standards developed and approved by the experts, can be delayed by the "management" of the process. Representation has been made to both CEN/CENELEC as well as the EU Commission department for "Standards for Boosting Competitiveness", highlighting the need to streamline the overall process in order to remain competitive, not only within Europe, but also looking out for more efficient processes being implemented elsewhere in the world. Euralarm has also contributed to and joined in on an open letter to CEN/CENELEC, outlining the need for a more efficient process for introducing standards and for stronger industry representation in their governance, as European standardizations' major stakeholder.

## European Parliament elections

Euralarm has been advocating strongly for the key issues mentioned above, both with the EU Commission as well as with MEPs. However, 2014 will see many changes in both Parliament and the EU Commission due to the European elections on 22-25 May. Euralarm will be tracking the changes closely to ensure that our key issues are carried forward to the new MEPs and commissioners. Our partner in presenting our advocacy to Brussels, Burson-Marsteller, provides an interesting website commenting on these key elections <http://europedecides.eu/>.

Glen Dale  
General Director

# Security Section

## Intensifying relationship

The year 2013 was a very active year for the [Security Section](#). The focus was on intensifying the relationship with European institutions as well as on the furthering of European Standards, in particular on finalizing EN 50131 for alarm systems and on re-scoping EN 50518 for alarm monitoring. The achievements described have been made possible through the dedication of the Euralarm Professional Team, the section delegates and further experts contributed by the section members.

## Membership / Delegates / Participation

Following the resignation of the Dutch trade association VEBON due to financial constraints in 2013, the section had 18 members, 12 trade associations and 6 industry members at the end of the year. The section conducted 5 face-to-face meetings with an average participation of 10 delegates, additionally supported by 2 members of the Euralarm Professional Team. To enhance the working efficiency without creating further travel cost internet based Webex follow-up meetings have been initiated in-between the face-to-face meetings.

In 2013 the section started a project to attract new members: trade associations from additional countries as well as mid-size industrial companies with an international business scope in order to further enhance its foothold in Europe.

## Activities 2013

Based on its strategic agenda 2012-2015, the section pursued actions – partly supported by dedicated task groups – in the following areas:

It quickly became clear that the efforts to enhance European standardization (and to reduce/ eliminate national standardization) and European certification cannot be conducted by a single section alone. Therefore the efforts of the Security Section have eventually led to position these needs at the level of the entire Euralarm organization and to bundle the activities in the Euralarm task group “Market Driven Standardization”. The related messages have been publicly positioned and well noted at the September 2013 Euralarm European Security Conference in Brussels.

Following the efforts by experts close to Euralarm, the conflict on the alarm verification standard could finally be resolved. CENELEC TC79 has adopted the compromise proposal and thus the EN 50131 series of standards on alarm systems could be fully updated.

After many years of work on alarm monitoring, the EN 50518 series was almost finalized in 2012, but with severe shortcomings in the scope definition and a weakness due to the split in 3 virtually independent parts. In order to bring new impetus to the work on EN 50518, Euralarm has initiated a co-operation with another major stakeholder in this matter, CoESS (Confederation of European Security Services), by creating a joint working group. The scope adjustment and re-unification of the parts proposal of this joint working group has been adopted by CENELEC TC79. In addition, TC 79 has invited Euralarm to actively co-operate with its working group 14 to finalize the standardization work.

The section has evaluated the possibilities to enlarge its scope of work by including video surveillance, access control and other civil security activities based on electronic technology, as well as by the geographical perimeter of its efforts beyond Europe in order to actively promote European Standards and to contribute to the definition of global standards. These efforts have led to the application for a liaison status with IEC TC79 and to the definition of a wider search field for new membership prospectation. In addition, a task group has been established to monitor the development of technological convergence and interoperability in order to actively intervene in this area as required.

The ongoing opening of the market is likely to create opportunities but also challenges to the Euralarm members in particular in the area of services - faster and more dramatically in the security field than in the area of fire safety. Therefore, the Security Section has very actively contributed to the task group “Vision 2020”. The corresponding results have been provided to all members.

Rolf Sigg  
Vice President and  
Chairman Security  
Section



The European Commission, supported by the European Parliament, clearly wants to create open European markets which provide level playing fields for all market participants. As there still are many barriers which restrict a true open market in the field of civil security, we stated that “Europe has not yet arrived in our industry”. Consequently, we have intensified our relationships with the EU Commission and with selected members of the EU Parliament. We had a vivid panel discussion with them at the 2013 Euralarm European Security Conference and ongoing expert discussions with the Commission’s DG ENTR and DG MARKT on matters such as the European standardization, pan-European certification, security market statistics based on a NACE code adaptation, and the application of the Service Directive to technology based security services.

#### **Outlook and Priorities 2014**

After a much stronger public position of Euralarm and of its Security Section in 2013, 2014 will be a year of intensifying and further strengthening the activities initiated.

Having obtained active participation in the CENELEC working group in charge of finalising the EN 50518 standard, we want to make sure that the standard is developed with a market driven approach which considers the requirements of the major stakeholders on end user and provider side.

The visibility of the electronic security market is extremely fragmented and underestimated - and hence almost never seen in its entire economic and strategic dimension. Consequently, we have formally requested a change in the relevant NACE codes. This approach has already received the support by DG MARKT. Throughout 2014, we will work with the EC’s Eurostat department and with private market research companies to ensure that the full dimension of the market can be properly accounted for. This is all the more important as the European Commission has recognised the provision of a safe and secure environment for its citizens, institutions and businesses as one of its most important duties.

This initiative of Euralarm of market driven standardization has been launched on the basis of the Security Section input. We plan to actively support the corresponding task group in order to create a position paper with the ultimate goal of overcoming the current fragmentation of the market in heterogeneous national sub-markets, by creating a true and single European market for the security industry based on unique standards and on a pan-European certification scheme.

Electronic security systems reach their best performance if the entire chain “protection – detection – response – recovery” is integrated. The link between detection (and verification) to response must be strengthened. The Security Section will elaborate a corresponding position paper and work on enhancing the relationship between the providers of electronic security solutions and the first responders.

Rolf Sigg  
Vice President and Chairman Security Section

# Fire Section

## Reinforcing Euralarm's presence

In 2013, the [Fire Section](#) has been quite active and I want to congratulate all our delegates. Despite the economic downturn and budget restrictions in many associations and companies, the attendance remained at a high level and members of the Fire Section have once again demonstrated their commitment to Euralarm's community.

## Reinforcing and coordinating Euralarm's presence on Standards Bodies

For decades, the Fire Section has been quite active on CEN TC72, either directly or through members of TG Fire Standards. Last year, we significantly improved the communication between TG Fire Standards and the section itself for a better alignment of positions that our members advocate in Technical Committees and other instances.

Dominique Taudin  
Vice president and  
Chairman Fire Section



At each meeting, the Chairman of TG Fire Standards gives much appreciated detailed reports on standardization work in progress not only within CEN TC72 but also within ISO TC21 SC3 and ETSI for standards impacting wireless devices. The official Type A liaison status with ISO TC21 SC3 granted by ISO to Euralarm last year is a recognition of our proactive role at international level too. An official liaison status has been also established with CENELEC TC215 for the EN 50600 series standards on Security of Data Centers.

More generally, our objective is quite simple:

- Identify any on-going standardization work having a potential impact on our sector
- Establish a liaison with the involved TCs in order to be able to inform our members
- Where relevant, attend TC and WG meetings to raise the visibility of Euralarm and to proactively influence the parts of standards that are relevant to the FDAS industry

## Standardization from a strategic perspective

Beyond monitoring of European and International standardizations that any member can legitimately expect from an association like Euralarm, we initiated a debate on the future of FDAS standardization from a global perspective. Until today, ISO 7240 and EN 54 series standard requirements have remained close to each other and it is a great opportunity for the European industry as many emerging countries (Brazil, China, India, etc.) transpose ISO standards into national standards. Euralarm has to remain vigilant for the future and has to reinforce the existing tight link between ISO and CEN on FDAS standards. We invited a representative of CCMC (CEN-CENELEC Management Center) to our September meeting in Paris who gave an educational presentation on the Vienna and Dresden agreements and how they could be implemented in our sector. We still expect extensive discussions on this issue in 2014 and we plan to finalize an Euralarm position paper before the end of the year. On the EU standardization process in general, the Fire Section will take an active role within the newly created cross-sectional TG Market Driven Standardization.

## Improving EU standardization and facilitating export outside the European Union

To remain competitive, the European Fire industry needs robust product standards, delivered timely by CEN and CENELEC, but also needs an EU Code of Practice for the design, installation, commissioning and maintenance of FDAS. Today, such documents do not exist and this is a weakness for our sector. Euralarm called for an upgrade of CEN/TS 54-14 to a full EN, but was not yet successful.

## Dialogue with CertAlarm and EFSG to achieve a single EU market for certification

We maintain a proactive dialogue with both CertAlarm and EFSG. In line with the objectives set up by the European Commission in its Security Industrial Policy, Euralarm strongly supports the One-stop-testing/One-stop-certification concept. Last year, we had several meetings with EC DG Enterprise and Euralarm is now acknowledged as a major stakeholder on the subject of EU-wide standardization.

CertAlarm and EFSG were also invited to Section meetings and provided an update of their respective progress toward an EU-wide scheme for the certification of FDAS products that could be acceptable by national markets. The Fire Section called those two organizations to initiate discussions towards a convergence of the two systems. Our view is that multiplicity of competing schemes would not be of any benefit for our industry.



## The Construction Products Regulation - Euralarm Guidance

Publication of our Guidance Document on the CPR was definitely a major achievement in 2013. Congratulations to C. Lais and TG CPR for this great document. The feedback from members was very encouraging. Euralarm's publication was endorsed – sometimes translated – by several of our members. This is for me a perfect example of the practical support that Euralarm can provide to its members.

## A lot more was on our 2013 agenda and will be among our 2014 priorities

For several years, the European Commission (DG SANCO) has been considering a possible revision of the outdated – and never applied - recommendations n°86/666/EEC on fire safety in existing hotels issued in 1986. Since 2012, Euralarm took an important role in the discussions between the European Commission and the stakeholders (tourism industry, hotel tenants, consumer associations). In line with Euralarm's White Paper, we issued two position papers on this topic in 2013, reinforcing our support for a Directive on hotel fire safety, complemented by the formal and necessary standards developed through CEN and CENELEC. We had several meetings with DG SANCO and with a member of Commissioner Mimica's Cabinet, responsible for product and service safety.

Euralarm's Fire Section decided to widen its scope to smoke and CO alarms for domestic applications. An ambitious agenda was set up and the new TG - Domestic Fire Safety was established in October. For 2014, priorities will be:

- Close cooperation with CENELEC TC216 and CEN TC72 to speed up harmonization of EN 50291-1 on CO alarms
- Initiating a new standardization work item on combined Smoke and CO alarms under the lead of CEN TC72
- Conducting an EU-wide survey about existing national legislations and on-going discussions between local associations and national governments

Smoke and CO alarms have proven their efficiency for saving lives. At EU level, we can count on a political support, but the decision to mandate installation of smoke and CO alarms remain Member States' prerogative. Euralarm has then a key coordinating role to play and TG Domestic Fire Safety will support all national initiatives led by national members.

The participation of Euralarm in the EU-funded research project led by Alert4All consortium, clearly demonstrated that FDAS installed in buildings can provide a reliable emergency communication path for crisis management authorities. The feasibility was established and we are now developing a strategic view for an European approach to Emergency Communications dealing with specific areas of societal safety, where Euralarm members can provide competence and insight for society as a whole.

Dominique Taudin  
Vice President and Chairman Fire Section

# Services Section

## Driving force for future business

The year 2013 was an eventful year for the [Services Section](#), in which, in a joint effort, we have been able to further develop ongoing topics and address new ones. Particularly on a political level with the European Commission, but also looking into the future of our business with the Vision 2020 on the after sales market. I would like to thank all which have contributed with their dedication to this remarkable work.

Enzo Peduzzi  
Vice president and  
Chairman Services  
Section



## Membership / Delegates / Participation

In 2013, the Services Section held five section members meetings with an average participation of 10 delegates per meeting. In addition to the face-to-face meetings, WebEx follow-up-meetings have been organized. In view of the difficulties to travel for many delegates, it was decided to reduce the number of meetings in 2014 and to organize the internet based meetings on a regular basis.

In 2013 the Services Section regrets the resignation of two of its members, UTC Services (FR) & UNETO-VNI (NL), who both stated that this was due to financial constraints and not for dissatisfaction with the activities of Euralarm. In total, the services section consists at the end of 2013 out of 17 members. We continue to look for new members for the section and would urge anyone thinking of joining to attend a section meeting.

The chairman of the Services Section, Enzo Peduzzi, was invited to assist directly to meetings of his members, namely of ARTS, ANIE-SICUREZZA and SVDI. These meetings have always been very interesting and profitable, since they allowed to discuss the strategy of Euralarm and receive direct feedback from the field.

## Activities 2013

The development in the implementation of the Service Directive 2006/123/EC has been the focus of the TG "Service Directive". In two meetings with the Head of Unit B2B Services of DG MARKT it was made clear that, although the progress in the implementation is slow, the EU-Commission will continue their efforts to create a European service market. In this context, Euralarm was invited to participate in two working groups of the "High Level Group Business Services". In these working groups, Euralarm was able to position the services our members provide as engineering type services which require special training and skills. The final report will be published April 2014. On May 3, 2013 we had the opportunity to offer to the Head of Unit B2B Services of DG MARKT a tour through the Octopus MARC in Brussels. This gave us an excellent opportunity to demonstrate the technological content of today's alarm receiving and monitoring stations.

TG Vision 2020 produced an extensive report which was discussed at the general assembly in Kiev. The input received in the workshop at the GA has been taken into account for further discussion in the Services Section meeting. The report of the TG is available for the members.

At the Euralarm conference of September 24 2013 in Brussels, the Services Section had the chance to explain to a broader audience what kind of services Euralarm members are providing. This conference allowed Euralarm to strengthen the contact with the market. During this occasion, it became apparent that the European Commission did not really understand the dimension of these services, because the statistical figures provided by Eurostat did not reflect reality. Euralarm took action and submitted to DG MARKT, HLGBS and Eurostat a proposal for modification of the NACE code in January 2014. (The EU derives its market sector value figures from the NACE codes.)

The support of the work going on in CEN/CLC TC 4 was another major topic for the Services Section. Euralarm has an observer status, submitted comments to the various drafts and participated in all seven meetings since the start of the project committee. Parallel discussions took place in all Services Sections meeting to align the positions and support the delegates in arguing the Euralarm position in their national mirror committees. Where appropriate, delegations of Euralarm met with national mirror committees to explain our position. These efforts finally resulted in a success. In the Meeting of January 16 and 17 2014 in Paris, the final draft was accepted and the decision to submit it to CEN CCM was taken unanimously. The final draft now clearly places a qualification requirement for people working in the security industry. Our next challenge will be to work with other stakeholders in defining the qualifications for the various sectors that this standard will span.

In the September Meeting, the Services Section approved the final version of the "Remote Services Guideline" and released it for publication. The guideline is now available in the public section of the Euralarm website. The Services Section is considering using the "Remote Service Guideline" as a basis for standardization. Discussions are ongoing with CEN TC 72 & CLC TC 79. Decisions are expected in March/April 2014.

#### Outlook & Priorities 2014

If 2013 was dedicated to make the market aware that our member companies do not only sell products but that the "final product" delivered to our customers are systems tailored to the specific protection necessities of the objects, buildings and persons to be protected, 2014 shall be the year where the "Services for electronic Fire safety and Security Systems" will be recognized as technical services which require dedicated skills and competences from the service providers. This goal is in line with the efforts to achieve the "TC4-Standard" and also the findings of Vision 2020. To achieve this, the Services Section will create a "White paper: Services" and will continue to lobby for this recognition on European level with DG MARKT, the EP and other stakeholders. The members shall include these activities in their national action plans.

To live up to the claim that the services that our members are providing are specialized technical services, we need to pay attention to the qualification of the employees and the training which we provide in addition to the basic qualifications. In an intensive exchange of experience between the members, we want to explore what Euralarm can do to promote the recognition of training on European level.

The Services Section will continue to support the development of TC 4 in the next phases of standardization process and doing everything possible to achieve the goal of an accepted European standard.

In 2013 the Services Section has recognized the practical implementation in Europe of a "TC4 Standard" and to reach the goal of a pan-European, acceptance needs to be supported by a convergence of the national certification requirements. Today almost all EU Member States have a national certification scheme for service providers of Electronic Fire Safety and Security Systems. In order to reach a true pan-European certification, the schemes need to be converged as much as possible over time. The Services Section will establish a TG Certification which will work with interested certification bodies which have experience in this field to develop a Code of Best Practice.

Enzo Peduzzi  
Vice President and Chairman Services Section

# TC Finance & Administration

## Focus on growth

Managing the day to day finances of Euralarm is done extremely well by Dirk Gesenhues. What is more difficult, is to get a balanced finance team that represent all of the membership to be a part of the [Finance Committee](#). I am therefore extremely grateful to Martin Harvey and Rolf Sigg, for their attendance each meeting and for their contribution to the process.

Dirk exercises tight control on the expenditures, however we as members have allowed the expenditures to be more than our income, to be able to catch up on two main areas of activity within the association, namely Lobbying and Marketing. These activities are now being better performed, but unfortunately prevent the revenue from growing. Good corporate governance is now our main task and we must start to get our income to expenditure under control during the next fiscal year, April 2014 to 31 March 2015.

The finance teams' recommendation is that we do not allow our loss to income for this period to exceed 75,000 Euros. This will be a tough challenge, but it is achievable. Beyond that, we need to reduce the deficient to zero over either one or 2 years but by April 2018 we must be able to live within a balanced budget situation, whatever that is, and that will require an operation and structure capable of delivering our goals within our income!

At the same time we will face more and more challenges around our revenues and the time has come for us to carefully review where our revenue is derived from. Our largest income comes from industry members and in the last year we have seen decline from both the trade association and industry membership category. A current risk analysis identified a potential 30% risk to revenue loss from all member categories and the risk is due to their own cost pressures.

This decline forces us to change. Either we stay as we are and keep eating into our reserves until we have an unsustainable operation; the alternative is that we substantially increase our revenues or decrease our costs. One way to address the revenue line is to put up the membership fees, but this is something we would prefer not to do. The alternative is to change our membership structure, looking at a wider territory or a different membership definition; with expanded categories of membership and this is something that may be proposed at the 2014 General Assembly.

Alternatively, we can look at what we do for members and have a corresponding structure that fulfils a revised vision. However, to do this properly we do need to understand what our members' expectations from Euralarm are and to this end, we are starting a strategic review which will look at members' requirements and other strategy issues.

To succeed better, we need you to engage with us, to pay your fees on time, to participate in working groups and committees and to give feedback, positive or negative, as to how we are doing. Clearly telling us what you would wish us to do in the future will ensure that we are as successful as we have been in the past.

Derek Harrington  
Chairman TC Finance & Administration

Derek Harrington  
Chairman  
TC Finance &  
Administration



# TC Horizontal Compliance

## Managing and directing information

[TC Compliance](#) had another busy year in 2013 keeping abreast of the developments coming out of the European Commission and changes to standards. Face-to-face meetings and WebEx teleconferences supported the review and development of "Compliance Fact Files" and also considered how to best promote the output of the group and seek closer co-operation with the Euralarm Sections.

## Membership / Delegates / Participation

TC Compliance has a dedicated and talented core membership comprising Marc Chenevoy, Kevin Harris, Alex Carmichael, Ian Brooker, Darren Owens, Christian Lais, Dominique Taudin and Erich Pudelko. This group drives the work forward supported by experts from the Euralarm members. Key to the work of this TC is the untiring work of Marc Chenevoy to whom, as Chairman, I'm eternally grateful.

Robert Thilthorpe  
Chairman TC  
Horizontal  
Compliance



## Activities 2013

TC compliance has identified over 50 European Directives and Regulations that have an impact on the Euralarm members. Key to the work of TC Compliance is managing and directing the information to the members. The Directives list on the Euralarm website is maintained and updated and the "Compliance Fact Files" (CFF) highlight the salient points of the most relevant EU legislation. TC Compliance is working on updating and adding CFF when required for new subject areas. "Regular Compliance Newsletters" supported by Orgalime summarize the latest news coming from Brussels.

Of the WEEE and RoHS2 directives, the changes to RoHS will have the most impact on Euralarm members with the move to CE marking and the removal of all local RoHS compliance marks and even more significantly, the bringing into scope of more of our products. TC Compliance produced guidance and recommendations for manufacturers to allow them to plan their compliance with the new directive

There were also several activities in the market surveillance directives (New Legislative Framework/NAMS). This includes the Market Surveillance of Products Regulation (MSPR) and Consumer Product Safety Regulation (CPSR). This work is ongoing and as they move through the European legislative process we will update the membership.

The Radio Equipment Directive (RED), will impact the members as it is amended. TC Compliance has drafted a position paper with core messages from industry including: no registration of products, no administrative obligations, keep "communication" as the definition of "radio equipment" and align RED with other directives.

Within standardization, TC Compliance has focused on the following committees and their work programmes. Firstly, the CEN TC391 (Societal and citizen security) completed the Mandate 487 for security applications and the report to the EU Commission in 2013, and a New Work item Proposal for work to be started and developed (BSI) with selection of standardization ideas was produced in workshops. Secondly, the CENELEC TC79 agreed on interoperability as a new work item with TS 50398 "Combined and Integrated systems".

## Outlook & Priorities 2014

TC Compliance will continue to monitor the Radio Equipment Directive work and the Market Surveillance directives. There is still work on going on environmental directives with those products that were brought into scope, the number of restricted substances within RoHS2 and REACH is increasing. With TC Marketing, we have reviewed how we can improve communication of the work of the TC and will aim to increase the visibility of the information and also to provide "value for money" for Euralarm members.

The following key items were identified:

- TC Marketing support to restructure compliance and technical information
- Make the Website more attractive
- Improved selective access to members and public audience
- Better use of News engine for technical publications toward members and public audience

In closing I'd like to thank the team and once again Marc in particular for their work in 2013 and in anticipation of their efforts in 2014, but I also invite other Euralarm experts to join the group. We are always seeking information from specific disciplines to improve our contribution to members.

***Don't hesitate to join us!***

Robert Thilthorpe  
Chairman TC Horizontal Compliance

# TC Lobbying

## Continuously improve relations

Euralarm's mission, to influence the positive growth of the market and the added value of the companies serving the market, needs a comprehensive lobbying strategy. To be heard and to get involved in European decision-making, Euralarm's strategy is to continuously improve the relations to the European Parliament and to the European Commission. Within Euralarm, [TC Lobbying](#) is responsible for executing this task. The committee controls and coordinates lobbying activities and is in charge for extending the internal and external network.

### Burson-Marsteller

TC Lobbying gets professional support from Burson-Marsteller, a worldwide operating public-relations agency. The agency helps Euralarm to be at the state of play on political actions and helps to formulate and spread positions.

For this, Burson-Marsteller is using different tools, such as monthly Event Monitoring Reports, Policy Tracker and Position Papers. Due to the beneficial cooperation, the contract with Burson-Marsteller could be renewed and will continue until 2015.

### Activities 2013

In 2013, Euralarm could publish its first White Paper "A Vision for a Competitive European Security Industry and Secure Society" with main contribution of TC Lobbying. The paper set the policy priorities for 2013 – 2015 and simultaneously represents the public affairs agenda. Using the contact network, the paper was distributed to approx. 250 contacts from EU institutions and also to participants of Euralarm's September conference. The conference, on September 24th 2013, under the motto "Ensuring a Safer Europe for Citizens and Business" invited EU officials, Members of the European Parliament, industry representatives and other stakeholders to discuss on the EU Industrial Policy for the Security Industry and on completing the Internal Market for Safety and Security Services.

The Commission presented in 2012 an "Industrial Policy for the Security Industry". As Euralarm is promoting a pan-European certification scheme (CertAlarm), the industrial policy gives a scope for promoting the certification of security products. Within this framework, TC Lobbying communicated the need for a pan-European certification scheme. In the mid of 2013, the European Commission held a public consultation on the certification of alarm systems and system components. Euralarm participated in the consultation and is expecting first results in the beginning of 2014.

"The Internal Market for Safety and Security Services" is another main thematic field of Euralarm's activities. Services accompanying security products, such as installation, monitoring, maintenance and operation account for approx. 70 % of the industry turnover. To identify stakeholders' problems, the European Commission established a High Level Group on Business Services, where TC Lobbying became involved. The collaboration in the working group mainly focuses on clarifying the difference between services offered by Euralarm members and the services offered by private security companies as specified in the Service Directive.

Another important European security and safety project of TC Lobbying was the hotel fire safety regulation, which is still formulated as a recommendation instead of a legally-binding directive. Therefore, TC Lobbying got intensively involved in discussion and exchanged positions with DG SANCO. The DG will publish a Green Paper presumably in the first half of 2014. TC Lobbying is confident that the paper will address this topic.

### Outlook & Priorities 2014

Having a look into the future, 2014 will be a year of changes due to the elections of the European Parliament in May 2014. With this, the opportunity for Euralarm and TC Lobbying is given to become more mobilized, active and engaged by an early preparation and definition of the agenda. On the basis of this, not only the current-driven topics are significant, rather than upcoming topics, such as Smart Cities, Cyber Security and Secure Parking. The General Assembly 2014 in Nice is currently in the planning and will pick up on these hot topics.

Michael von Foerster  
Chairman TC Lobbying

Michael von Foerster  
Chairman  
TC Lobbying



# TC Marketing

## Delivering Euralarm's message

The primary objective of [Technical Committee \(TC\) Marketing](#) is to make clear, outward and inward of Euralarm, that Euralarm is the most important representative of the European fire alarm and security industry. This aims in several directions. On the one hand, we want to inform our members and their employees; on the other hand, we are addressing the national governments, the national associations and finally Brussels as important target groups.

To achieve these objectives, TC-Marketing ensures a successful marketing strategy of Euralarm and manages the delivery of Euralarm's messages. This includes besides many other activities: maintaining contact with the press, creating PR materials and ensure their placement, publishing Euralarm news, publishing position papers and last but not least creating, maintaining and enhancing the Euralarm corporate design.

Furthermore TC-Marketing identifies and implements marketing activities as well as organizes and promotes events, conferences and the annual General Assembly. In addition it ensures that the web portal delivers a state of the art communication. In order to fulfil these tasks, TC-Marketing is supported by the external Marketing-Communication-Agency "Beta Public Relations" since April 2013.

### Activities 2013

As a small extract of the main activities in 2013, the organization of the Euralarm General Assemblies in Kiev and Nice, the participation with an own booth at IFSEC/FIREX exhibition in Birmingham (UK), the release and publication of white paper "A Vision for a Competitive European Security Industry and Secure Society", of "Guidelines for Remote Service" and of a new Guidance paper for the Construction Products Directive (CPR) could be mentioned.

Additionally, an increased press work and a lot of press releases led to a significant increase of Euralarm's visibility in the international trade press. Also a new "Corporate Design", a "Marketing-Communication-Plan" and an accompanying Guideline are available now. Finally, as a highlight, in November the first Euralarm internal Webinar was held on usage of the "Corporate Design Guide". Even if a new layout of the website and creation of a press-room was started in 2013, TC-Marketing is continuing working to improve the website, so they are currently working on a full revision of all pages.

The work style in TC-Marketing last year changed to "small sub teams for one action". This is related to the situation in the team as all members are volunteers with limited (additional) personal capacity for Euralarm and because the total capacity is reduced by some retirements.

### Outlook & Priorities 2014

Having a look into the future, TC-Marketing wants to achieve improved profiling of Euralarm as the single organization of the industry for electronic fire safety and security in Europe, by professional news and marketing communication, by more intensified international press work and improved promotion of own activities. A further task will be to introduce a new section in the website where the public outside Euralarm can find all relevant position papers and other documents.

To summarize:

- TC-Marketing is on track to produce really professional news and marketing communication
- TC-Marketing is still based on volunteers support, but now also supported by part-time professionals additionally.
- TC-Marketing is permanently open for new ideas and new supporters.

### ***Don't hesitate to join us!***

Michael Scharnowsky  
Chairman TC Marketing

Michael Scharnowsky  
Chairman  
TC Marketing





# Euralarm project

## PEARS

Euralarm has started PEARS (Public Emergency & Alert Response System) as a special project in 2008, after the joined Euralarm - GESA conference held in Brussels, with the title "Crisis and Emergency Response in the European Union - Towards a Public European Alert System?" The conference made the clear statement that Europe is lacking for a comprehensive and multinational system to alert the population in a crisis situation. Many systems dating from World War II have been dismantled and the systems, which still exist, do not meet the requirements of a modern, mobile and multilingual population and life style (see [NL-Alert](#)). The European crisis management organizations and the member state are facing a technological challenge and financial risk in providing adequate public alert systems.

The EU recognized this issue and made substantial funding in the FP7-Programm available, to investigate modern solutions based on smart-phones, tablets and satellite based communication channels. At this conference it became clear that the European Fire Safety and Security Industry represented by Euralarm could play an important role in finding solutions to this complex problem. Euralarm's members and the members of the national trade associations have an enormous experience in alarming and informing persons in crisis situations in buildings and building complexes. Furthermore the tens of thousands of already installed systems could play a role complementing new alerting channels such as Smart-phones.

### Activities in 2012 / 2013

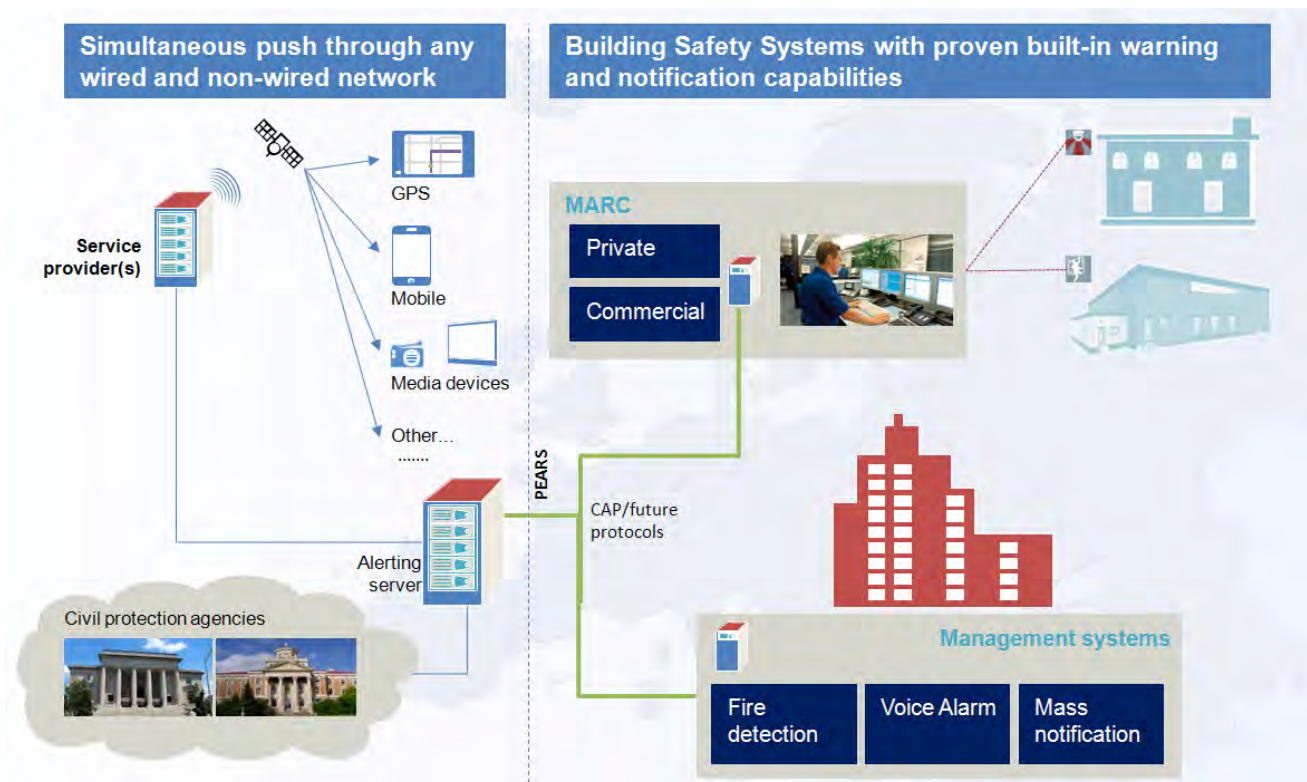
In August 2012, Euralarm teamed up with the FP7 sponsored [Alert4All](#) team to set-up a [demonstration](#) scenario that should prove the feasibility to interlink traditional alarm systems to the public alert system designed by Alert4All. A small team of specialists from the Euralarm members DEF (Fabrice Isnard and Franck Heraud) Tyco (Martin Harvey and Seskin Kelly) and Siemens (Thorsten Ziercke) implemented the Fire Alarm-, Voice Alarm-, Security Systems and so called "Mass Notification System", which are able to capture the crisis alert signals emitted by a satellite, transport them into the building/homes they are protecting and alert the occupants.

The demonstration, which was successful for Alert4All and Euralarm, took place on October 15, 2013 on the premises of the German Aerospace Center (DLR) near Munich. More the 50 participants from all over Europe representing the research community, civil protection authorities, first responders and industry follows the presentation and the live demonstration.

The PEARS project has demonstrated that fire and security products not only can, but also should be integrated into public alert systems. The extensive installed base could be easily upgraded to receive alert signals which could be utilized to activate audible and/or visual warnings. More sophisticated systems can convert public alert messages into intelligible voice messages or display the same message on PCs, LCD-screens etc. Integrating existing safety and security systems into a public alert scenario could be a cost effective and rapid alternative to reach large parts of the population. The demonstration enabled Euralarm to explain its solutions and capabilities to a new range of stakeholders in the Safety & Security world, who did not know about the potential offerings of the fire safety and security industry improving the safety of the European population.

This gave Euralarm the motivation to meet together with national trade associations and civil protection authorities of several countries. USIF invited a high level official of the Ukrainian Ministry of the interiors to the demonstration in Munich. With the FIA, we met responsible persons for Resilience Capabilities and Civil Contingencies of the UK Cabinet Office, and in Berne we met with the Swiss authorities for Civil Protection. More visits are in the planning.

Additionally, Euralarm was invited to participate in early January 2014 in the [ARCHIMEDES](#) 6th Roundtable on the topic of "Crisis Management and Civil Protection". This was a new opportunity for Euralarm to present PEARS and an opportunity to build new contacts but it also demonstrated the interest for PEARS is an of civil protection authorities and the first responders.



## Outlook & Priorities 2014

In 2013 we have laid the foundation for new interesting perspectives to position the industry represented by Euralarm in the safety and security world. We will continue to promote the results of PEARS and support and the trade associations, when they talk to their national and local authorities responsible for public alert and civil protection. The goal is to explore and promote the possibilities through the Fire Safety and Security Industry in building up a public alert network in their area of responsibility.

In parallel to this, Euralarm has the opportunity to promote, with the authorities, the implementation of Voice Alarm and "Mass Notification or Emergency Communication Systems" as a means to improve the safety of the population in buildings and campuses; not only in situations of major crisis, but also in the traditional fire safety context.

Euralarm, with its vast experience in standardization will also support the "public alert community" in defining the right communication interfaces to build up a truly European Public alert system. This will have a positive influence on the development of the market. The Euralarm Conference at the General assembly in Nice will be the starting point for this initiative.

Enzo Peduzzi  
 Vice President and Chairman Services Section

# Outlook and Priorities

## A way to the future

We will first have a look at membership and finances. I can see two priorities: Keeping and increasing our membership.

### Keeping our membership

In difficult economic times, even more than usual, means taking members' difficulties into account and delivering value for money. It is a difficult challenge as Euralarm's ambition to play a recognized role on the European scene can only be fulfilled if its budget not only does not decrease but increases. The answer to this equation is managing our budget with great care, for example by privileging IT communications to travelling and delivering concrete results both in standardization and lobbying.

In standardization, we will take the lead in finding solutions to speed the general process. We have many allies who share our concerns on this dossier. We will federate them. If our efforts meet higher resistance than expected, we will look into different ways of making standards. We will pursue our effort to create market conditions to adapt ourselves to the services directive paving the way for more opportunities than threats.

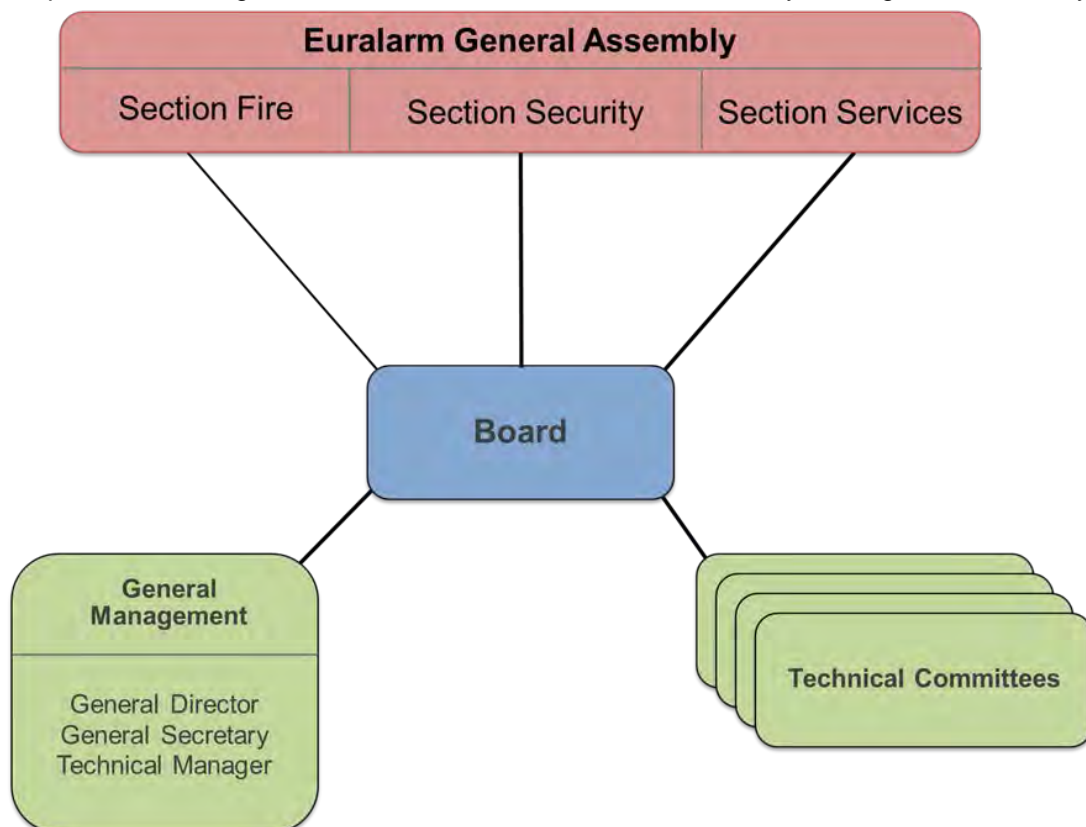
In lobbying, we will reinforce the links with the EU, provide more data, publish other whitepapers and application guidelines, and appear as often as possible in the forefront with self-organized conferences. All this, to make sure that political decisions, concerning the future of electronic security, are taken only after we have been duly consulted.

### Increasing our membership

This is not an aim in itself. It is a tool. Many companies, of all sizes, must be persuaded to join us. They will do so, if the arguments I have just described above, are also valid for them. We will recruit new trade associations in Western and in former Eastern Europe. We understand that the latter have special needs. We will make sure that they will find ways to fulfil them in our organisation.

### Leadership & Management

My presidency coincided with an internal reorganisation. Each section meeting has become a members' meeting. The technical committees' chairmen are members of the Board. This means a far greater autonomy for each of those groups. This spurs creativity and dynamism, under the management of great helmsmen. This also implies an obvious need for coordination. I am proud to say that all these elements are a success. As a consequence, the Board is a real place of exchange and an efficient tool to be the executive body of the general assembly.



Nevertheless, I am quite concerned with the working load resting on the shoulders of very few people who, for most of them, are volunteers. Getting more people involved is also one of our challenges.

After managing people we must manage techniques while always integrating products and services. We must push for better engineers' training and monitor technical trends in what constitutes our members' daily business: video surveillance, IP technology, cyber security threats, access control, interoperability, domestic protection and monitoring, hotel fire safety, emergency communication systems, visual alarm devices and auxiliary indicators application, fire Alarm signals maintenance & modernization, monitoring centers specific needs and so on. Lastly, we must create mechanisms for a better understanding of our markets and work on the improvement of coherence between the diverse regulatory requirements.

### A way to the future

As Europe will elect its new representatives, it is essential for our industry to look to the future with optimism and realism. We will not overcome market fragmentation in the coming two years, the internal debate on the predominance of European standards will still rage, the belief that Europe is responsible for all evils will survive, the difference in visions between politicians and the economic world will not be bridged. What we all agree to: there is no other path than third-party tested quality, research and innovation, excellent training and outside recognition of our societal values.

Marc Chabaud  
President

## Board members

### Marc Chabaud President



Marc Chabaud started his own alarm installation company in 1979. In 1998, he created "Groupe Chabaud" with three companies, alarms installation, monitoring station and gates automation. In 2005, the two security companies were sold to Delta Security Solutions, a UTC company and Marc was appointed as director of regulatory affairs. He was a member of a French trade association since 1981 and even became president of this association. He is an Euralarm member since 1994, was the chairman of the Services Section and was elected president in 2012.

### Dominique Taudin Vice president and Chairman Fire Section



Dominique Taudin is Director, Codes & Standards for UTC Building & Industrial Systems in Europe. Before joining UTC in 2009, he worked for 10 years as Director Operations for a French certification body in the sector of Fire and Security. He became a member of Euralarm in 2009 and since then serves on the Board of CertAlarm as Vice President, representing Euralarm.

### Rolf Sigg Vice president and Chairman Security Section



Rolf Sigg is Siemens Senior Principal Expert for Security and Services. He is the chairman of the Euralarm Security Section and a board member of the worlds largest security professionals organization, ASIS International, Chapter 160 Switzerland. As one of the founders of the security business in Siemens, he created the Siemens security strategy and was for many years the leader of the global business segment Managed Security Services. Today he also represents the Swiss trade association SES in Euralarm.

### Enzo Peduzzi Vice President and Chairman Services Section



Enzo Peduzzi is the director for Industry Affairs with Siemens Building Technologies Switzerland. Before he was named director, he was the head of the business unit of Global Business Responsibility for the installation sector and service business of fire safety systems.

### Derek Harrington Chairman TC Finance & Administration



Develop Director for Honeywell Airport Solutions. During his business life he has operated as the General Manager of a Fire Detection and Alarm Manufacturing and Distribution business and through that, his developed business and financial skills are put to good use in both Euralarm and the Fire Industry Association (United Kingdom), the sponsoring organisation that allows Derek to operate as an Euralarm Board Member, responsible for Finance.

### Robert Thilthorpe Chairman TC Horizontal Compliance



Robert Thilthorpe is Technical Manager in FIA UK since 2005. Prior to joining the FIA, Robert worked for BSI and was responsible for National, Euro-pean and International Fire Committees for fire extinguishing (CEN TC191), fire detection and alarms (CEN TC72), Fire Brigade Equipment (CEN TC192) and Portable Fire Extinguishers (CEN TC70). Robert is also the representative of FIA in the EUROFEU. Currently, he is the Chairman of CEN TC191 and BSI FSH/18.

**Michael von Foerster**  
**Chairman TC Lobbying**



Michael von Foerster has been director of government and public affairs since 2006 in the Berlin office of Bosch Security Systems, a subsidiary of the Robert Bosch GmbH, with its headquarter in Munich. He is holding mandates in Euralarm as member of the Board, chairman of TC Lobbying and member of TC Marketing. Additionally he holds several mandates, amongst others, being chairman of the DIN advisory board for security and member of the board for security in the BDI.

**Michael Scharnowsky**  
**Chairman TC Marketing**



After his master degree in communications engineering, Michael Scharnowsky held different sales and services positions in defence, mobile communication and public address industry. Today he is director of product management in the Alarm and Security Systems Division of the Swiss Securitas Group and is responsible for all products in the areas of fire, intrusion, CCTV, Access, etc. This means that he is working in nearly all sectors Euralarm is representing. Beside this, Michael has been active in Euralarm's Fire Section and TC Marketing since 2006 and in the Board since 2008.

**Martin Harvey**  
**Vice-chairman Services Section**



Martin has been involved with the fire and security industry for over 39 years. During this period he has sat on a number of British standard committees and working groups. He is also involved with both the FIA and BSIA in the UK. He started at the R&D department of AFA Minerva. He then moved into the marine and offshore division, before moving to manage the development and marketing of new fire and security equipment. Following the acquisition by TYCO and a merger with ADT, he became General Manager for the south west, looking after the commercial side of both fire and security systems. In 2012, he took up his present position as Head of Regulatory affairs.

**Carlo Loi**  
**Vice-chairman Security Section**



Carlo Loi is 63 years old and has an Electronic Engineering Master Degree of the University of Padua and a Business Administration Master Degree of the New York University. He is a board member of Spal Home and Car Alarm Systems and Spal Telecommunications SpA. He is also an advisor to the chairman of Racal Systems Electronics, a member of Anciss, chairman of C.E.I Ct 79 Italian National Committee for Alarm Standards and head of C.E.I. Italian Delegation at Cenelec Tc 79. Previously he was chairman of Chubb companies and the managing director of Racal Electronics Holding Company. He was also involved in setting up companies with different partners in the field of Security Services and Vehicles Localisation.

**Philippe Lecuyer**  
**Vice-chairman Fire Section**



Philippe Lécuyer is a civil engineer, age 57. He has been running the DEF Group since 32 years, succeeding his father, who founded the company in 1958. DEF is a France-based independent Group, with fire alarm as core business (equipment manufacturing and services). Philippe Lécuyer has long served as chairman of the GESI French Trade Association before being more involved in Euralarm's activities.

## General Management

**Glen Dale**  
General Director



Glen has been involved in the Security industry for over 35 years, having studied Electronic Engineering at Heriot Watt University in Scotland. He gained experience in R&D, Product Management and Marketing in various roles with a final responsibility as Global Chief Technology Officer with UTC F&S, based in Brussels. Glen was appointed as Euralarm's General Director in 2011, having already participated within the Euralarm Security Section since 2003, with his main focus to help formulate, raise awareness for and promote Euralarm's strategic Fire Safety & Security issues into "Brussels".

**Dirk Gesenhues**  
General Secretary



Dirk Gesenhues has been Euralarm's General Secretary since 2001. Until 2012, he was also the head of "Standardization and Regulation" in Siemens Building Technologies Germany. He also was in leading positions of the Fire Fighting and Fire Protection Standards Committee of DIN and the head of the German delegation in CEN TC72.

**Marc Chenevoy**  
Technical Manager



Marc Chenevoy has several Engineering degrees in Microsystems and Electronics, completed by Business Administration in France and the USA. He has been active in Product Development and Marketing in the European Security environment for the past 25 years. He is very familiar with certification and Standards Generation in the France Security Trade Associations. He is participating at standardization organisations such as Cenelec, IEC, ETSI, Test houses and Certification bodies. Marc has been Technical Manager at Euralarm since 2011.

**Brian Harrington**  
Technical Manager



Brian joined Euralarm in 2004 because he was seconded to the project team to establish a new pan-Euralarm certification scheme. When that project ended, he remained with Euralarm to assist in various topics, especially that of Security standardization in Europe. Previously and until his retirement in 2011, Brian held various technical roles within Castle CareTech Ltd and in UK and CLC committees, as well as in Euralarm. He now works parttime.

## List of Members

### National Trade Associations



### Companies





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