

EUnited General Assembly at Kärcher in Winnenden 10 – 11 October 2023:



The recent EUnited General Assembly at Kärcher in Winnenden, Germany, was a celebration of the power of in-person interactions. Over two extraordinary days, EUnited members and staff had the privilege of experiencing Kärcher's rich history and dedication to innovation.

Journey Through History and Innovation:

The highlight was a tour of Kärcher's manufacturing site, a journey through time and technology.

Participants were immersed in the captivating history of the Kärcher family and the brand's commitment to innovation, reaffirming their status as an industry leader.

Culinary Delights and Inspiring Speeches:

Beyond meetings, attendees enjoyed a delightful dinner featuring Kärcher's local cuisine. CEO Hartmut Jenner delivered an inspiring speech, and the presence of Deputy-CEO Christian May and other members added value to the event.

Notable moments included:

Hartmut Jenner's Inspiring Speech: The CEO's words resonated with attendees.

Vice-President Elections: Rudi Rosenkamp and Marco Cardinale were elected as Vice-Presidents.

Introduction to Kärcher: EUnited President Michael Häusermann introduced Kärcher before

the company tour.

Sector Updates and Elections: Marco Cardinale became President, and Anupam Bhargava Vice-Chair.

Grateful Community:

Special thanks to Alfred Kärcher SE & Co. KG and their dedicated team for hosting the event. Their commitment and contribution were invaluable.

Looking ahead, we anticipate the 2024 General Assembly in Brussels. Stay tuned for updates as we continue this journey together.

