



## European Consulting Future committee

Presented by Raffaele Gorjux (OICE)  
on behalf of chair Lena Wästfelt (STD)

General Assembly Meeting  
5 June 2009



## Mission

- The new European Consulting Future committee, will develop a blueprint of EFCA objectives for supporting business strategies into 2015.
- The committee would arrive at the definition of its working programme and objectives through the following steps:
  - 2015 outlook: what are the major challenges?
  - Are the firms prepared for these challenges in the short-time future?
  - How can the committee provide support to the firms?
  - How to build the firms' medium-term future?



## Expected results

- The expected committee's output and possible deliverables include:
  - exchange of information;
  - forecasts (market, geographic and political trends) and expected demand for engineering consultancy services;
  - business and commercial skills of firms;
  - common European approach to global challenges and developments.



## Kick-off meeting 23 April 2009

- The kick-off meeting addressed a series of basis questions:
  - What is the impact of the current economic climate on the industry?
  - What are the most significant drivers in 2020?
  - What are possible changes of the engineering consultants' image, roles, responsibilities, clients and clients' attitudes in 2020?
  - What strategies should the committee develop to best position the European firms?
  - What will the market look like in 2015?
  - How can the industry control its own destiny and take on leadership roles in society?



# SWOT Analysis: strengths and weaknesses

## Strengths

- Planning solutions
- Strong interrelation with society & high cultural level
- Relevant knowledge for today's and tomorrow's questions
- Independent (self-supporting)
- Common global language
- Providing value for money
- Multidisciplinary staff
- Strong integrity.

## Weaknesses

- Lack of visibility
- Weak lobby
- Financial weakness
- Many small firms
- Conservative (lack of flexibility)
- Remuneration doesn't reflect value for money
- Short-sighted and inward views
- Lack of internal innovation in the organisation.



# SWOT Analysis: opportunities and threats

## Opportunities

- Dealing with global challenges
- Clients become more educated & professional
- Increasing life-cycle and quality of life considerations
- Increasing complexity (of the society and measures to respond to threats and questions)
- Open markets and competition (potential for innovation)
- Contractors become clients.

## Threats

- Price competition from other regions
- Unfair competition (in-house departments, universities)
- Credit crunch
- Skills shortage / lack of qualified staff
- Insufficient leadership at political level
- Public clients' knowledge of our industry's services is insufficient
- Unfavourable regulatory framework
- Competition with designers that are integrated within (general) contractors
- Conditional sale of our services (e.g. provision of services together with supply of electricity).



## Conclusion of the kick-off meeting

- The Committee agreed to elaborate a report
  - providing a picture of the strong and leading European engineering consultancy firm in 2015, based on a consolidation and elaboration of the foregoing SWOT analysis;
  - focusing on firms' strategies to seize 'opportunities' to become a leader (however, to be linked to weaknesses and threats);
  - addressing all firms (with various strategies - dependent on the firm's size, discipline and market), and at a second level, the associations (which initiatives can they undertake to support the firms);
  - including recommendations for improved national and European lobby activities.



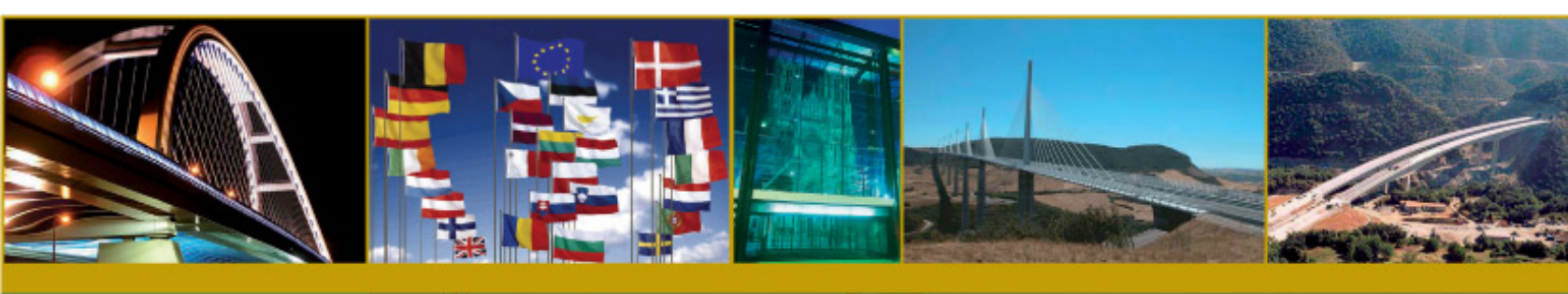
# The committee

Chaired by      Lena Wästfelt/STD

Members      Belgium/ORI  
Denmark/FRI  
Germany/VBI  
Greece/Hellasco  
Italy/OICE  
The Netherlands/ONRI  
Portugal/APPC  
Sweden/STD

Next meeting in Brussels on 7 July 2009

Please contact the secretariat ([vdalle@efca.be](mailto:vdalle@efca.be))  
if you are interested in joining and supporting the committee.



efca

**European Consulting Future committee**

**Thank you**

**General Assembly Meeting  
5 June 2009**