

64 year young entrepreneur steps out of the comfort zone

October 2018 – Starts rethought electrical company

With 40 years of experience in the electrical industry and with several successful businesses in the luggage, it would be okay to relax a little. However, this is not possible if your name is Claus Søggaard Poulsen and you are one of the most experienced entrepreneurs in the electrical industry. He has just started the company 'ProCon' in Aarhus, Denmark.

»The customers called for an entrepreneur that had the courage to step out of the comfort zone and forget the "that's how we are used to doing things"-approach with the purpose of providing the homebuilders with quality on time«, Claus Søggaard Poulsen explains.

ProCon A/S is a specialized supplier of electrical installation projects in story buildings, commercial buildings and total renovations. The company's streamlined and focused business approach provides the customer with a reduced and effective construction period.

»We have a close partnership with our customers where our staff assists with the design of the project and with streamlining the procurement and planning procedures. Before the construction commences, the project is optimized and manded with competent and focused resources«, Claus Søggaard Poulsen continues.

The trade associations predict that the electrical industry will be lacking 7,500 electricians in 2025. Consequently, Claus Søggaard Poulsen has chosen to change the approach to provide quality on time, which is what the customers want.

»ProCon has a well-established network of skilled electricians in the other countries of the EU. This means that we are able to quickly put together the best team of effective electricians for the task at hand.«

ProCon's EU-electricians are chosen for Danish tasks in advance. The terms of employment and working conditions are all in order, all Danish rules are met, the electricians are educated in ProCon's products and have completed a thorough introduction process.

»We have entered into partnerships with technical institutions in the EU where some of them offer a ProCon course for ambitious builders, which are interested in being selected for our tasks for Danish customers.«

Claus Søggaard Poulsen - who also is the Chairman for Classic Race Aarhus and Consul for Slovakia - looks forward to getting started with the project and to delivering effective and streamlined electrical installations for the Danish market.