



EUROPEAN
RENTAL
ASSOCIATION



9-15 OCTOBER 2023

Press release

Brussels, 11 July 2023

ERA announces European Rental Week competition for rental employees

The European Rental Association (ERA) has launched a European Rental Week competition to promote careers in the rental industry. Employees of rental companies in Europe are invited to post videos on social media about why they enjoy working in the rental industry and why others should consider a career in rental.

Michel Petitjean, Secretary General of ERA, said:

“The theme for this first ever European Rental Week is ‘Investing in People’ and we really want to showcase the great careers and opportunities that the rental industry provides. People are the lifeblood of the industry and are our best advocates. We want to give a bigger voice to the people who know our industry best and to bring those many great reasons to work in rental to a much wider audience.”

The competition will include videos posted on Twitter, LinkedIn, Facebook, Instagram and TikTok with the hashtag #WorkInRental. Videos posted until 15 October 2023 are eligible and the winner will receive a trip to Lisbon in May 2024 to be recognised for their achievement during the ERA Convention and European Rental Awards event.

About European Rental Week

European Rental Week is an annual event dedicated to the promotion of rental across Europe. It was developed in collaboration with the National Association and Promotion Committees of ERA. The first European Rental Week will take place from 9 to 15 October with the theme ‘Investing in People’.

The event aims to coordinate promotional activities from rental companies to improve the attractiveness of the industry, raise awareness of the rental concept and promote rental as a sustainable, cost-effective and resource-efficient solution. This year’s event will aim to focus activities on the promotion of the industry as an employer, as well as providing an opportunity to promote rental in general.

Activities within different countries will be coordinated and promoted by the national associations within the European Rental Week framework.

Visit the website for more information: <https://europeanrentalweek.eu/>

If you would like to know more about European Rental Week, please contact the ERA team at era@erarental.org.

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About ERA

The European Rental Association was created in 2006 to represent national rental associations and equipment rental companies in Europe. Today, the membership includes well over 5,000 rental

companies, either directly or through 17 rental associations. ERA is active through its committees in the fields of Promotion, Sustainability, Statistics and Technical, and through its working groups, including the Future Group and the OSH Working Group.

Extensive information on ERA's activities, reports, and publications is available on the ERA website at <https://www.erarental.org>

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