



EUROPEAN  
RENTAL  
ASSOCIATION



9-15 OCTOBER 2023

Press release

Brussels, 9 October 2023

## ERA celebrates first ever European Rental Week

The very first [European Rental Week](#) begins today and ERA will be celebrating the equipment rental industry throughout the week, which lasts from 9 to 15 October.

Rental companies and associations across Europe will also be promoting the industry during the week 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, in line with the theme of 'Investing in People', the industry will be promoting the opportunities, careers, development and training that the industry provides for people from all backgrounds.

Michel Petitjean, Secretary General of ERA, said:

*"We are very excited that European Rental Week has finally arrived. We have worked very hard with our members over the past year to make this important promotional initiative a reality and we especially thank the members of our National Association and Promotion Committees for their valuable contributions. European Rental Week shows what we can achieve by working together and is a great opportunity to showcase everything that we love about our industry."*

### Don't miss the 'Building the Future' webinar on people and growth in equipment rental

Register for the 'Building the Future' – People and growth in equipment rental webinar on 11 October. The webinar will present the 2023 ERA Market Report and will feature a panel discussion on the key roles of people in the industry.

Register here: <https://na.eventscloud.com/ereg/newreg.php?eventid=765156&>

### Tell us why you love working in rental and win a trip to Lisbon

We invite rental company employees to post videos on social media about why they enjoy working in the rental industry and why others should consider a career in rental. Just use the hashtag #WorkInRental 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.

Full details here: <https://europeanrentalweek.eu/#competition>

### 'Investing in People'

In line with the theme of this year's European Rental Week, ERA is promoting careers in the rental industry.

Video testimonials from people working in the industry will be posted throughout the week (see our [Youtube](#) and [LinkedIn](#) channels) and the 'Reasons to Work in Rental' poster is available here: <https://erarental.org/working-in-rental/>

**\*\*Ends\*\***

### **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://erarental.org/>.

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