



The GRA was formed in 2003 to promote rental worldwide

IMAGE SOURCE: ERA

The Global Rental Alliance met in Maastricht to discuss key issues for the industry

10 July 2023 by ERA

- The Global Rental Alliance (GRA) met in Maastricht to discuss key issues for the industry
- The meeting took place at the end of the ERA Convention, European Rental Awards, IRE, and APEX 2023
- GRA is a networking organization for equipment rental associations formed in 2003
- GRA focuses on promoting rental worldwide, sustainability, people, and safety
- GRA addresses universal issues such as digitalization and market penetration

- GRA has eight members from Europe, North and South America, Asia, and Australasia
- Since 2021, GRA has been administered by the European Rental Association

The Global Rental Alliance met on 9 June to discuss key issues for the industry around people, promotion, safety and sustainability. The meeting took place at the end of the **ERA** Convention organised together with the European Rental Awards, the International Rental Exhibition – IRE – and APEX 2023 at the MECC in Maastricht.

The Global Rental Alliance (GRA) – www.globalrentalalliance.org – is a networking organisation for equipment rental associations that was formed in 2003 to promote rental worldwide. It provides an opportunity for members to learn from each another, with a focus on promotion of rental, sustainability, people (attracting talent to the industry, training and skills, etc.) and safety, as well as universal issues, such as digitalisation and market penetration.

It has been an important vehicle over the years for promoting the industry around the world and has eight members today from Europe, North and South America, Asia and Australasia.

Since 2021, the GRA has been administered by the European Rental Association.

For more information, please email the **ERA** team at era@erarental.org.

Source: ERA - European Rental Association