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**Join 700+ industry leaders at CRU's World Optical Fibre & Cable Conference 2018, to explore a smart world connected by optical fibre.**

**CRU’s World Optical Fibre & Cable conference has experienced incredible growth since its launch in 2015. The three-day annual conference has become a well-established event in the calendar and is highly respected by those working in the global fibre and cable industry for the quality of the agenda and premium networking.**

CRU is delighted to announce this years’ conference will be hosted by Futong Group, one of the leading manufactures of internet-based information transmission materials. After three successful years in Wuhan, 2018 sees the event move to Hangzhou - only an hour’s train journey from Shanghai, and a hub for China’s internet economy. The conference will be held at the InterContinental Hangzhou, China, from 5-7 November 2018.

CRU’s Senior Analyst, Dr. Yuya Pan, said “*China represents more than 50% of the world’s optical cable consumption, cable production, fibre production, and preform capacity.* *Not only is China the world leader in terms of quantities produced and consumed but it also is among the world’s most advanced telecom markets in terms of broadband coverage, penetration, and technology leadership*.”

China has developed and deployed advanced fibre optic technologies on a massive scale in a relatively brief period of years. Its top manufacturers supply fibre optic products to all regions, and investments to serve international markets are scaling up.

The **CRU World Optical Fibre & Cable Conference** regularly attracts more than 700 attendees, including leading telecom network executives, fibre optic producers, solution providers, and industry innovators, and 2018 is expected to build on this success. The attendees value the conference for the excellent networking opportunities with hard-to-reach senior decision-makers and also for the agenda, which ensures they’re equipped with the latest tools and business strategies in anticipation of the future of global fibre-enabled connectivity.

The agenda will feature senior personnel from across the industry. Key themes will include: preform, fibre and cable market outlook; cable-makers’ global strategies; 'One Belt, One Road' partnerships; 5G and smart city fibre requirements; next generation fibre and cable design; fibre factories of the future; plus and a close look at world markets to highlight developments in China and other advanced telecom markets, and optical fibre and cable’s role in the new era of smart world connectivity.

The event also hosts a large exhibition of 40+ exhibitors, showcasing the latest technologies and services that are disrupting the entire supply chain. Plus, attendees will have the opportunity to see a Chinese fibre and cable manufacturing facility first-hand and explore one of China’s leading hubs for high-tech innovation.

For more details about the event please visit [www.worldopticalfibreconference.com](http://www.worldopticalfibreconference.com)

To request a press pass or for further information about the event, please contact lydia.prenticechallis@crugroup.com

**Note to Editors:**

**About CRU:** Founded in 1969, CRU Group is the leading, independent, global metals, mining and fertilizers analysis, consultancy and conference business. CRU is located in London, Hong Kong, Shanghai, Beijing, Pittsburgh, Santiago, New York, Mumbai, Sydney, Tokyo and São Paulo; and is dedicated to providing high quality analysis and insight to its global customer base. CRU employs more than 220 expert staff, including economists, engineers, metallurgists, geologists and chemists.   
  
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**About CRU Events:** CRU Events has a well-established portfolio of events for the metals, mining and fertilizer industries, including Wire & Cable, World Optical Fibre & Cable, World Copper and CRU Ryan’s Notes Ferroalloys.

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