

## Wire and cable conference heads to London for first time

CRU is bringing its global gathering of cable makers and thought-leaders to London for the first time in its history. The 14th Wire & Cable Conference will take place from 8 to 10 June 2020, at Leonardo Royal London St Paul's.

Siting the event close to CRU's headquarters promises to draw more market experts from across the wider CRU business to the interactive discussions and networking during the conference.

As a hub for transport and trade, the agenda will be packed with presentations from global producers and consumers of wire and cable products for the energy, communication, transport and automotive sectors; and representatives from across the copper, aluminium, optical fibre and associated materials supply chains.

Streamed sessions will allow for more in-depth discussion on insulated, winding and other speciality wire and cable products produced from copper, aluminium and optical fibre, coatings and the other materials and inputs that impact the bottom line for wire and cable producers, consumers and their supply chain.

As with previous years, the conference will take in the perspectives of cable makers from around the world, as well as distributors and other industry leaders on the challenges and opportunities that they see in specific regions or product markets.

The conference also represents a chance to see the latest wire

and cable designs and technical innovations that have been applied to improve performance and increase efficiency and sustainability. In addition to an agenda packed with 12 sessions and 30+ speakers, delegates can meet with industry peers and customers from across the industry during the frequent networking opportunities.

**CRU Events**  
[www.wireandcableconference.com](http://www.wireandcableconference.com)

## Steeltec counts on new CEO

Dr Florian Geiger has taken over as the CEO of bright steel producer Steeltec – part of the Schmolz + Bickenbach Group.

Dr Geiger worked for many years as a management consultant to numerous international companies where he specialised in corporate performance. In 2013, he moved to the Schmolz + Bickenbach Group where, as vice president for business development, he was responsible for enterprise-wide strategic projects and for mergers and acquisitions.

**Schmolz + Bickenbach Group**  
[www.schmolz-bickenbach.com](http://www.schmolz-bickenbach.com)

**Steeltec AG**  
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