

13<sup>th</sup>

COPPER / ALUMINIUM / FIBRE OPTIC / COATINGS / MATERIALS / POWER / COMMUNICATION / CONSTRUCTION / AUTOMOTIVE

CRU

# Wire & Cable Conference 2019

11-12 June 2019 • Steigenberger Wiltcher's, Brussels, Belgium

## Speakers already confirmed include:

- Markus Thoma, Managing Director, **LEONI Kabel GmbH**
- Hamid R Al Zayani, Managing Director, **Midal Cables**
- Laurent Schmitt, Secretary General, **ENTSO-E**
- Stefan Gröner, Vice President Product Sales & Marketing, **Aurubis**
- Dr. Bernhard Deutsch, VP and GM, **Corning Optical Fiber and Cable**
- Antoni Bosch, Vice President, Telecom Solutions, **Prysmian**
- Brad R Johnson, President, **Superior Essex Communications**
- Sevgur Arslanpay, CEO, **Sarkuysan A.S**
- Kristian Ruby, Secretary General, **Union of the Electricity Industry - Eurelectric**
- William Toulemonde, International Market Manager, **Sonepar**
- Andrew Shaw, Managing Director, **Ducab**

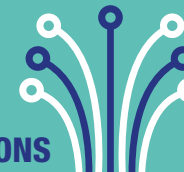
30+  
PRESENTATIONS  
OVER 2 DAYS



CONSISTENTLY ATTRACTS  
200+  
ATTENDEES FROM WHOLE  
SUPPLY CHAIN



SEPARATE STREAMS ON  
ENERGY AND COMMUNICATIONS



Gold sponsor

**Aurubis**  
Metals for Progress

Silver sponsors

**ROSENDAHL**  
KNILL GRUPPE

**NEXTROM**  
KNILL GRUPPE

**BOREALIS**

بروج  
**Borouge**

Supporters

**IWCS** The International  
Cable & Connectivity  
Symposium  
Industry Leadership, Innovation  
and Professional Development

**IWMA**  
INTERNATIONAL  
WIRE & MACHINERY  
ASSOCIATION

**CRU** Wire and Cable News

**FIBRESYSTEMS**

**CABLE TECHNOLOGY NEWS**

**Connect-World**

**IDATE**  
DIGITAL WORLD

**“If you want an effective means of learning about the future of wire & cable markets, then you need to consider the speaker forum & networking opportunities offered throughout CRU’s Wire & Cable conference.”**

Paul Bryant, Executive Vice President & Chief  
Commercial Officer, **IWEC**

CRU



For more information or to book your place, visit [www.wireandcableconference.com](http://www.wireandcableconference.com)



#CRUwirecable

We are delighted to announce that **CRU's 13th Wire & Cable Conference** will be held on 11-12 June 2019. Attracting over 200 key executives, the conference is well established as the premier meeting place for the world's cablemakers and the insulated wire and cable supply chain.

Being in Brussels, the centre for European policy making, the conference will open with presentations that will explore the direction of the EU's key construction, power and communication projects and how wire and cable quality controls and standards have been implemented.

Streamed sessions allow for more in-depth discussion on insulated, winding and other specialty 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 cablemakers from around the world on the challenges and opportunities that they see in specific regions or specialty products 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, increase efficiency and sustainability. In addition to the 12 sessions and 30+ speakers that are packed into a two-day programme, you will benefit from the best opportunity to meet your industry peers and customers from across the wire and cable supply chain during the frequent networking opportunities.

**“Excellent content, great opportunity to present your company and products, plus the added benefit of networking.”**

Ben McNamara, Vice President of Business Development, **Copperweld**

## 7 Reasons not to miss Wire & Cable 2019

- **Wire and cable manufacturers** and industry **thought-leaders** from around the world will share their **strategies** and **market views**
- Gain in-depth insights into **emerging market opportunities** and **regional perspectives** on changing **trade dynamics**
- Understand the impact of **power, communication, construction** and **automotive industry developments** on the wire and cable supply chain
- Meet **hard-to-reach, senior decision-makers** from across the sector
- Discuss your challenges and share your views with **CRU's industry experts**
- Gain **technical insights** into the latest wire and cable products and raw materials
- Meet with **leading innovators** and **experts** looking to build partnerships; and improve **energy** and **communication network deployment**



## Preliminary Agenda

## Tuesday 11 June - Day One

09:30 Registration opens

10:00 Welcome Coffee

10:30 **Keynote session****Industry keynote:****Automotive industry trends towards connectivity and electric vehicles and the impact on the wire and cable industry**

- Leoni Kabel's vision of the automotive industry and strategy
- Automotive harness wiring needs of modern, connected vehicles
- Impacts on power infrastructure requirements lead by the rise of EV

**Markus Thoma**, Managing Director, **LEONI Kabel GmbH****European Power System needs to achieve next Clean Energy Package targets****Laurent Schmitt**, Secretary General, **ENTSO-E****Sustainability in the wire and cable supply chain****Stefan Gröner**, Vice President Product Sales & Marketing, **Aurubis**11:30 **Session 2: Optical Cable Leadership Panel**

Senior executives of world leading optical fibre and cable producers will share their companies' strategies and forward vision before engaging in a panel discussion with one of CRU's market experts.

- In which wire and cable products do you see the greatest opportunities?
- What are the key markets for growth and barriers to entry?
- How can optical fibre and cable producers avoid commoditization of their products and services?
- Where is R&D being invested?
- How is the relationship between producers, retailers and consumers evolving?
- Incorporating Industry 4.0, IoT and other industrial trends in the cable factory of the future

Confirmed speakers include:

**Dr. Bernhard Deutsch**, Vice President and General Manager, Optical Cable, **Corning Inc****Antoni Bosch**, Vice President, **Telecom Solutions**, **Prysmian****Brad R Johnson**, President, **Superior Essex Communications**

13:00 Lunch

14:30 **Session 3: Global Wire and Cable Perspectives****Challenges and opportunities of the wire and cable industry in the Middle East****Hamid R Al Zayani**, Managing Director, **Midal Cables****Turkish Market Spotlight****Sevgur Arslanpay**, CEO, **Sarkuysan A.**

Further speakers to be announced

15:30 **Networking Break**16:00 **Session 4: Exploration of wider industry trends and their impact on wire and cable**

**Macroeconomic and industrial development: Assessing the impact of global trade war, uncertain Brexit outcomes and EU destabilization for world trade and industrial growth**

Speakers to be announced

17:00 **Close of Day One**17:30 **Welcome Reception**

**CRU's Wire & Cable Conference is the best event to network with key players across the whole supply chain and get the latest on the demand drivers and trends affecting the industry.**

David Cavassa, Business Development Manager, Europe, **UL**

This agenda is subject to change, please check the website for the latest updates



## Preliminary Agenda

## Wednesday 12 June - Day Two

08:00 Registration opens

## Energy Stream



## 09:00 Energy market insights

- Grid expansion in Europe and the different policies planned by the governments and the EU
  - Outlook for wind energy developments and cable requirements
  - The outlook for nuclear energy development and implications for cable supply chain development
  - Energy network implications of the shift towards electro-mobility
- Kristian Ruby**, Secretary General, **Union of the Electricity Industry - Eurelectric**  
**Andrew Shaw**, Managing Director, **Ducab**

10:30 Networking Break

## 11:00 Supply Chain Insights

- Winding wire focus
  - Copper market dynamics
  - Materials and coatings
  - Aluminium market focus
  - Energy cable distribution
- William Toulemonde**, International Market Manager, **Sonepar**

10:30 Lunch

## 13:30 Energy Cable Innovation

- Fire resistance
- Overview of innovations in coatings and materials
- Subsea cable design
- Anti-counterfeiting measures

14:30 Networking Break

## 15:00 Manufacturing Process Technologies

- Advances in machinery design
- New coatings and materials
- Industry 4.0 in the wire and cable factory

16:00 Close of Conference

## Communications Stream



## 09:00 Global Telecom Industry Trends

- Latest update on the 5G roll out
  - Convergence of fixed line and mobile
  - Smart City and internet of things networks
- Rudy Musschebroeck**, Director Strategy and Business Development, **CommScope**  
**Aurelien Bergonzo**, Director Research Innovation & Technology, **ACOME Group**  
 Further speakers to be confirmed

## 11:00 Optical Fibre Trade Dynamics

- Global FTTH panorama
  - Copper replacement programmes
  - How is the China market balanced?
  - Emerging market network investment
- Roland Montagne**, Principal Analyst, **IDATE DigiWorld**

## 13:30 Fibre Network Technology Trends

- Increased fibre capacity requirements
- Next generation PON technology
- Fibre deployment innovation

## 15:00 New Fibre Types and Cable Designs

- Preform production advancement
- Special cable types (G654 fibre, high fibre count cable, ribbon cable, hybrid cable)

## Thursday 13 June, 8:30-15:00 - Site visit to Aurubis' Olen production facility

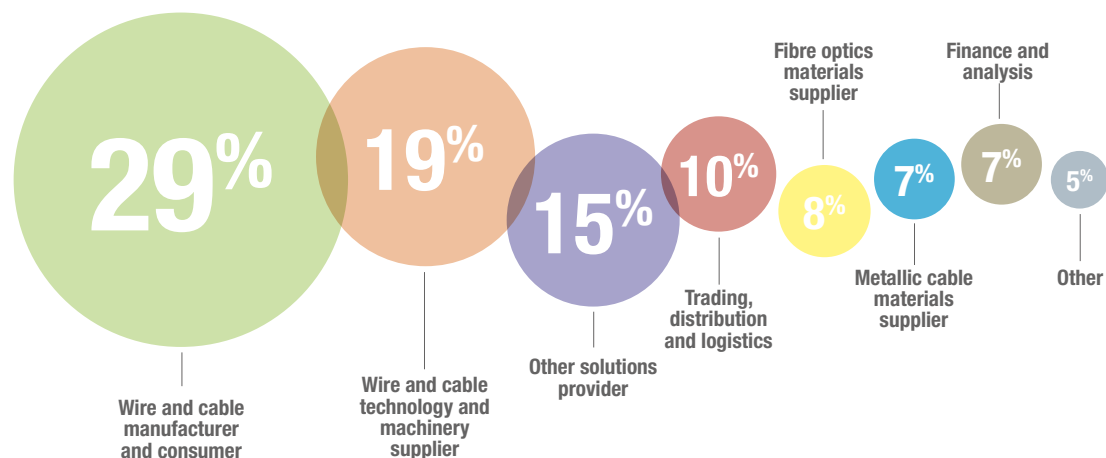
Aurubis AG is a leading global provider of non-ferrous metals and the largest copper recycler worldwide. The company processes complex metal concentrates, scrap metals, and metal-bearing recycling materials into metals of the highest quality.

N.B. Places will be allocated on a first-come-first-served basis to fully registered delegates only.

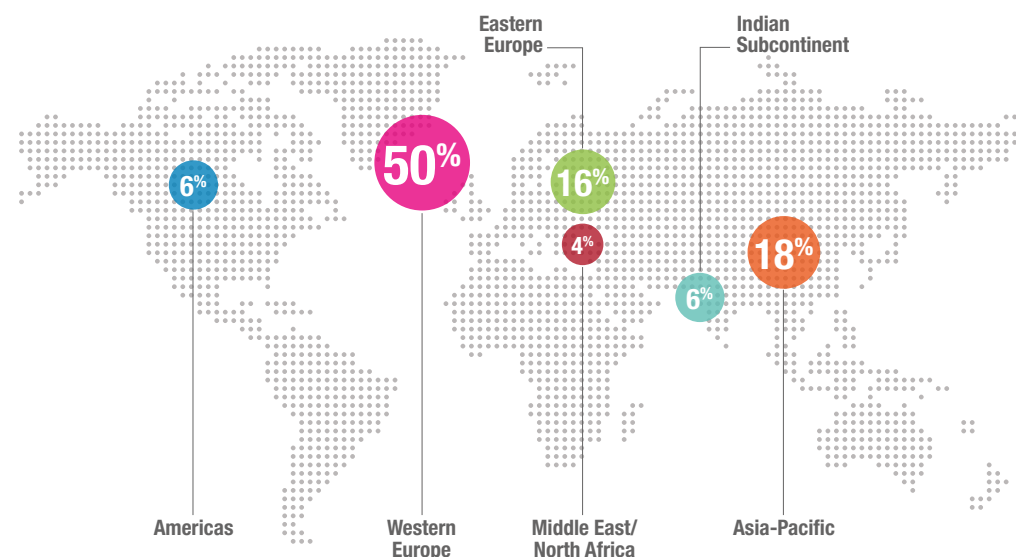


## Who attends?

### Participants by activity:



## Participants by region: 34 countries



## Interested in Sponsorship and Exhibition Opportunities?

Our sponsorship packages are tailored to ensure exclusivity, to increase brand recognition in a targeted form, and leave a strong and lasting impression of your company.

### Available packages include:

- Networking Reception
- Auditorium Sponsorship
- Refreshments Breaks
- Exhibition Stand

### To discuss your participation please contact:

Paul Terry:

✉ [paul.terry@crugroup.com](mailto:paul.terry@crugroup.com)

☎ +44 (0)20 7903 2131

Ramandeep Dhaliwal:

✉ [ramandeep.dhaliwal@crugroup.com](mailto:ramandeep.dhaliwal@crugroup.com)

☎ +44 (0)20 7903 2047

“ I was delighted to attend the CRU Wire & Cable conference. As always the content was excellent and networking opportunities great! ”

Rajive Kaul, Chairman, NICCO Corp



# Yes! Book my place at the Wire & Cable Conference 2019

## DELEGATE FEES

From 11 March 2019 to 10 May 2019 €630 (+ 21% VAT)

From 11 May 2019 onwards €750 (+ 21% VAT)

Group booking discounts are available.  
For further details see the registration page on the website.

## 3 easy ways to book



Online [www.wireandcableconference.com](http://www.wireandcableconference.com)





Email [conferences@crugroup.com](mailto:conferences@crugroup.com)



Call +44 (0) 20 7903 2444



 This conference is a great opportunity to get an overview of the most relevant trends in the wire and cable industry in a very condensed 2 day event. 

Bart Verheule, Head of Marketing Energy, Borealis Polymers