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## **CRU's 11<sup>th</sup> Wire and Cable conference comes to Munich**

Germany has emerged as a world renewable energy leader, which makes the country the perfect place to understand the future of wire and cable consumption in power generation. This year's conference will include special highlight sessions that focus on the future of renewable energy, connected living, automotive electronics and subsea wire and cable usage. These sessions will explore next generation applications of wire and cable and how it will impact producers, traders and distributors around the world.

CRU provides analysis on the optical fibre and cable industry from every angle, giving insight into industry trends, from price movements to changes in demand. CRU Events creates industry-leading commercial and technical events around the world, they chose to bring the conference to Munich as the Bavarian capital is Germany's undisputed technology centre and boasts one of the world's largest IT, communication and automotive industry hubs.

"We are really excited about the conference this year. It is such an exciting time for the wire and cable industry," said Nicola Coslett, CEO of CRU Events. "As with previous years, the event will open with shared plenary sessions and then split into streams that drill down separately on Energy cable and Communication cable issues. In this way, we bring together the entire supply chain from across global wire and cable industry. Opening sessions will explore the key regional markets and the economic factors affecting wire and cable trade flows," she continued.

The event will have over 30 presentations packed into a two day programme, in addition to a site visit to the Niehoff plant. There will be a number of in-depth papers on copper, aluminium, optical fibre, coatings and other inputs markets, as well as a showcase of the latest technical innovations that may disrupt this sector. The CRU Wire and Cable conference is being held 17-19th July at The Westin Grand in Munich Germany.

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

### **Ends**

**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.

**For more information visit:** [www.crugroup.com](http://www.crugroup.com) or contact: [kay.rowlands@crugroup.com](mailto:kay.rowlands@crugroup.com)

**About CRU Events:** CRU Events has a well-established portfolio of events for the metals, mining and fertilizer industries, including Wire & Cable, World Copper and CRU Ryans Notes Ferroalloys.

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