9-11 June, 2014, InterContinental Istanbul, Turkey

Delivering authoritative insight into power, telecom, OEM and structured cabling markets

Speakers confirmed for 2014 include:

- Stu Thorn, CEO, Southwire Company
- Hans Hoegstedt, CEO, Prysmian Group Turkey
- Yong Liu, Vice President & Chief Engineer, Futong Group
- Daniela Costa, Wire & Cable Analyst, Goldman Sachs
- Gert Hoefman, CEO, Oman Cables Industry
- Ahmed Ahmed El Sewedy, CEO, ELSEWEDY ELECTRIC
- Gerard Kuyt, Senior Consultant, Optical Fibre, Prysmian Group
- Steven Cheng, Manager, Datacentre Cabling & Infrastructure Build Team (CIBT), Facebook
- Max Yates, Industrials Analyst, Credit Suisse
- Michael Weiss, Senior Director, Purchasing Cable Council, Siemens AG
- Bernhard Schipper, Corporate Commodity Engineer Cables, Project Material & Commodity Engineering, Siemens AG
- Sherif Mohamed El-Sherif, Quality Control, EGYTECH Cables, ELSEWEDY CABLES EGYPT
- Jan Schindler, Market Intelligence Manager, Telecom Business / Telecom Solutions, Prysmian Group
- Federico Renon, Manager, Networks – Infrastructural, Technological & Facilities Purchasing, Telecom Italia
- Jean-Arnold Vinois, Honorary Director, European Commission
- Liyong Zhang, Director of Engineering & Technology Center, Futong Group
- Shanghai Electric Cable Research Institute (SECRI)
- Ms Zhang Shanshan, President, Wanma Cable, China

Plus industry expertise and analysis from CRU including Grant Colquhoun, Patrick Fay and Rob Daniels

Organised by CRU Events
CRU’s 8th World Wire & Cable Conference
9-11 June 2014, InterContinental Istanbul, Turkey

Introduction

Now in its 8th year, CRU’s World Wire & Cable Conference 2014 is delighted to move to Istanbul, Turkey. With its growing economy and strategic geographical positioning, Turkey provides a pivotal meeting place for global and regional wire & cable makers. Once again, the World Wire & Cable Conference will provide cable makers and their suppliers and customers with insights on the trends that are shaping the industry, plus case studies from leading manufacturers and some of the world’s largest cable end-users. We have extended the programme’s content and geographical spread with more presentations and more speakers than ever before, including new perspectives from both cable makers and cable customers.

With 30+ speakers, 11 cable maker presenters, no fewer than 11 countries represented on the speaker panel and viewpoints from 3 end-users, no other event will provide you with such high-level analysis and wide-ranging experiences. CRU’s 8th World Wire & Cable offers the best opportunity during the year for you to meet your peers and customers in the wire and cable markets. Join the industry’s most senior gathering in Istanbul this year for unrivalled insight, updates and networking.

Reasons to attend:

- No fewer than 11 representatives from cable makers will present, including Prysmian, Futong Group, ELSWEDY ELECTRIC, Oman Cables, Southwire, and Wanna Cables and a site visit to Sarkuysan
- End-users perspectives from Facebook, Telecom Italia and Siemens
- Over 200 high-level industry delegates expected
- External expertise from the European Commission, Goldman Sachs and Credit Suisse
- Industry and technical expertise from Heraeus, IEWC, IWCS, Borealis and Sikora
- CRU’s expert views on the global economic outlook, copper, aluminium and the outlook for both the energy and communications cable markets
- A highly international event, including market overviews on host country Turkey from Prysmian Group Turkey, on China from SECRI, and on the MENA region Futong Group and Wanna Cable
- An expert speaker panel with 30+ presenters taking part

Sponsorship & Exhibition Opportunities

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We have designed a range of sponsorship packages to help you showcase your company and increase your brand awareness. These packages are a great way to enhance your networking opportunities and raise awareness of your company’s expertise.

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Exhibition packages are priced €3,500 and include the following benefits:

• A display area of 3m x 2m
• One draped table with two chairs
• One complimentary delegate place
• Company logo and 50 word profile in the conference guide
• Logo and hyperlink on conference website

Monday 9 June - Site Visit • Sarkuysan Copper Plant: Duration 4 hours

The main production plant of Sarkuysan is located in Gebze, near Istanbul, where electrolytic copper rod, wire, tube and bus bars are produced. Our products are the standard input materials of several industries including electrotechnique, electronic, motor, communication, power generation and distribution, railway, aerospace, solar and renewable energy, home appliances, measurement instruments, defence, automotive, chemical, construction, heating, air-conditioning and sanitary plumbing. Sark wire also have another Sarkuysan production plant which is located in Albany, NY- USA.

Book now! Online: www.wireandcableconference.com
## Programme

**Day zero - Monday 9 June**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>13:00</td>
<td>Site visit to Sarkuysan Copper Plant</td>
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<tr>
<td>18:00</td>
<td>Registration &amp; Welcome Reception</td>
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</tbody>
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**Day one - Tuesday 10 June**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>08:00</td>
<td>Registration and welcome coffee; exhibition open</td>
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<tr>
<td>09:00</td>
<td>Chairman’s opening remarks</td>
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<tr>
<td>09:10</td>
<td>A Welcome to Turkey and an overview of growth in the Turkish cable market</td>
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<tr>
<td>09:30</td>
<td>CEO keynote panel discussion: our vision for the global wire and cable industry</td>
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<tr>
<td>10:30</td>
<td>A global economic outlook and the likely impacts on the world wire and cable market</td>
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<tr>
<td>11:00</td>
<td>Refreshment break</td>
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<tr>
<td>11:30</td>
<td>The risks and challenges of industry consolidation: analysis of the global wire and cable market from the perspective of the financial sector</td>
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<tr>
<td>12:00</td>
<td>Keynote address: an update from the European Commission</td>
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<tr>
<td>12:30</td>
<td>Networking lunch</td>
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**Session 2: Customer perspectives**

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<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>14:00</td>
<td>End-user panel discussion</td>
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Places for the site visit are strictly limited. Please contact conferences@crugroup.com to request further details and secure your place.

Sarkuysan, with its trademark “sks” products, is an important market player in its sector in terms of production and sales in the domestic market; and exports a significant portion of its products to nearly 60 countries in five continents.

and what ageing infrastructure in US, Europe and India will mean for wire and cable manufacturers
- how might continuing political uncertainty in strategic areas around the world affect the industry?

Grant Colquhoun, Group Economist, CRU

11:00 Refreshment break

11:30 The risks and challenges of industry consolidation: analysis of the global wire and cable market from the perspective of the financial sector

This session will highlight the perspectives of two key players in the financial sector, with each examining:
- where we see excess capacity/oversupply and what market opportunities this could offer the industry
- how well are current M&A’s working? What can we learn to aid future consolidation?

Daniela Costa, Wire & Cable Analyst, Goldman Sachs

Max Yates, Industrials Analyst, Credit Suisse

12:00 Keynote address: an update from the European Commission on energy policy, power infrastructure and environmental regulation and the impact on power cable manufacturers
- new EU regulation on energy infrastructure
- the Connecting Europe Facility and its impact on transport, telecom and energy trans-European networks

Jean-Arnold Vinois, Honorary Director, European Commission

12:30 Networking lunch

**Confirmed panellists:**

Steven Cheng, Manager, Datacentre Cabling & Infrastructure Build Team (CIBT), Facebook

Michael Weiss, Senior Director, Purchasing Cable Council, Siemens AG

Bernhard Schipper, Head of Technical Council Cables, Siemens AG

Federico Renon, Manager, Networks – Infrastructure, Technological & Facilities Purchasing, Telecom Italia
Day Two - Wednesday 11 June

08:00 Registration & exhibition open
Registration sponsored by

Stream 1: Communications cables

08:55 Chairman’s opening remarks
Chairman: Patrick Fay, Senior Consultant, CRU

09:00 The 2014 outlook for the communications cable market
- update on global fibre optic market, how it is developing and in which regions
- outlook for wireless and fibre optic market
- update on the Chinese communications cable market and the outlook for future growth
- update on 4G rollout and looking ahead to 5G
- demand by cable design and the impact on cable design trends in different regions
Patrick Fay, Senior Consultant, CRU

09:30 Customer perspective I
An update on what Facebook needs from its data centre cabling and what cable manufacturers can provide to meet our needs
- developments in consumer demand for bandwidth and what that will mean for Facebook
- an update on our recently completed generation 3 cable infrastructure for data centers
- our expected percentage capacity increase and the new technologies we are investing in
- an overview of what we aim to support and achieve for today and over the next 3 years
Steven Cheng, Manager, Datacentre Cabling & Infrastructure Build Team (CIBT), Facebook

10:00 Customer perspective II
An update from a communications cable customer
Federico Renon, Manager, Networks – Infrastructural, Technological & Facilities Purchasing, Telecom Italia

10:30 Refreshment break

Session 3: Regional Outlooks

14:45 China outlook - An overview of the economic outlook in China and the likely impact on the global and local wire and cable markets
- what are growth forecasts for the Chinese cable market?
- which segments of the market are growing and which firms are supplying these segments?
- is the landscape of the biggest players changing?
- an update on planned investments in power and/or communications infrastructure, such as 4G-related construction
- what are Chinese investment plans in Europe?
- an update on the trend towards product specialisation in the Chinese market

15:15 North Africa and Middle East outlook: Market update on cable demand in the region
- forecasting demand for power generation – driven by the region’s mineral resources, how great will the need be?
- how will the completion of submarine cables affect the telecoms market, and therefore demand for communications cable?
- an update on Chinese investment in the region
- likely developments in infrastructure development and regulation

15:45 Refreshment break

Session 4: Raw Materials

16:15 Copper pricing and market developments
- the price outlook
- future demand growth for copper
- what impact will substitution have on price?
- the impact of global economic factors such as quantitative easing in the US and Europe
- outlook for copper communication cables
- minimising copper pricing risk
Vanessa Davidson, Group Manager: Copper, Nickel, Stainless Steel & Special Alloys, CRU

16:45 Aluminium pricing and developments
- the aluminium price outlook
- future demand growth and growth drivers
- an update on substitution of aluminium for (?)
Paul Williams, Research Manager, Aluminium, CRU

17:15 Close of day one

17:15 Cocktail Reception
Programme

11:30 Market opportunities in broadcast communications and the implications for cable makers
- higher definition broadcast imaging
- raw material convergence: copper to fibre and back to coppers
- increasing pixel counts
Paul D. Bryant, Executive Vice President and Chief Commercial Officer, IEWC

12:00 Update on new fibre types and the moves towards specifications and standardisation
- low loss in combination with bend and sensitivity
- moves towards thinner yet higher capacity fibre types and their transmission features
David Mazzarese, Technical Manager, Optical Fiber Systems & Standards, OFS Optics
Gerard Kuyt, Senior Consultant, Optical Fibre, Prysmian Group

12:30 Networking lunch

13:30 Optical fibre pricing and developments
Jan Vydra, Vice President, Fibre Optics, Heraeus

14:00 Communications cable case study: The leapfrog development of the Chinese optical fiber and cable industry
- marketing and product strategy in China, in Europe and elsewhere
- updates on improved product and production processes
- moves towards improved efficiency
Yong Liu, Vice President & Chief Engineer, and Liyong Zhang, Director of Engineering & Technology Center, Futong Group

14:30 Closing remarks

14:35 Refreshments and close of conference

Stream 2: Power/Energy/Winding Wire/OEM Cables

09:00 Chairman's opening remarks

09:00 Review and outlook of the energy cable market
- what, if any, will be the impact of cheaper gas supply (due to shale gas discoveries) on the wire and cable industry? Could this shift the balance of energy power from the Middle East to the USA or Europe?
- the potential impact of future energy generation trends
Rob Daniels, Principal Consultant, CRU

09:30 Customer perspective
Siemens: an update on how we are changing our cable procurement processes and what we expect from our suppliers
- our current focus on partnerships and networks of suppliers that fit into our markets
- ways to get cable suppliers involved early in the product design process
Michael Weiss, Senior Director, Purchasing Cable Council, Siemens AG
Bernhard Schipper, Head of Technical Council Cables, Siemens AG

10:00 Power cable manufacturer case study: Improving efficiency and cost management to compete globally
- applying World Class Manufacturing and Six Sigma principles
- measuring current performance and identifying areas for improvement
- setting targets for lean manufacturing, process improvement and quality improvement
- our results and next steps
Sherif Mohamed El-Sherif, Quality Control, EGYTECH Cables, ELSEWEDY CABLES EGYPT

10:30 Refreshment break

11:00 How to respond to new opportunities in the wire & cable industry – a PO manufacturer view
- strategies to reduce costs and be more efficient
- quality and reliability versus risk taking mind-set
- innovation as a response to new technologies and industry needs
- global opportunities and challenges and how to respond to them
Anton Wolfsberger, Marketing Manager, Wire & Cable, Borealis

11:30 Power cable manufacturer case study
Speaker tbc, Sarkuysan

12:00 Developments in green technologies for power cables – using clean materials in the production process
Speaker tbc, Sikora

12:30 Networking lunch

13:30 HV/EHV power cable in China and expectations of future demand
- trends in the use of aluminium v copper- trends in terms of cable
- only supply compared to supply and install contracts
- Chinese industry capacity versus market demand
- expected demand forecast for the next 1-3 years
Ms Zhang Shanshan, President, Wanma Cable, China

14:00 Closing remarks

14:05 Refreshments and close of conference

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Register by 28th February 2014 to save €435
Please register me for Wire and Cable Conference 2014 at the rate of:
☐ From 18 February until 12 May €1,490 MID TIER RATE
☐ From Tuesday 13 May 2014 €1,765 FINAL RATE

☐ I would like to attend the Site visit to the Sarkuysan Copper Plant
☐ I am interested in sponsorship/exhibition opportunities

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NEW FOR 2014 - CRU World Wire & Cable Networking app & portal

Look out this summer for the launch of CRU’s new online portal and downloadable app. Once registered, delegates will have unlimited access to the event information and be able to personalise their agenda and set up meetings via the networking function on the portal/app