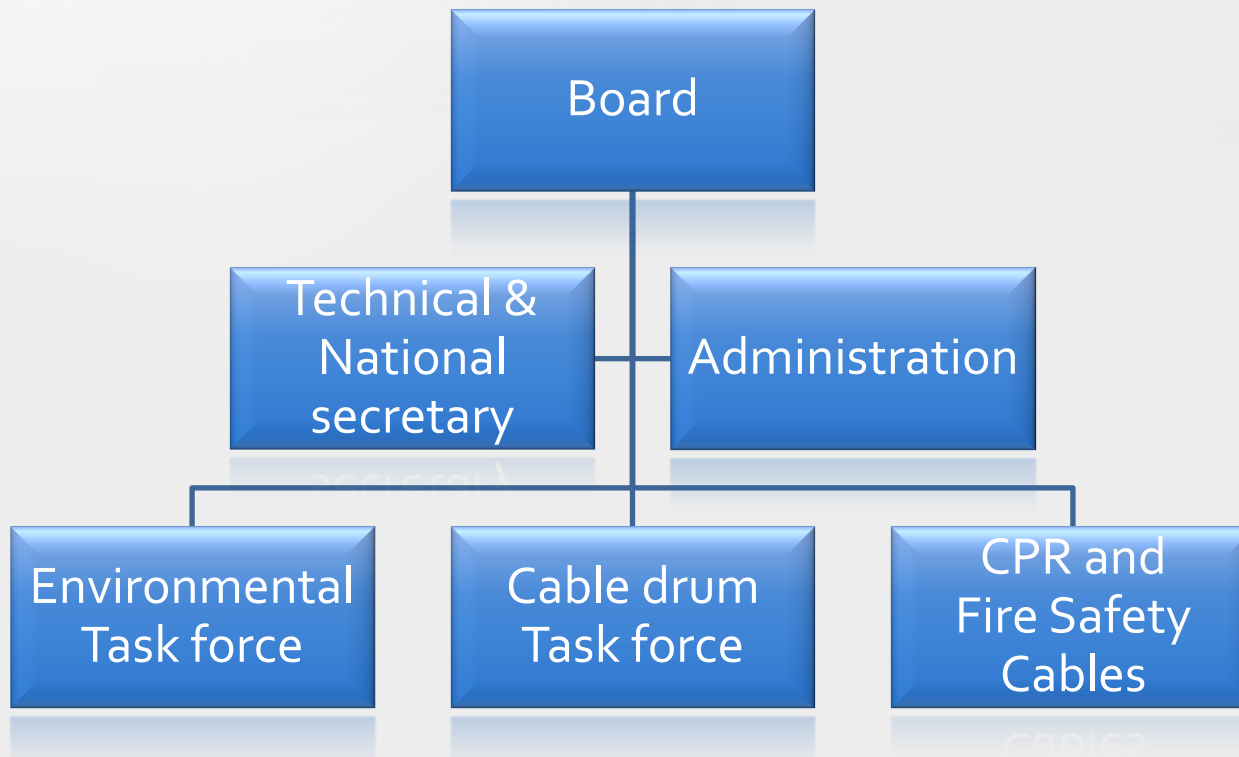


Presentation of SELCABLE

Business organization for Swedish cable manufacturers– Office by
Teknikföretagens Branschgrupper AB
Member of EUROPACABLE - European Confederation of Associations of
Manufacturers of Insulated Wires and Cables

Oranization

SELCABLE represents the Swedish cable manufacturers in the European cable association EUROPACABLE E.E.I.G.



SELCABLE Mission Statement

SELCABLE is the voice of the Swedish cable industry, representing 4 member companies.

SELCABLE is committed to engaging in the following three dimensions:

- **to be recognized** as a fully transparent lobby organization representing the cable industry in relevant EU and national regulations and policies
- **to be trusted** source of technical information on cable products and be actively engaged in relevant standardization processes.
- **to raise visibility** of the Swedish cable industry.

Focus areas

1. Internal
industry
communica-
tion



2. Lobbying
and
standardi-
zation



3. External
Industry
Visibility



Focus area 1

Internal Industry Communication

Objectives

- To serve as the information hub on relevant regulation and EU policy issues
- To facilitate technical and environmental exchange among members
- To ensure that any exchange among members is pursued in strict accordance with Swedish competition policy

Priority Actions

- Active dialogue with Member Companies
- Become a platform for exchange of best practices
- Create a new corporate identity
- Establish active internal communication
- Development of SELCABLEs network

Focus area 2

Lobbying and Standardization

Objectives

- To represent the cable industry and reply and act to relevant new EU and national regulations and policies
- To coordinate Swedish standardization activities and monitor the representation in different committees

Priority actions

- Coordinate the implementation of CPR and RoHS II in the cable industry
- Promote the use of halogen free building cables through the project "Safety Cables"

Focus area 3

External Industry Visibility

Objectives

- To be reconized as a fully transparent organization representing the cable industry
- To serve as the information hub on relevant cable issues for the market place and other organizations

Priority actions

- Actively attend external activities to represent the cable industry
- Improve SELCABLEs visibility by more activley use the web-page