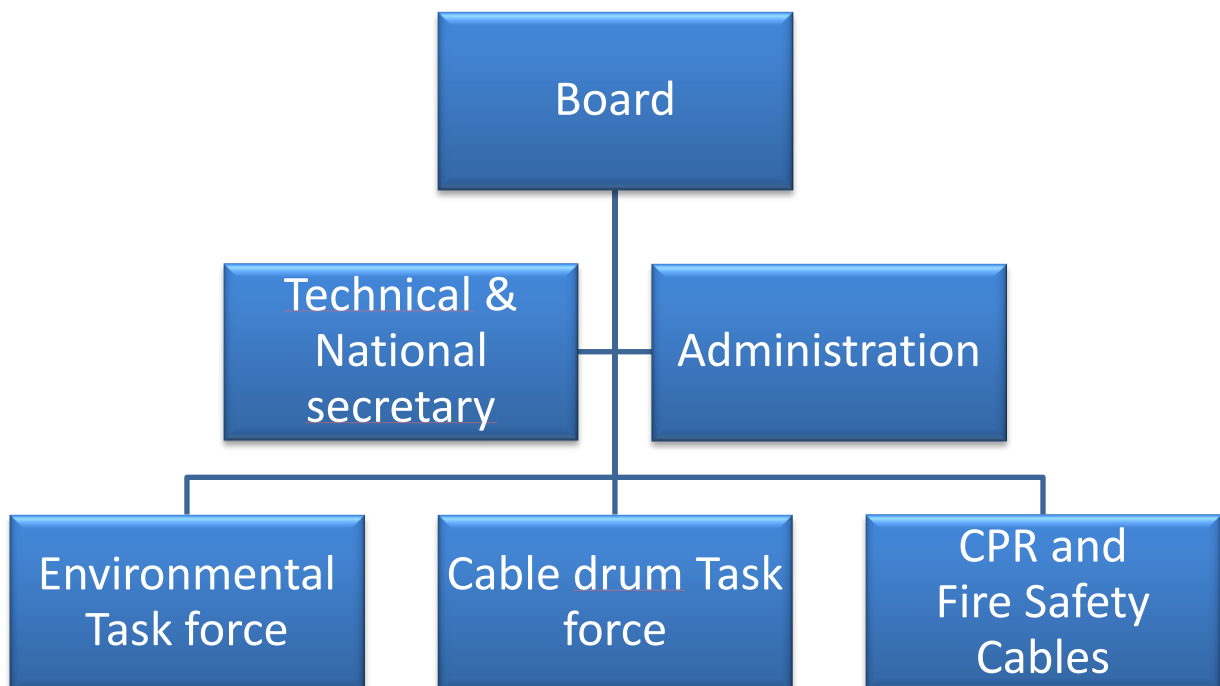


## Presentation of SELCABLE

### Organization

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



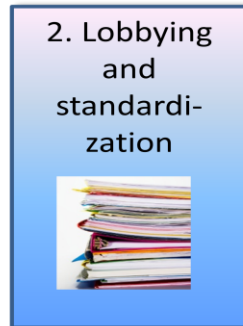
### SELCABLE Mission Statement

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



### 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 "Fire Safety Cables"

**Focus area 3**

**External Industry Visibility**

Objectives

- To be recognized 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 actively use the web-page