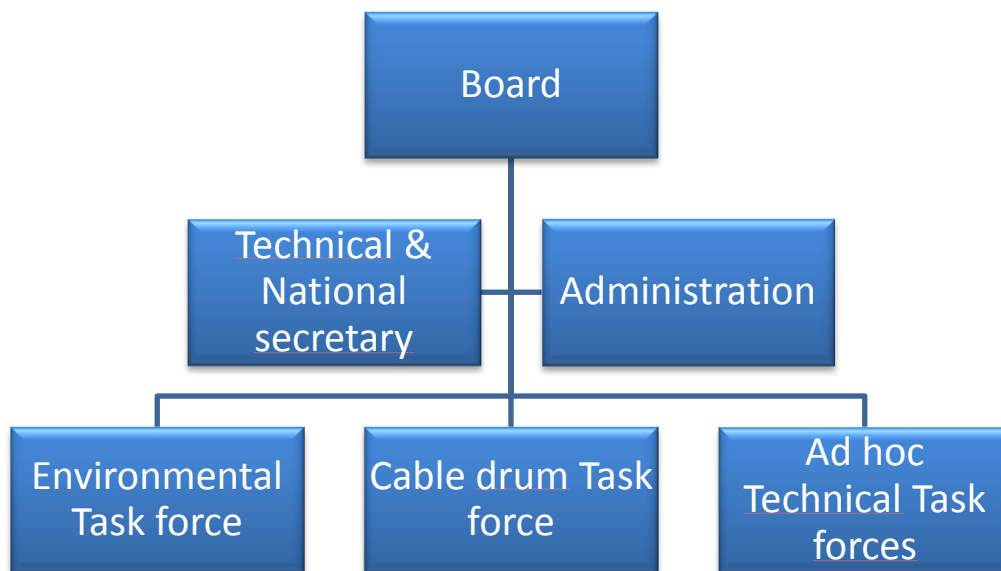# Presentation of SELCABLE

Organization

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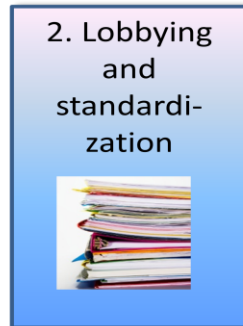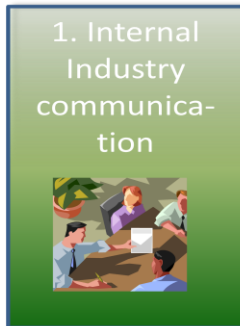

SELCABLE Mission Statement

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 appoint delegates to 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 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