



## A Continent with Growth Potential: Africa

### Leading international Trade Fairs wire and Tube sponsor the first CRU Conference in Johannesburg in November 2019

The African continent is full of economic challenges. Especially Africa's enormous oil and gas reserves, its numerous copper mines, large aluminium deposits and expanding regional steel industry have moved the continent into the focus of international investors more than ever before.

Ambitious infrastructure projects fuel the local economy which, in turn, seeks foreign know-how for implementing these measures.

International manufacturers of machinery and equipment for the wire and cable industries and the producers of tube making and finishing machines are therefore highly sought-after partners for industry. Wires, cables and tubes are required in mining and the energy sector and in infrastructure.

Reason enough for Messe Düsseldorf, the organiser of the world's biggest trade fair for wire, cable and tube – wire and Tube – to take part as a sponsor in the *Africa Wire, Cable & Tube Conference* held for the first time by the British organiser CRU in cooperation with AHK, the German Chamber of Industry and Commerce for Southern Africa, in South Africa from 11 to 13 November 2019. The inaugural Conference will be held at the Emperors Palace, Johannesburg.



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Öffentliche Verkehrsmittel:  
U78, U79: Messe Ost/Stockumer Kirchstr.  
Bus 722: Messe-Center Verwaltung

The high-calibre conference aims to bring together local suppliers and international experts to discuss future joint investment and ventures.

The current investment climate as well as the political framework and economic conditions will be illustrated and discussed by local and international experts and serve as a decision-making tool for potential foreign investors interested in Africa's industries.

The principal organiser CRU looks back on 50 years of experience and leverages a growing international network for organising and holding conferences in the segments metal, mining, fertilizers and other sectors of industry.

Messe Düsseldorf boasts 70 years of experience acquired in the organisation and running of B2B and B2C fairs. For 60 years it has also organised trade fairs and events around the globe.



Please visit [www.africawirecabletubeconference.com](http://www.africawirecabletubeconference.com) for more details about the inaugural event.

We would like to invite all members of the press involved in these industries to support the conference. Please contact email **[kay.beloe@crugroup.com](mailto:kay.beloe@crugroup.com)** to request free access or to discuss media partnerships.

#### **About CRU**

CRU offers unrivalled business intelligence on the global metals, industrial products, mining and fertilizer industries through market analysis, price assessments, consultancy and events. In 2019, CRU celebrates 50 years in business. Over this time, we have built up a reputation for integrity, reliability, independence and authority with customers. Since our foundation in 1969, we have consistently invested in primary research and robust methodologies, and developed expert teams in key locations worldwide, including in hard-to-reach markets such as China.

CRU employs over 250 experts and has more than 10 offices around the world, in Europe, the Americas, China, Asia and Australia – our office in Beijing opened in 2004. CRU events are well respected for attracting the most senior level professionals and providing valuable networking opportunities throughout the year for global audiences. For more information visit [www.crugroup.com/events](http://www.crugroup.com/events)

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