



AWCMA



Austrian Wire & Cable Machinery
Manufacturers Association

VOEDKM

Verband Österreichischer Draht- und
Kabelmaschinen – Hersteller



AUSTRIAN
WIRE & CABLE
MACHINERY
MANUFACTURERS
ASSOCIATION



VERBAND
ÖSTERREICHISCHER
DRAHT- UND KABEL-
MASCHINEN-
HERSTELLER



Dr. Kurt G. EDER
President AWCMA/VOEDKM
Vice-President IWCEA
President Eder Engineering

The **AWCMA/VOEDKM** (Austrian Wire and Cable Machinery Manufacturers' Association) has been founded in 1988 and stands for wire and cable production machines and technology made in Austria. Nearly 20 specialist companies are available to provide ideal solutions for wire and cable production worldwide.

The **AWCMA** also is a founder-member of the international roof-association „IWCEA“ and acts as a non-profit oriented organisation.

The principal aim of the Association lies in the international marketing of the leading Austrian technology products of its members to the international wire and cable industry worldwide and to make you familiar with latest technical achievements of outstanding Austrian Engineering.

The AWCMA/VOEDKM and its member companies are standing by to become your preferred partners for offering ideal solutions for YOUR specific needs in an economical production of wires and cables.

JUST CONTACT US :

EBNER

EDER
ENGINEERING
OVER 70 YEARS OF EXCELLENCE

EVG

FF FORTUNA FEDERN
AUSTRIA

Haase

lumpi
berndorf



Medek &
Schörner



UNITEK

voestalpine

ONE STEP AHEAD.

WICA
Wire & Cable Machinery GmbH

AUSTRIAN
WIRE & CABLE
MACHINERY
MANUFACTURERS
ASSOCIATION



VERBAND
ÖSTERREICHISCHER
DRAHT- UND KABEL-
MASCHINEN-
HERSTELLER

VOEDKM/AWCMA: Asociación de fabricantes austriacos de equipos para la producción de alambres y cables.

La VÖDKM (Asociación Austríaca de Fabricantes de Alambres y Cables - denominación inglesa "AWCMA") fue fundada en Viena en 1988 por el Dr. Eder y otros exponentes de la industria.

En la actualidad, la Asociación cuenta con 20 miembros que, gracias a su compromiso superior a la media en materia de investigación y desarrollo y a su intensa actividad en el extranjero, han logrado establecer un hito en la tecnología de producción de alambres y cables, intensificando su acción en problemas específicos de los clientes y obteniendo así tasas de exportación superiores al 95%.

La alta tecnología y la ingeniería austriaca buscan acercar a la Industria Internacional del Alambre y el Cable en sus esfuerzos mundiales a través de la acción amistosa del VÖDKM. El estándar superior a la media de la tecnología y la ingeniería austriaca ha asegurado a la VÖDKM/AWCMA y a sus asociados una posición de liderazgo como socio fiable de la industria internacional del alambre y el cable.

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Технология и оборудование – AWCMA для изготовления проволоки и кабелей

АССОЦИАЦИЯ АВСТРИЙСКИХ ПРОИЗВОДИТЕЛЕЙ ОБОРУДОВАНИЯ ДЛЯ ИЗГОТОВЛЕНИЯ КАБЕЛЯ И ПРОВОЛОКИ:

Объединение **VÖDKM** (Союз австрийских производителей оборудования для изготовления проволоки и кабелей, английское обозначение "**AWCMA**") было основано в 1988 году в г. Вена д-ром Эдером и другими значимыми представителями этой индустрии.

В настоящее время объединение охватывает 20 предприятия-члена, которым вследствие активного участия в исследованиях и разработках и благодаря интенсивной деятельности за рубежом удалось задать основные направления в области развития технологии производства кабелей и проводов. Кроме того, объединение всецело учитывает специфические пожелания клиентов, что позволило ему достичь экспортную квоту свыше 95%. Основные усилия коллегиального объединения **VÖDKM** на мировом рынке направлены на усиленное сближение ведущих высоких технологий и австрийского инжиниринга в области международной индустрии проводов и кабелей.

Perfect technology for unique solutions.

MADE by **EBNER®**

As a globally-active, family-owned company based in Leonding, Austria and operating international subsidiaries in China, the USA and India, we specialize in researching, developing, manufacturing, installing and commissioning heat treatment facilities.

We have been designing and manufacturing industrial furnaces for the steel, copper base metal and aluminum industries for over 70 years. Our **HICON/H2®** annealing technology, introduced over 40 years ago, revolutionized the heat treatment of metal wire and brought the wire industry decisive steps forward in quality and economy.

HCONSABER – world innovation by EBNER

Safe fast Automatic floor based Bell annealer charging and lifting Equipment Robot.

Use of the **SABER** fully automatic handling system significantly increases the throughput capacity, workplace safety and process reliability at an **EBNER** bell annealer facility, even as it reduces maintenance and personnel costs. The facility requires no overhead crane, and can be installed in lightly-built shop structures. The new bell annealer design is economical to operate, even with small batch sizes and low throughputs. Its modular design allows it to be easily expanded by adding additional workbases.



HCONSABER

Every **EBNER** customer is a TCO CHAMPION

To those who want to remain competitive in hotly-contested markets, low operating costs, short production cycles, low energy costs and high quality are essential. Our heat treatment facilities are distinguished by their long service lives, high throughputs and high availabilities. **EBNER** customers also benefit from our industry-leading warranty. All this and much more makes our customers Total Cost of Ownership champions.

E³ – EBNER Energy Efficiency

Through the use of new technologies such as energy recovery or combustion air preheating using large recuperators, **EBNER** has been able to continuously improve the energy efficiency of its facilities and provide measurable advantages when compared to its competitors. Today, it is already possible to operate all of our facilities CO₂-neutrally with renewable energy.



EBNER Furnaces, Inc.
USA



EBNER Industrieofenbau GmbH
AUSTRIA



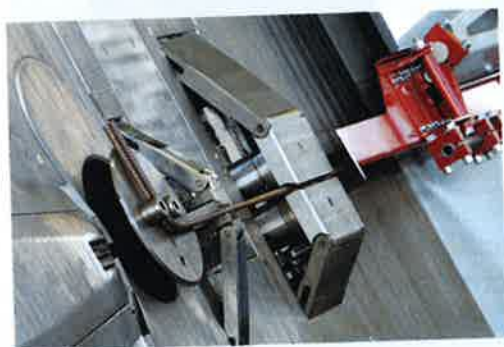
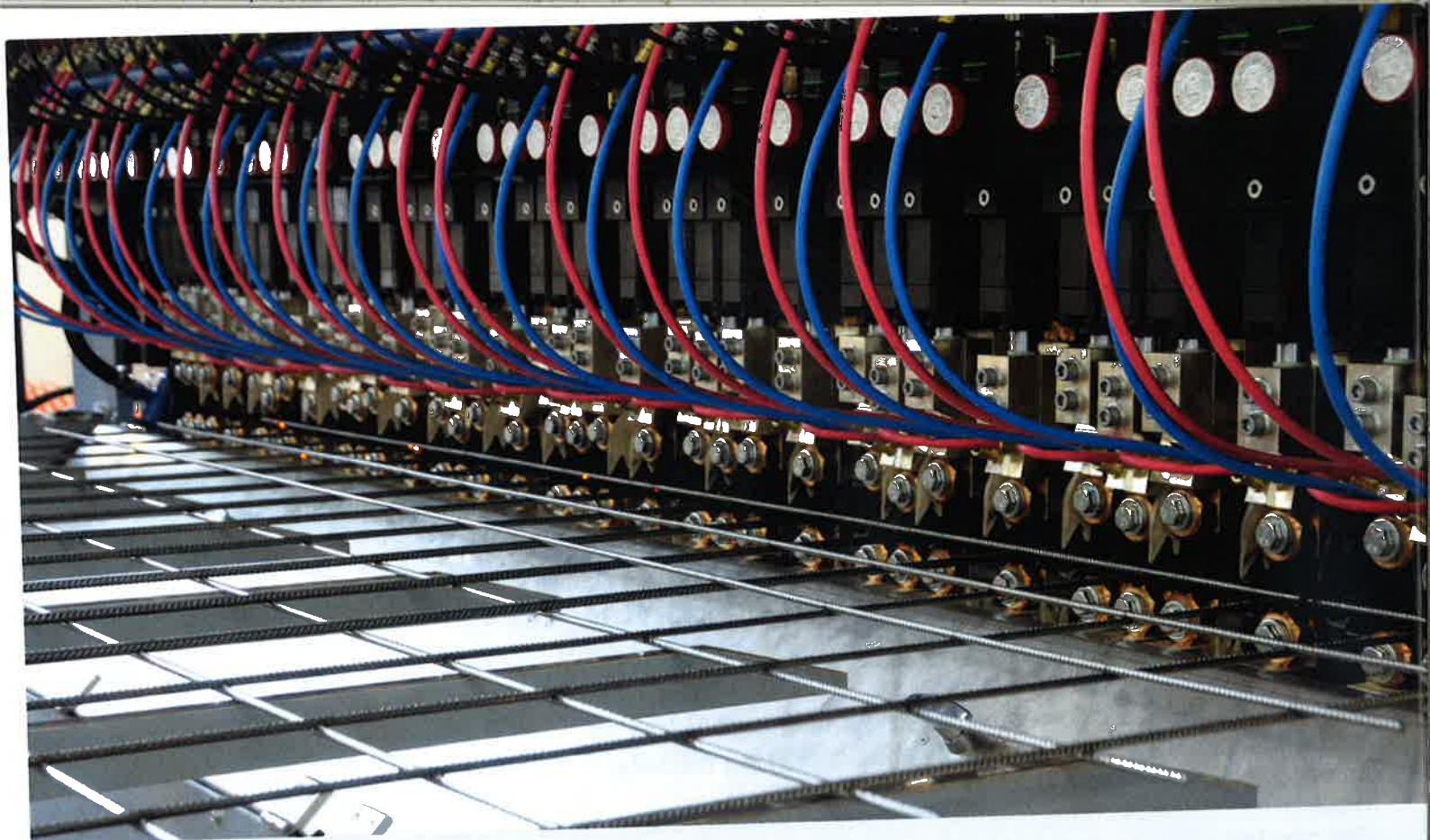
EBNER Industrial Furnaces
(Taicang) Co., Ltd. CHINA

EBNER® Industrieofenbau GmbH, Ebner-Platz 1, 4060 Leonding, AUSTRIA Tel: (+43) 732 6868 0, sales@ebner.cc

EBNER®

Perfect technology
for unique solutions.
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Equipment for Processing Wire

Since 1949 EVG is a mechanical engineering company specializing in the development and construction of machines and systems for processing wire and reinforcement steel. Our range of machinery includes welding equipment for the production of fine mesh, light mesh, industrial mesh, reinforcing steel mesh and gratings as well as automatic welding machines for manufacturing girders, spacers and other reinforcement elements. We also make automatic stirrup benders and straighteners for processing reinforcement steel that meet the highest demands. All system components and auxiliary equipment are designed to satisfy our customers' specific requirements and feature superior product quality, top reliability and longevity.

One significant competitive advantage of EVG is the cooperation with our sister companies AVI, BSTG, Marienhütte and H+S Zauntechnik, who operate steel, wire and mesh plants and who support us in the development of new products as well as in test phases.

EVG Entwicklungs- und Verwertungs-Gesellschaft m.b.H.
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phone: +43 316 4005 0
e-mail: sales@evg.com
www.evg.com

EVG



DIE & DIE MAKING TECHNOLOGY THAT SERVICES THE WORLD

**Over
75
YEARS**

LEADING EDER DRAWING DIE RECONDITIONING MACHINES WORLDWIDE



**TRUST OUR
PROVEN
EXPERTISE
FOR OVER
70 YEARS**



Investing in EDER machines benefits the customer

- **Reduced necessary stock of dies and as such less cost**
- **Considerably longer die service life and higher tons of drawn wire**
- **Easy to operate machines—minimum of personnel required**
- **Accurate and flexible refurbishment at any time required**
- **Increased competitiveness, e.g. for „just-in-time orders“**
- **Full transparency over your die-stock and refurbishment cost**
- **Complete in-house independence**

This simply is the prime key for achieving optimal economy in any wire drawing- and cable plant.

EDER Engineering GmbH

Peter-Jordan-Str. 12/3 A-1190 Vienna / AUSTRIA

+43-1-367 49 49 -13 office@eder-eng.com <http://www.eder-eng.com>



FORTUNA FEDERN
AUSTRIA

For more than 45 years Fortuna Federn GmbH is producing machinery and equipment for the production of technical springs up to 100,00 mm (3.93") of wire diameter in cold as well in hot condition.

The ideas of new concepts and products are coming from among the own ranks. We have our complete machinery design section, software section and producing all the used metal parts in the own modern production facility.

Meanwhile with over 70 employees Fortuna Federn GmbH become global established producer of spring making machinery and is presented each year on the biggest shows for spring makers all over the world. Customers are placed all over the world from New Zealand, Australia, Japan, Asia and Europe to North- and South America. Specially the automotive industry in Europe is one of our biggest markets.

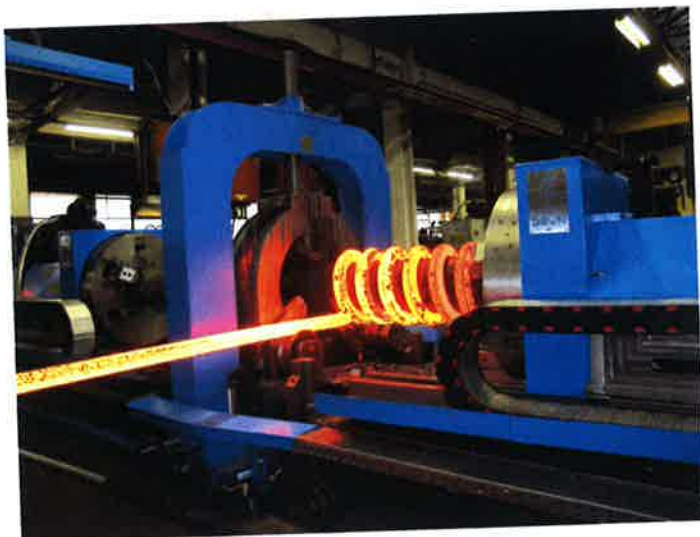
The product line consists of several spring coiling machinery lines for production of cylindrical and conical compression, extension, torsion and double torsion springs (spring tines) for small and specially for big series. Moreover we are offering also several different matching products as p.e. looping machine, wire table benders, trimmers, power reels.... Our speciality is also the production of custom made machinery acc. to the client demands for various type of products.



COM CNC spring coiling machines up to 15 servo controlled axis



WIM CNC servo controlled spring lathe coilers



WIM H CNC – servo controlled lathe coilers
for hot coiling up to 100 mm wire diameter



Fortuna Federn GmbH
A-8544 Poelfing-Brunn, Austria
Email: info@fortunafedern.com - Web: www.fortunafedern.com



HARTER

Product Overview

Take-up, Pay-off, Rewinding

Rewinding line 315 mm-3000 mm Ø
Optical fiber 400-1000 mm Ø
Take-up & Pay-off max 5000 mm Ø 50 t



Stranding Line

Tubular Strander-250mm-800mm
Bow Strander-250mm-1600mm
SZ Strander 40mm-300mm Disc
Single twist buncher 500 mm-2000 mm



Extrusion Line

Extrusion line for power cable
Extrusion line for optical cable
Extruders 25,35,45,60,90,120,



Single Machines

Central Cross binder
Kevlar Server
Taping Head
Capstan



HARTER

Harter GmbH Machines for Cable & Wire Industry
Weinberggasse 31
A-7051 Grosshöflein
+43(0)2682/73989
office@harter-trading.at
www.harter-machines.com





COMPANY

As internationally active company, HAASE Gesellschaft m.b.H. represents a leading European manufacturer of cables in the area of power transmission as well as ropes for industrial rope and lifting systems. A production capacity of more than 10,000 tons of cables/ropes in the most diverse designs is prove both of HAASE's high efficiency and future-oriented level of development.

MANAGEMENT

HAASE has clearly committed itself to work on the basis of nationally and internationally recognised management systems. With certifications according to ISO 9001 (quality management), ISO 14001 (environmental management) as well as OHSAS 18001 (occupational health and safety management) we have gained a reputation of maximum reliance and safety among our customers. Our clear and simple organisational structures allow us to be flexible and targeted when addressing our customers' needs. It is the people who take a decisive part in determining the global development of HAASE on the basis of tradition and quality.

HAASE Gesellschaft m.b.H.

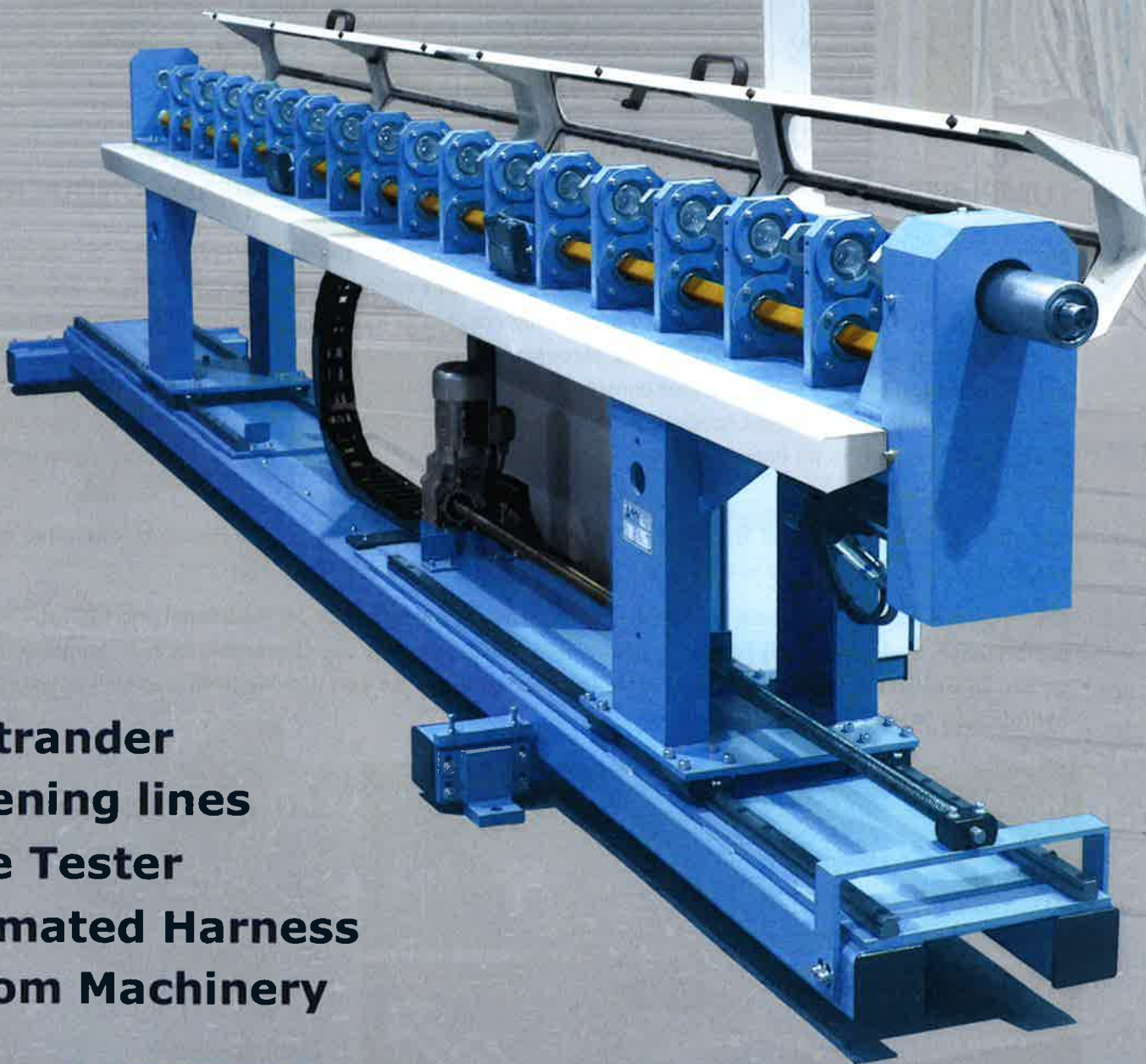
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KHU

Sondermaschinen



www.khu.at



SZ-Strander
Screening lines
Cable Tester
Automated Harness
Custom Machinery



Peter KHU Sondermaschinenbau GmbH
Kupferschmiedgasse 16 2201 Hagenbrunn-IG
Austria - Europe office@khu.at www.khu.at



LUMPI-BERNDORF - LEADING TECHNOLOGIES IN OVERHEAD CONDUCTORS

Ingenious technology and uncompromising professionalism are not the only prerequisites for meeting differing customer requirements. The special solutions developed and exactly oriented to the needs of customers by both partners for overheadline construction also prove a high degree of flexibility. Past decades brought severe increases in energy requirements, liberalisation in the electricity market led to changed load flows. Enhanced distribution- and transmission performances are thus considered top priorities. Lumpi-Berndorf has mastered this challenge and supports you with sophisticated special constructions for the economic uprating of existing overhead lines. Among these – fully attuned to an environmentally correct product design – are coated camouflage conductors in various colours.

Together with a wide range of standard overhead conductors, which Lumpi-Berndorf can offer conform to practically all international standards, a high share of production comprises special lines.

This includes high-temperature resistant, black-coated conductors for an additional increase in transmission performance, environmentally friendly green-coated conductors, low sag conductors for high-temperature operation and OPGW/OPPC. In order to overcome the corona problem we also provide hollow as well as conductors with hydrophilic surface.

SPECIAL OVERHEAD CONDUCTORS

Solutions for sensitive environmental areas and combined energy data transmission



MORE CAPACITY

Increase transmission performance with temperature-resistant overhead conductors



SILENT BLACK COLOUR

Combination for colour-coating and noise reduction in perfect harmony



Lumpi-Berndorf

Draht- und Seilwerk GmbH

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Plant Berndorf:
Leobersdorferstrasse 26
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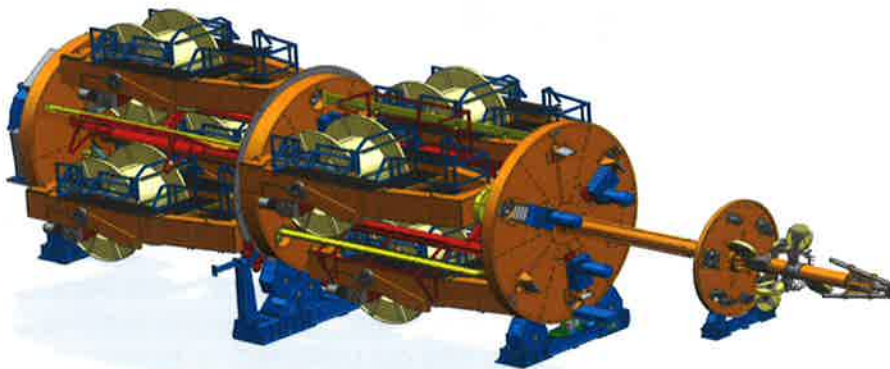
office@lumpi-berndorf.com
www.lumpi-berndorf.com



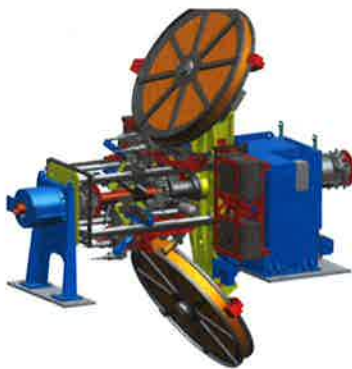
MALI GmbH.

Machines for the Cable and Wire Industries

Machines für the Oil and Gas Industries



KV 6/280R



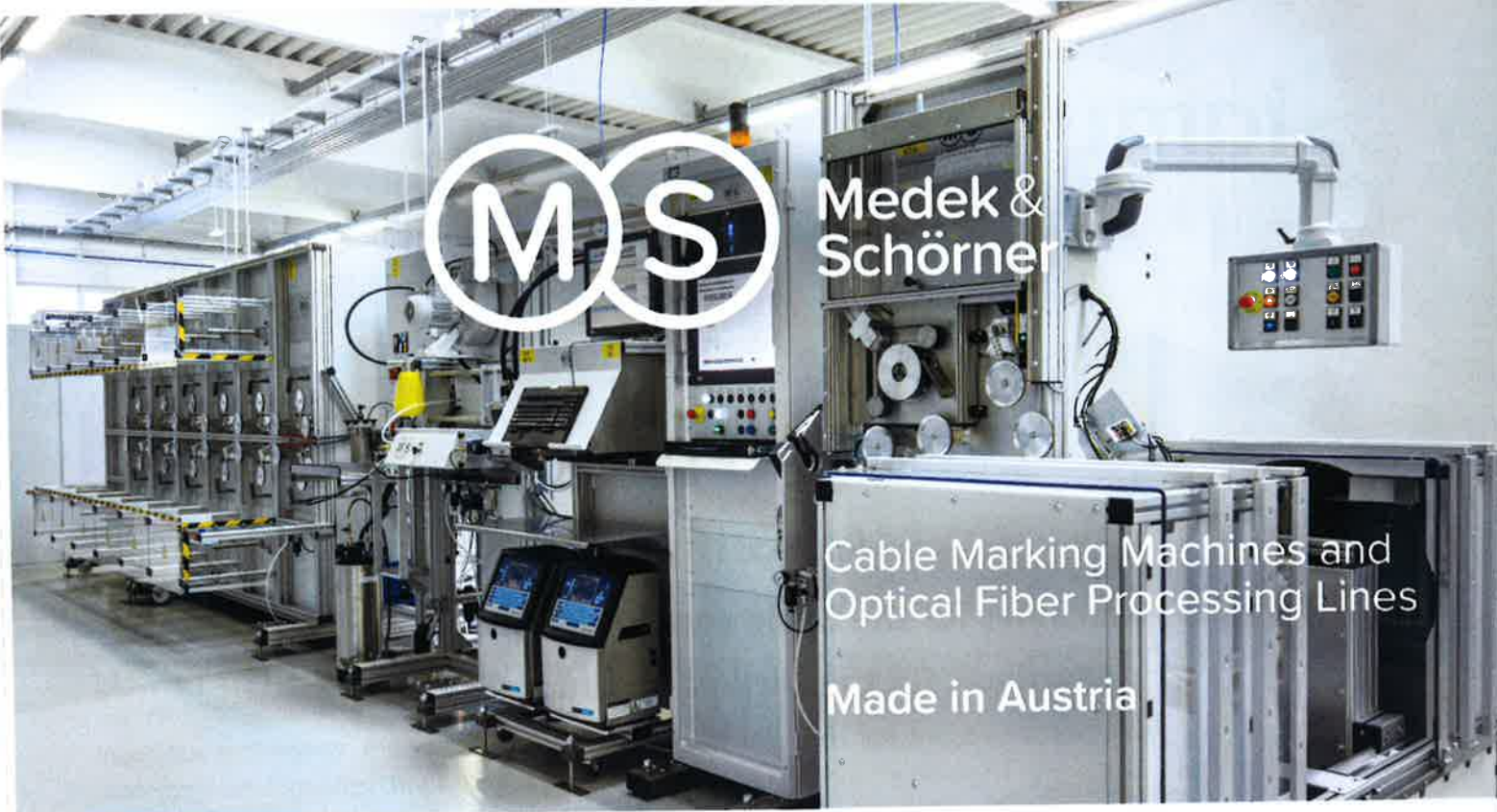
Mali GmbH.

Werkstraße 5, A-8940 Liezen

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Affiliate of

Maschinenfabrik Liezen und Gießerei Ges.m.b.H.



Medek &
Schörner

Cable Marking Machines and
Optical Fiber Processing Lines

Made in Austria

Medek & Schörner, established in 1929, is a leading supplier of cable marking machines and optical fiber processing lines. Due to its excellent, close relations to the cable and wire industry, the company is always in touch with new requirements, which are rapidly converted into new production concepts. This enables further development continuously. "It is this depth of inhouse expertise, together with our use of state-of-the-art machinery and our highly qualified and experienced workforce, that gives us the ability to help our customers to develop always better solutions – in effect, to make their good ideas even better."

The product range begins with simple coding machines and extends all the way to fully automated high-speed production lines using cutting-edge technology. Here a brief overview on the product portfolio:

- Optical fiber color coating systems including ring marking, tight buffering, proof testing
- Fiber ribbon production lines with excellent ribbon planarity (including inline coloring)
- Splittable ribbon
- Production of compact fiber units (CFU)
- High-quality gravure printers
- Offset markers for irregular cable surfaces
- Embossing meter markers and hot foil sequential meter or footage markers
- High-speed embossing printer for indent or raised marking
- High performance ring markers
- Video systems for monitoring the printing quality of high-speed printing machines
- Laser marking systems for cables
- Custom-made cable marking machines and optical fiber solutions
- IOT/Industry 4.0 ready interfaces



Rosendahl Nextrom GmbH

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T +43 3113 5100-0
office.austria@rosendahlnextrom.com



Rosendahl Nextrom GmbH is a leading international supplier of production equipment for the global cable and fiber industry. The company is part of the Knill Gruppe, a successful, international family business, which is currently being run by the 12th generation.

Rosendahl is the market and technology leader for production solutions for the global wire and cable industry. Here, cable manufacturers are serviced with manufacturing technologies for power cables, automotive cables, radio frequency cables, telecommunication cables and fiber optic cables, but also for blasting wires, shock tubes and steel ropes. Rosendahl is a top-level extrusion expert. Their ROEX extruders and RX crossheads work incredibly precisely and are efficient with regard to energy and materials. Besides extrusion, the Austrian supplier offers SZ-stranding technologies and metal tape forming and welding solutions. Laboratory lines can be visited and tested at their Technology Centers in Pischelsdorf, Austria.

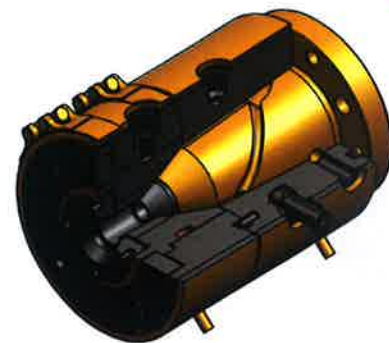
Nextrom is a global leader for manufacturing systems that produce telecommunication and special fibers. The Finnish supplier offers technologies for producing glass preforms, glass fibers and the final fiber optic cables. Optical fiber production is a segment where the limits are continually being pushed towards faster, better, stronger solutions. Nextrom's Vantaa-based OVD and VAD preform R&D Center is constantly testing and improving their technology to keep and even boost those limits further. It is a high-tech business field and the benefits can be experienced best by attending a live demonstration in Vantaa.





UNITEK

For more than 40 years Unitek is specialized in the engineering and manufacturing of cutting-edge solutions for the cable industry. The partnership with our worldwide customers has lead to a permanent evolution and refinement of the product range.



Products & Services:

- Extrusion crossheads up to 160mm [6,30] OD
- Bypass units
- Extrusion tools (tips & dies)
- Automatic colour changing units
- Cleaning systems & coatings
- Extrusion line retrofits & upgrades
- Consulting



Your advantages:

- Standard & taylor-made solutions
- Close to zero scrap production
- Highest concentricity levels
- Unreached durability
- Low total cost of ownership
- Guaranteed spare parts availability



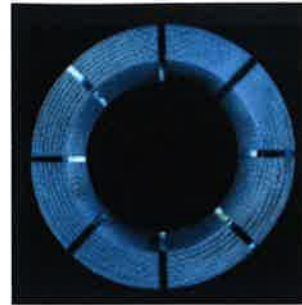
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CANADA
tel: +1 - 905 - 669 - 4010
email: sales@howarequipment.com
www.howarequipment.com

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We Make Leading Products Happen. www.unitek.at



PERFORMANCE IN WIRE

Our world is the world of wire. As a flexible and innovative partner with a unique research infrastructure we guarantee high quality solutions in your market environment. Based on our values Quality, Flexibility, Innovation, and Sustainability we guarantee "Performance in Wire" in all process steps.

PERFORMANCE IN QUALITY

Our products convince with highest quality by covering consistency in mechanical properties and microstructure, geometry and surface quality. For us highest quality stands for excellence of our products.

PERFORMANCE IN FLEXIBILITY

Our entire value chain is unique in the industry. Our flexibility in all process steps, at the steel plant to the wire rod mill and our drawn wire plants makes us the leader in wire production.

PERFORMANCE IN INNOVATION

With our tailor-made Wire Solutions, we solve our customers' demands and challenges in each of their industries.

PERFORMANCE IN SUSTAINABILITY

Sustainability means to us taking over responsibility for society and environment.

voestalpine Wire Rod Austria GmbH

Drahtstraße 1

8792 St. Peter-Freienstein

Austria

T: +43 50304 27 0

WICA

Wire & Cable Machinery GmbH

**Customized Machines for
the wire and cable
industries**



Planetary - Stranding



Tubular Stranding



Steel bow Stranding



SZ - Stranding

Manufacturing Process:

- Advanced technology in mechanical and electrical design
- Intensive and 100% control throughout the production
- Flexibility for every project according to customer's requirements

Services:

- Customized machines for specific applications
- Development of turnkey projects
- Refurbishing and upgrading of used machines
- Revision and maintenance of cabling machinery
- After sales service



Extrusion

Company:

The company aim of the austrian company WiCa – Wire & Cable Machinery GmbH is the special machine construction in the wire and cable industry, where WiCa concentrates on the first-class stranding lines with Planetary, Rigid Strander, SZ-Strander, Tubular, Steel bow Strander, Single twist buncher and Drum Twister. All other ancillary equipment will be also build by WiCa such as pay off, take up, tape binders,... Visionary thinking drives WiCa GmbH to reach new milestones and ensures the sustainable development of the company.

Customer-specific product requirements and custom-made products are designed by the company WiCa competently and with a high quality standard. Quality awareness, precision, efficiency, safety and reliability are very important to WiCa. The partnership-based and long-lasting cooperation with our customers is one of our top priorities.



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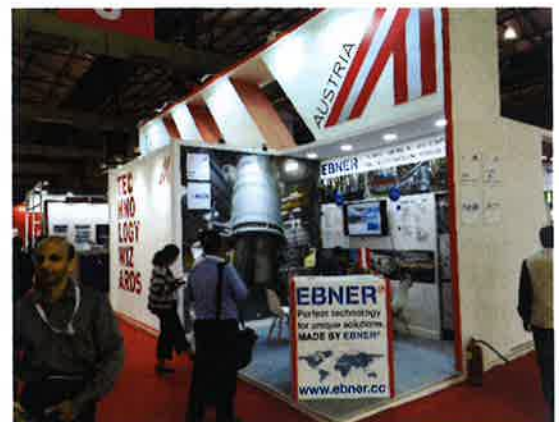
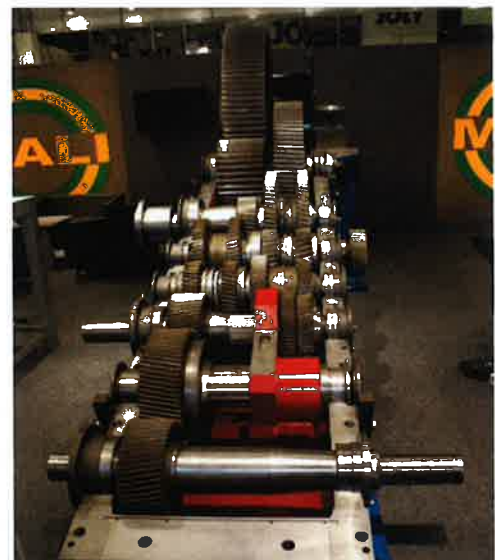
chnology Update on Processing



Jointly organized by:

AUSTRIAN WIRE & CABLE
MACHINERY MANUFACTURERS'
ASSOCIATION (AWCMA)

INDONESIAN CABLE
MANUFACTURERS'
ASSOCIATION (APKABEL)





Wire men



Austrian evening



Coffee and conversation with Dr. Kurt Eder on the AWCMA/VOEDKM:

The ubiquity of Starbucks notwithstanding, the best cup of coffee I had in Bangkok was in the Austrian Pavilion at Wire Southeast Asia. Of course, the accompanying slice of Sachertorte might have had something to do with it, but I think it was more because of the wide ranging conversation I had with Dr Kurt Eder.



Dr. Eder is running Eder Engineering Austria, recognised throughout the world for its leading die-tool processing machines. However, for this article, we spoke to him in his capacity as president of the Austrian Wire & Cable Machinery Manufacturers Association (AWCMA/VOEDKM) to be able to gain insight into a

number of issues facing our industry. We touched upon diverse topics such as the value of cooperation, intellectual property rights, the growing shortage of engineering talent, and what the markets look like from his perspective as the head of an active association whose members are always in the front line of commercial and technical challenges.

What difference has having an association made?

Before the foundation of the association, most Austrian industrialists worked alone and without any support in seeking their fortune abroad. They would visit the same customers, one after the other, offering one or two products rather than a set of equipment or tools, whatever else might be needed in our industry niche. Potential synergies were being lost simply because we were not working together nor assisting customers together.

Once, during a meeting with a friend in the industry, another entrepreneur, I said that I was fed up with the lack of communication and the missed opportunities to combine forces. This was more or less the beginning of the idea that we had to get together and talk things over. But when I broached the idea to the then president of the Austrian Federal Economic Chamber and this very experienced man told me, "You will never bring two entrepreneurs together because they are too egoistic, too much the lonely hunter."

He was wrong.

I contacted my colleagues in the beginning of 1988. That year six of us had decided to work together. We cooperated from the very beginning. Whenever one of us visited a customer abroad, he would also take some of his colleagues' catalogues. Bringing these catalogues to our customers proved to be helpful for them too.

By the next year, we had doubled our membership to 12. Today, there are about 20 companies, which means that practically a hundred percent of the Austrian wire and cable machinery manufacturers are members. We speak with one voice. We organise technical symposia together and we participate in exhibitions and arrange trade missions. In short, we combine our forces and capabilities.

What's unique about the Austrian wire and cable machinery market?

We have plenty of wire manufacturers but cable manufacturing has become moribund because it has more or less been sacrificed to globalisation. So there practically isn't a cable industry in Austria anymore which is why we have to concentrate on selling abroad.



Each of our members has at least a 95% export rate. We are in a situation very much like Switzerland in that we come from a small country but are highly technically developed and are thus forced to export. You know, if you are exporting, you must either be cheap or you must be among the best. And we have decided to be the latter. The quality of Austrian companies is very much on par with other Middle European countries like Germany and Switzerland. They are top quality suppliers –not the cheapest– but definitely among the best. All our member companies have the highest levels of technology because we invest a lot in research and development even if our profits are shrinking.

One thing that is very tricky for associations is competition among the member companies. We're very lucky in that there's very little overlap in our members' product categories. In this regard, we're luckier perhaps than the German association. In fact, if we consider the industry associations – the German, Italian and French – our association is definitely one of the most active ones.

Market overviews:

Western Europe has lost a lot of its former importance. I would say that our major markets at present are most of Asia, the USA and parts of South America. These are the territories we are concentrating on because these are where business is likely to be found.



Wire men



Austrian evening



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number of issues facing our industry. We touched upon diverse topics such as the value of cooperation, intellectual property rights, the growing shortage of engineering talent, and what the markets look like from his perspective as the head of an active association whose members are always in the front line of commercial and technical challenges.

What difference has having an association made?

Before the foundation of the association, most Austrian industrialists worked alone and without any support in seeking their fortune abroad. They would visit the same customers, one after the other, offering one or two products rather than a set of equipment or tools, whatever else might be needed in our industry niche. Potential synergies were being lost simply because we were not working together nor assisting customers together.

Once, during a meeting with a friend in the industry, another entrepreneur, I said that I was fed up with the lack of communication and the missed opportunities to combine forces. This was more or less the beginning of the idea that we had to get together and talk things over. But when I broached the idea to the then president of the Austrian Federal Economic Chamber and this very experienced man told me, "You will never bring two entrepreneurs together because they are too egoistic, too much the lonely hunter."

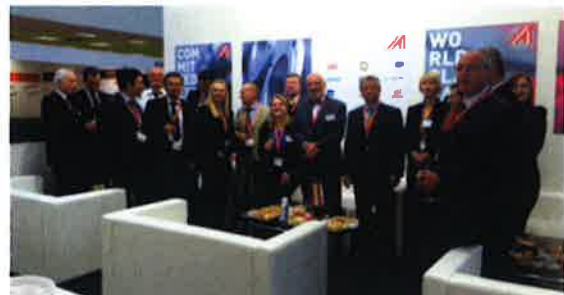
He was wrong.

I contacted my colleagues in the beginning of 1988. That year six of us had decided to work together. We cooperated from the very beginning. Whenever one of us visited a customer abroad, he would also take some of his colleagues' catalogues. Bringing these catalogues to our customers proved to be helpful for them too.

By the next year, we had doubled our membership to 12. Today, there are about 20 companies, which means that practically a hundred percent of the Austrian wire and cable machinery manufacturers are members. We speak with one voice. We organise technical symposia together and we participate in exhibitions and arrange trade missions. In short, we combine our forces and capabilities.

What's unique about the Austrian wire and cable machinery market?

We have plenty of wire manufacturers but cable manufacturing has become moribund because it has more or less been sacrificed to globalisation. So there practically isn't a cable industry in Austria anymore which is why we have to concentrate on selling abroad.



Each of our members has at least a 95% export rate. We are in a situation very much like Switzerland in that we come from a small country but are highly technically developed and are thus forced to export. You know, if you are exporting, you must either be cheap or you must be among the best. And we have decided to be the latter. The quality of Austrian companies is very much on par with other Middle European countries like Germany and Switzerland. They are top quality suppliers –not the cheapest– but definitely among the best. All our member companies have the highest levels of technology because we invest a lot in research and development even if our profits are shrinking.

One thing that is very tricky for associations is competition among the member companies. We're very lucky in that there's very little overlap in our members' product categories. In this regard, we're luckier perhaps than the German association. In fact, if we consider the industry associations – the German, Italian and French – our association is definitely one of the most active ones.

Market overviews:

Western Europe has lost a lot of its former importance. I would say that our major markets at present are most of Asia, the USA and parts of South America. These are the territories we are concentrating on because these are where business is likely to be found.

In the Southeast Asian countries or parts of Latin America in general, there is a huge demand for modernisation.



Eastern Europe has traditionally always been a very good market for Austrian companies because of the remains of the Austrian Hungarian Empire which ended in 1918.

Historically, which innovations which came from Austria do you think has had the greatest impact on the way wire or cable is manufactured?

There are many, particularly in stranding, extrusion and, last but not least, in the development of wire drawing die processing machines.

The standard of technical education is very, very high, particularly the study of metallurgy, mining and plastics in the "Montan University" in Leoben, where it is located in the middle of Austria, and its surrounding area is also a centre of the ferrous industry.



Do you think there is a limit to innovation in wire and cable manufacturing technologies?

Markets and technologies change very quickly. Those who are not flexible and attentive are taking huge risks. Markets that were flourishing in the recent past, have disappeared. For instance, Western Europe as a market is fading because companies, with a few exceptions, only order new equipment when their old equipment collapses. It's just replacement rather than real innovation.

On the other hand, countries and even entire continents are modernising and investing to catch up with other areas that have already enjoyed technical progress for some time.

The cyclical nature of our industry is a challenge that we all have to meet and should definitely be part of any industry association's agenda. An active association can deal with this problem much better than a single company can. It has more access to more decision makers and can gather more information about what is going on today and what might happen tomorrow. A single company can hardly ever gather as much data to make as good a forecast for its business.

Speaking of forecasts, how do things look from your perspective?



Wire is back to profit. Cable is getting much better. For the immediate future, let's say the next two or three years, wire will be a more profitable field of activity than cable. As far as optical fibre is concerned, there is an abundance of supply at the moment but the demand is already determined so there will be rather little new activity in that area.

The most promising sector is steel wire – everything from construction to stainless. Steel is being used in all aspects of our life. Wire is a very peculiar matter. You never see it, but it's everywhere and anywhere.

Because wire for any kind of fabrication actually is doing better than cable is, ferrous is presently doing better than non-ferrous. As we look at these developments very carefully, we will have to adapt, regularly of course.



We favour meetings at least once or twice a year in Austria, apart from meeting in the exhibitions where we have very little time to talk to one another.

There's a word in German that describes it perfectly: "*Stammtisch*". It's a round table meeting where we can exchange opinions and information. That kind of networking is very, very fruitful and helps us making decisions that are thought out and based mainly on data, not just intuition. That is how we are continuously combining our joint forces and capabilities to our customers' and our own benefit.

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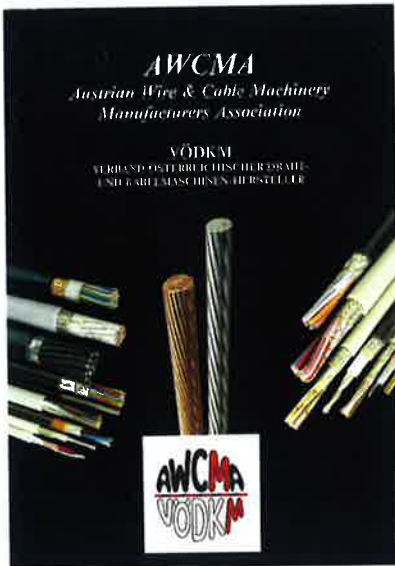
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