

January 15, 2008:

WCISA Board Votes Not to Support/Sponsor Wire Expo 2008 in Pittsburgh

The WCISA Board of Directors received an invitation from the Wire Association International (WAI) to be a "Supporting Sponsor" of the WAI's upcoming Wire Expo 2008 trade show in Pittsburgh, PA, USA. The WCISA Board considered and discussed the invitation and past WAI Wire Expo events in detail (Wire Expos have been a subject of discussion at virtually every WCISA Board Meeting in this decade).

WCISA has completed its vote on the prospect of supporting Wire Expo 2008 in Pittsburgh, and the results are as follows

- Seven votes not to support/sponsor Wire Expo 2008 in Pittsburgh
- Four votes to support/sponsor Wire Expo 2008 in Pittsburgh

Therefore, WCISA has declined the WAI invitation to be a "Supporting Sponsor" of Wire Expo 2008 in Pittsburgh. WCISA has sponsored past Wire Expo events in 2006, 2004 and 2002.

The WCISA Board also recommended to the WAI that future Wire Expo event be eliminated, starting in 2010, as it is not needed for the mature North American wire and cable market. This opinion is held even among the four Board Members that voted in favor or supporting Wire Expo 2008. This position is also reinforced by the results of the WCISA 2007 survey of all members, which were shared with the WAI last summer. In the survey, a majority of WCISA members voted in favor of eliminating future Wire Expo events.

In addition, there is a strong opinion among WCISA Board Members that future Interwire events would improve if Wire Expos were eliminated. Interwire is the WAI's largest trade show, which is held in the odd years. The latest offering was Interwire 2007 in Cleveland.

The WCISA Board also suggested that the WAI turn over the "even years" to the WAI Local Chapters to plan events that fit the demands of the WAI members in each local region. Wire New England was cited as an example of a successful venture. WCISA informed the WAI that it would be glad to help the WAI in the transition process away from the Wire Expo events.

The WCISA Board invites all WCISA members to provide feedback on this decision or any other matter of importance to the wire and cable industry.

Upcoming WCISA events include an outing at Brauhaus Joh. Albrecht in Düsseldorf on March 30, 2008, and an exhibit in the North American Pavilion at wire 2008 in Düsseldorf, Germany, www.wire.de, March 31 to April 4, 2008.

Best regards,

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