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Premiere at wire 2026: New wire & Cable FORUM to become a hotspot for innovation and exchange

The international wire and cable industry can look forward to another highlight in 2026: the new wire & Cable FORUM will be presented for the first time in hall 13 at Düsseldorf Fairgrounds. Under the motto come & connect, Messe Düsseldorf will bring together leading minds, thought leaders and decision-makers from the industry here from 13 to 17 April 2026 for an intensive exchange on the latest technologies and future prospects.

Following the success of the Tube FORUM 2024, wire is thus sending another strong signal for knowledge transfer and networking. The new wire & Cable FORUM will be a central meeting place for everyone who wants to actively shape the future of the wire and cable industry. International industry experts will give exciting presentations providing insights into current developments – from digitalisation and automation to sustainability and new materials and production processes. The programme will be complemented by inspiring panel discussions and a wide range of networking opportunities that promote direct exchange between speakers, exhibitors and trade visitors. Admission to the forum is free for all trade fair visitors.

The new format also offers companies excellent opportunities to present their expertise and innovative strength to an international audience of trade visitors. As speakers or sponsors, participating companies benefit from high visibility and a strong presence in all of Messe Düsseldorf's communication channels.

The exclusive marketing package includes comprehensive communication services – from logo presence on all



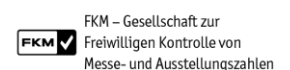
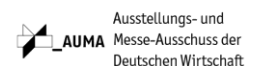
Messe Düsseldorf GmbH
Postfach 10 10 06
40001 Düsseldorf
Messeplatz
40474 Düsseldorf
Deutschland

Telefon +49 211 4560 01
Telefax +49 211 4560 668
www.messe-duesseldorf.de
info@messe-duesseldorf.de

Geschäftsführung:
Wolfram N. Diener (Vorsitzender)
Marius Berlemann
Bernhard J. Stempfle
Vorsitzender des Aufsichtsrats:
Dr. Stephan Keller

Amtsgericht Düsseldorf HRB 63
USt-IdNr. DE 119 360 948
St.Nr. 105/5830/0663

Mitgliedschaften der
Messe Düsseldorf:



Öffentliche Verkehrsmittel:
U78, U79: Messe Ost/Stockumer Kirchstr.
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digital and printed materials to mentions on the wire online portal and visibility in the conference programme, trade fair catalogue and social media channels.

'With the new wire & Cable FORUM, we are creating a place where innovation and networking come together in a unique way,' says Daniel Ryfisch, Director wire & Tube at Messe Düsseldorf. "Our goal is to offer the global wire and cable industry an even stronger platform for knowledge transfer and partnership-based exchange – right in the middle of the lively trade fair action. For exhibitors and visitors, this means even more visibility and business potential."

The wire & Cable FORUM is thus more than just a conference format – it is a lively meeting place for people, ideas and future impulses. Whether as a listener, speaker or sponsor: those who participate here benefit from international reach, valuable contacts and unique access to the industry's decision-makers. Interested companies and trade visitors can now find out more and register.



Contact for speakers:

Joachim Kienzle, KienzleJ@messe-duesseldorf.de,

Tel: +49 (0)211 4560 980

Contact for sponsors & associations:

Katja Burbulla, BurbullaK@messe-duesseldorf.de,

Tel: +49 (0)211 4560 7707 and Sebastian Märker, MaerkerS@messe-duesseldorf.de, Tel: +49 (0)211 4560 7725

Press contact:

Petra Hartmann-Bresgen, Hartmannp@messe-duesseldorf.de

Tel: +49 (0) 211 4560 541 and at www.wire.de