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USA estimates that about US\$4 are saved for every US\$1 spent on an effective health and safety programme.

PPE also provides benefits by saving lives. According to the International Labour Organization (ILO), more than 2 million people worldwide die of work-related accidents and diseases each year. Furthermore, this figure could represent a vast underestimate because of poor reporting in some countries.

People who work in industries such as construction, manufacturing and agriculture are routinely exposed to potentially harmful situations or hazards. These hazards may be physical — such as moving objects, flying sparks, fluctuating temperatures, fire, electrical connections or sharp edges. They may also be health related — such as harmful dusts, chemicals or radiation.

The death toll from work related accidents and diseases is particularly high in developing countries where relatively large numbers of people are engaged in hazardous activities such as agriculture, construction and mining.

In China, which has the largest labour market in the world, the growth prospects for personal protective equipment (PPE) are particularly healthy. China aims to catch up with more

modern, industrialised countries, and is developing standards and a cohesive regulatory framework for employee health and safety.

Rapid industrialisation in China has paved the way for more widespread use of PPE, and further growth is expected in the country as supply and demand continue to grow at a robust pace. And this can only accelerate as the world recovers from recession.

Globally, there will continue to be a large market for PPE, not least because PPE usage is not optional. Moreover, the global PPE market should rise as economic conditions improve. Demand will be further underpinned by additional legislation and toughening regulations.

Wire Expo 2010 paired shorter stay with co-location for vibrant event in Milwaukee, Wisconsin

The Wire Association International (WAI), Inc., concluded Wire Expo 2010 and WAI's 80th Annual Convention last week at the Midwest Airlines Center, Milwaukee, Wisconsin, USA. The exhibits, which were co-located with National Electrical Wire Processing Technology Expo, had a total of 2,931

participants who had crossover access between shows.

Wire Expo registration showed 1,457 participants from 38 states and 21 countries. Early reports point to positive changes to the event initiated by a concentrated agenda that condensed



exhibit days from three to two; and the coordinated scheduling with the American Wire Producers Association's new Long Product Supply Chain Symposium, held May 9 and 10, which drew 220 people including presidents, CEOs, sales professionals, and senior managers from its member companies.

WAI President Dane G. Armendariz noted "scheduling three industry events within the same week helped a lot of visitors justify their trip to Milwaukee. The two-day exhibit format

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