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FOR IMMEDIATE RELEASE

Registration Open for the 2022 WHMA 29th Annual Wire Harness Conference

BANNOCKBURN, Ill., USA, September 29, 2021 — Registration is now open for the [2022 WHMA 29th Annual Wire Harness Conference](#). Geared to wire harness manufacturers, their suppliers and customers, the event will take place in person, February 15-17, 2022 in Tucson, Arizona at the Westin La Paloma Resort and Spa.

In 2022, several noted industry experts and thought leaders will take to the keynote stage to deliver insight the industry, economy, geopolitical issues, manufacturing technologies and more. Lineup includes:

- **John K. Coyle**, CEO, Design Thinking, a leading expert in "design thinking" and Innovation. An Olympic medalist, best-selling author and thought leader, Coyle will weave facts, examples, and business principles into engaging, accessible stories that will inspire attendees to make positive changes in their business and personal lives.
- **Cynthia A. Watson, Ph. D.**, Dean of Faculty and Academic Affairs, National War College, National Defense University, an expert on the professional military education, China's modernization challenges, and U.S. military trends. Dr. Watson will provide insight into the question, "What keeps China's leadership awake at night?"
- **Peter Zeihan**, a geopolitical strategist who combines an expert understanding of demography, economics, energy, politics, technology, and security. Zeihan's presentation, "Manufacturing a New Age," will guide attendee through the deglobalization whirlwind, providing information on how changes in consumption and labor will play out, in particular for automotive, aerospace, semiconductors, and electronics industries.
- **Shawn DuBravac**, WHMA's chief economist, an internationally recognized thought leader, global futurist and trend caster who works to expand WHMA's industry intelligence program and provide insights on issues facing the global electronics industry, including supply chain resiliency/uncertainty, trade wars, skilled workforce

shortage, and the expanding role of electronics in the global economy. In his presentation, DuBravac will provide a detailed economic report and outlook for WHMA members.

“From keynotes, technical education workshops and roundtable sessions to an exhibition with industry leading suppliers showcasing their cutting-edge products and services and peer-to-peer networking, the annual WHMA wire harness conference offers leaders in the global cable and wire harness industry opportunities to learn, grow, share and connect,” said Rick Bromm, WHMA Board Chair/ALTEX President. “And, after nearly a two-year hiatus, we’re looking forward to connecting with everyone in person!”

For more information on the conference including schedule, exhibition, speaker profiles, sponsorship opportunities, or to register for event, visit <https://annualconference.whma.org>.

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About WHMA

The Wiring Harness Manufacturer’s Association (WHMA) was established in 1993 to serve and dedicate their resources to the global cable and wire harness industry. WHMA is the ONLY trade association exclusively representing the cable and wire harness manufacturing industry including manufacturers, their suppliers and customers. (www.whma.org)

About IPC

IPC (www.IPC.org) is a global industry association based in Bannockburn, Ill., dedicated to the competitive excellence and financial success of its 3,000+-member company sites which represent all facets of the electronics industry, including design, printed board manufacturing, electronics assembly and test. As a member-driven organization and leading source for industry standards, training, market research and public policy advocacy, IPC supports programs to meet the needs of an estimated \$2 trillion global electronics industry. IPC maintains additional offices in Washington, D.C.; Atlanta, Ga.; Miami, Fla.; Brussels, Belgium; Bangalore and New Delhi, India; Bangkok, Thailand; and Qingdao, Shanghai, Shenzhen, Chengdu, Suzhou and Beijing, China.