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# ACOME Group seeks accelerated growth with new strategic plan

**French cabling solutions experts ACOME Group has launched a new strategy – Connect to 2030 by Acome Group – to guide the Group through its next developmental phase.**

The strategic plan, which spans the telecommunications, automotive and construction markets, aims to improve ACOME's ability to address rising customer demands. It is built on three core priorities: industrial transformation, international growth, and operational excellence.

"At ACOME, everything starts with our customers. In an increasingly fast-paced telecom market, our mission to meet rising demand for reliable, competitive, and innovative solutions is clear, strengthening our position in Europe and paving the way for global expansion," said ACOME Group CEO and newly appointed Chairman Frédéric Briand. "Connect to 2030 reaffirms the Group's commitment to sustainable, agile, and innovation-driven growth. I am excited to guide ACOME through this new strategic chapter that reflects our desire to lead this controlled transformation, while building on our cooperative roots and technological expertise."

The strategic direction will be supported by ACOME Group's new shared governance structure, headed by Briand and newly appointed Deputy CEO Stéphane Samson. Briand now also assumes the role of Group Chairman, following the retirement of Jacques de Heere, who guided ACOME's growth with dedication and vision for over three decades. Samson's appointment alongside Briand strengthens the Group's continuity while supporting its ambition for international expansion and sustainable development.

ACOME seeks to address the economic, technological, social, and environmental challenges of the future by acting today. The strategic plan introduces a more agile and responsive governance model and encourages the formation of new partnerships through co-investment and shared innovation.

"An industry-wide controlled transformation is, now more than ever, a necessity to meet the evolving needs of operators and the wider connectivity market," said Samson. "The new strategy reflects our belief in this transformation through collaboration, strengthening our ties with customers, partners and employees across all our markets. By drawing on the strength of our teams we will shape a more resilient and forward-looking ACOME."



Under the leadership of Briand and Samson, both long-standing members of the company, ACOME will fully leverage its cooperative model by involving every member in shaping the future. The Group will also seek to evolve its industrial model toward greater competitiveness, digitalization, and environmental performance.

“With Connect to 2030 by ACOME Group, ACOME is laying the groundwork for the future – a future defined by resilience, cooperation, and responsible growth,” concluded Briand

**ENDS**

#### **About ACOME Group**

ACOME Group is an international industrial and cooperative company that designs and manufactures high-performing cables for the data and telecom infrastructure, building, and transport and automotive sectors.

ACOME has established itself in the UK to supply the market with FTTH telecom products based on its Nanomodule technology, which is specifically designed for UK operators and builders to help reduce costs, time and environmental impact.

With 13 factories in 7 countries, 9 logistic centres, and 2 R&D centres, ACOME employs more than 1600 people worldwide. The company turned over €535million in 2024. Find out more at <https://www.acome.com/en> or on LinkedIn or Twitter.

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#### **ACOME**

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