

## Press Release

*Embargoed for release till 18 September 2019*

# **One-stop gateway to the region's next-generation manufacturing opens today: 4 synergistic exhibitions, 1 venue**

- End-to-end showcase covering 8 inter-related sectors of wire, cable, tube, pipe, packaging, printing, plastics and rubber

**Bangkok, Thailand, 18 September 2019** – Opening its exhibition doors this morning at BITEC, Bangkok, are four sector-leading exhibitions: wire and Tube Southeast Asia, PACK PRINT INTERNATIONAL and T-PLAS 2019, which will welcome over 30,000 trade visitors, with some 30 percent from outside Thailand, from now till 20 and 21 September respectively. Each of these exhibitions are driven by the world's No.1 trade fairs in the sectors they represent, by the Messe Düsseldorf Group in Germany, thus playing an essential role in providing effective B2B platforms.

The exhibitions are led by 900 leading companies and brands from the various sectors who bring with them smart technology, equipment and solutions for the industries of today and the future.

Looking at the landscape that forms the collective, strategic and timely staging of these four specialist exhibitions is ASEAN's promising outlook with its combined GDP of over US\$ 2.4 trillion and a population of 640 million people. Zooming into Thailand, economics-wise, industrial output for the country makes up a considerable 27.4 percent of GDP with industry reports pointing to Thailand's manufacturing sector which expects to see incremental growth of US\$50 billion (1.6 trillion baht) in productivity gains by 2028 as it embraces Industry 4.0 technologies<sup>1</sup>. The Ministry of Industry (Thailand) has pledged to continue encouraging investment and development of target industries to create a well-



Messe  
Düsseldorf  
Asia

Messe Düsseldorf Asia Pte Ltd  
3 HarbourFront Place  
#09-02 HarbourFront Tower Two  
Singapore 099254

Telephone: (65) 6332 9620  
Telefax: (65) 6332 9655  
(65) 6337 4633  
Email: [info@mda.com.sg](mailto:info@mda.com.sg)  
<http://mda.messe-dusseldorf.com/>

Board of Directors:  
Erhard Wienkamp (Chairman)  
Werner Matthias Dornscheidt  
Hans Werner Reinhard  
Bernhard Johannes Stempfle  
Gernot Ringling (Managing Director)

Business Registration 199507124Z

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<sup>1</sup> Cisco and A.T. Kearney - Accelerating Industry 4.0 in Asean: An Action Plan for Manufacturers - 2018

balanced local economy that is able to compete on a global scale and withstand future challenges.

### **The future is here, the future is now.**

The strategic international mega showcase of these four exhibitions will bring to the show grounds some 5,000 innovative products, machineries and solutions across the key sectors of wire, cable, tube, pipe, packaging, printing, plastics and rubber. There will also be over 50 concurrent events by industry experts – all tailored for improving end-to-end manufacturing productivity and efficiency, and to fulfill sourcing and procurement objectives.

This coincides with recent reports that indicate about 50 percent of Thai manufacturers are looking to adopt automation systems within the next three years, backed by growing export demand in sectors such as food and beverage, automobile and petrochemicals. And with the government's push to achieve smart manufacturing adoption in at least 2,000 factories in the next couple of years (2018-2019) and 100 smart cities within two decades, this augurs well for technology providers.

In meeting these market trends with their future-ready innovations are participating wire and tube exhibitors such as **SIKORA AG**, Thai exhibitor, **MARPOSS (THAILAND) CO LTD** and **THERMATOOL – AN INDUCTOTHERM GROUP COMPANY**. For SIKORA, the German-based leader in measuring and control technology will launch their new X-RAY 8000 ADVANCED which features state-of-the-art High-Speed-Technology (HST). Thai exhibitor, **MARPOSS** on the other hand, will unveil their battery leak detection equipment solution spurred by the growth of the region's EV market. As for **THERMATOOL**, they will bring with them the latest innovations in high frequency solid-state induction welding for tube and pipe applications.



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For packaging and printing exhibitors, **HP** and **HEIDELBERG**, expect to see HP's unique digital offset process, as well as the debut of HP Indigo Digital Print Pavilion – a showcase of 10 partners who have leveraged on the capabilities of HP machines to unlock opportunities of high digital productivity. **Heidelberg**, with **Masterwork**, will introduce their end-to-end packaging production workhorses at the exhibition. Launched for the first time in Thailand at PACK PRINT INTERNATIONAL is the Speedmaster CX 75.

Lastly, for manufacturer of high-end machines for plastics processing, **ARBURG**, their participation at T-PLAS includes an offsite visit to their showroom in Chonburi that demonstrates the relevance of having digitally integrated, smart production and smart services.

### **Augmenting business and strengthening networks**

As industries worldwide embrace digitalisation and automation, and reap in the effects of a boosted economy and investment opportunities, it is also important for businesses to innovate while building on and strengthening partnerships. Commenting on how trade platforms such as these play a part in forming sustainable successes on the back of the era of 4.0, Mr Gernot Ringling, Managing Director of Messe Duesseldorf Asia, main organizer of the exhibitions said: “The synergistic co-location of the fairs seek to augment a company’s marketing strategies and enable businesses to connect in a face-to-face environment, in facilitating prospect communication and lead generation that is complemented with live product demonstrations on the show floor.”

“Through this, businesses can improve and extend their existing relationships with their client base in Thailand and the ASEAN region. For smaller set-ups, trade platforms like this provide an opportune opening for them to share their service or products with a wide, yet targeted group of audience,” he said.



Messe Düsseldorf Asia Pte Ltd  
3 HarbourFront Place  
#09-02 HarbourFront Tower Two  
Singapore 099254

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As events for the industries by the industries, the four symbiotic exhibitions are well supported by government, public and private organisations. These include the Ministry of Industry, Ministry of Higher Education, Science, Research and Innovation (previously MOST) and its supporting ministries and departments, Thailand Convention and Exhibition Bureau (TCEB), as well as 50 leading trade associations and organisations from Thailand, Hong Kong, Korea, Japan, Malaysia, Philippines and Vietnam, making this edition its most diverse to date.

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