

PRESS RELEASE  
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## wire and Tube Southeast ASIA 2015 comes to a successful close in Bangkok: Proven to be the leading platform for global trade opportunities for the synergistic sectors

- 411 internationally prominent companies from 33 countries displayed cutting-edge products and technologies
- 7144 international visitors from 56 countries over the 3-day exhibition
- Rewarding business transactions closed on the show floor
- Industry-defining conferences and seminars popular with trade visitors

**29 September 2015** – Following an eventful 3-day exhibition that had the show floor buzzing with activities, the 11<sup>th</sup> International Wire and Cable Trade Fair for Southeast Asia and the 10<sup>th</sup> International Tube and Pipe Trade Fair for Southeast Asia came to a successful close on 18 September. The co-staged synergistic exhibitions were presented by 411 internationally prominent companies from 33 countries, including 7 National Pavilions and country groups from Austria, China, Germany, Italy, Taiwan, the UK and USA. At closing, wire and Tube Southeast ASIA 2015 welcomed 7144 international trade visitors from 56 countries. Almost 33% of these visitors came from outside Thailand, from countries such as Bangladesh, India, Malaysia, Singapore, Taiwan, Indonesia, Myanmar and Pakistan as well as visiting delegations from China, Japan, Korea and Vietnam, manifesting wire and Tube Southeast ASIA 2015 as the regional platform for the wire and tube industries. The trade fairs also received visits by 73 local factories from Bangkok Steel Wire, Bangkok Cable, Kulthorn Materials & Control, Thai Wire Products, among others.

With the formation of the single-economy ASEAN Economic Community (AEC) at the end of the year headlining the region, coupled with the onset of Thailand's Infrastructure Development Plan – which will see the Kingdom undergo a massive transformation to its overall national infrastructure from



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2015 to 2022, robust and borderless trade opportunities will be evident for the wire and tube industries in the coming years. Emphasizing the opportune staging of wire and Tube Southeast ASIA 2015 in Bangkok, Thailand, Mr Gernot Ringling, Managing Director, Messe Düsseldorf Asia, shared: “The staging of the synergistic trade fairs come at a timely juncture, presenting itself as a valuable platform to foster greater understanding, and business linkages between Thailand, the region and the international community for mutual benefit.”

In line with the changing industry landscape and market demands, participating exhibitors gave a solid showing of their best in technologies, innovations and machinery to quality trade visitors – further indicating wire and Tube Southeast ASIA 2015’s standing as the optimum, single converging point where the interest of exhibitors and visitors are met. As commented by Mr Christian Schalich, Area Sales Manager for SIKORA AG: “Our main objective of participation is to showcase our latest machinery to customers from the region. At the trade fair, we were able to do so and at the same time explain the advanced technologies behind our machines while our customers test them out. Having met with more visitors than two years ago, I am pleased that we have met our objective fully and will surely be back in 2017!”

For French exhibitor, Numalliance, the successful sale of a machine to a Thai customer was the highpoint of their participation at wire and Tube Southeast ASIA 2015 – where the trade fair presented an avenue for the company to introduce its products and expertise to a regional audience. Highlighting the strategic locale of wire and Tube Southeast ASIA 2015, Mr Patrick Maurissen, Sales Director for Numalliance said, “not only does this trade exhibition reach out to the domestic Thai market, but this exhibition also drew large numbers of industry visitors from regional countries who otherwise wouldn’t be entering the European markets.”

Sharing Mr Maurissen’s sentiments is Ms Wang Fei, Corporate Program Manager, China Petroleum Technology & Development Corporation who mentioned that they had the opportunity to meet with clients from India, Bangladesh, Thailand and Indonesia at the exhibition – all of which are



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valuable contacts for their market expansion plans in Asia. "Through onsite discussions, we got to learn of purchasing requirements and products that are of interest to our regional clientele and gathered a better grasp of the region's market trends, which will be helpful for the forward planning of our business," she added.

Endorsing the trade fairs' relevance to current market trends and movements were international industry partners from International Wire & Machinery Association (IWMA), Italian Wire Machinery Manufacturers Association (ACIMAF), International Wire & Cable Exhibitors (IWCEA), Austrian Wire and Cable Machinery Manufacturers Association (VÖDKM-AWCMA), International Wire and Cable Exhibitors Association - France (IWCEA-FRANCE), German Wire and Cable Machine Manufacturers Association (VDKM), Wire and Cable Industry Suppliers Association (WCISA) and International Tube Association (ITA), who spoke unanimously of the thriving market potential and opportunities in Southeast Asia, and how the trade fairs offered a necessary and invaluable opportunity for their members to retain top-of-mind recall with their Southeast Asian customers and partners, while creating a platform for face-to-face consultations to acquire new business links and strengthen existing business relations. In particular, Mr Ferruccio Bellina, President of ACIMAF, who commended the well-organized exhibitions and shared that, "this edition is better than the last and we have seen good numbers and quality visitors. We've also received a steady stream of enquiries." Newly appointed Chairman of IWMA, Mrs Amanda Shehab, validated wire Southeast ASIA's ability to attract international exhibitors and visitors. She further commented that, "the Southeast Asian market is a significant and growing one, and thus the trade fair presents a great opportunity for the industry to explore the region's potential."

wire and Tube Southeast ASIA 2015 was further augmented by concurrently-held conferences and seminars by field experts from King Mongkut's University of Technology Thonburi, Engineering Institute of Thailand, Technology Promotion Agency, International Copper Association (SEA) and TumCivil.com Training Centre on trending topics ranging from safety and energy saving initiatives, installation standards, conversion of overhead power lines to structural analysis and design, to overwhelming responses.



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For first-time visitor, Mr Nobuyoshi Kudo from the Japan Pipe Processing Machine Association, he shared that his purpose of visit was to learn about the latest market developments in Thailand and the region, establish knowledge exchange links and to bring some of the industry's best practices back to Japan. The 12-member delegation representing Japanese pipe processing companies appreciated the broad mix of products, materials and technology on display and how it is closely tailored to the trends and demands of the industry.

With plans for an enhanced and more improved 2017 edition of the trade fairs already in motion, Mr Ringling said: "As specialist trade exhibitions with an established history of almost two decades in Southeast Asia, driven by the world's leading trade fairs, wire Düsseldorf and Tube Düsseldorf, we are committed to working hand in hand with our international industry partners and supporting industry associations to present yet another two world-class exhibitions in wire and Tube Southeast ASIA 2017 – one that is reflective of the upcoming economy and industry progressions."

Participation details to wire and Tube Southeast ASIA 2017 will be announced soon.

- End -



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### Tube Southeast ASIA Industry Partner:

International Tube Association (ITA)

### wire / Tube Supporting Associations:

- International Wire and Cable Exhibitors' Association - France (IWCEA-France)
- International Wire & Machinery Association
- Austrian Wire and Cable Machinery Manufacturers' Association (VÖDKM-AWCMA)
- Italian Wire Machinery Manufacturers Association
- Wire And Cable Industry Suppliers Association
- Technology Promotion Association (Thailand-Japan)
- Philippine Iron & Steel Institute
- Electric Wire and Cable Association of Ho Chi Minh City
- International Tube Association
- Technology Promotion Association (Thailand-Japan)
- Thai Stainless Steel Development Association (TSSDA)
- Thai Foundry Association
- Thai Subcontracting Promotion Association
- Electrical And Electronics Institute
- Materials Innovation Center (Kasetsart University)
- Philippine Iron & Steel Institute
- Hong Kong Screw & Fastener Council
- Japan Spring Manufacturers Association



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## About the Organizer

Messe Düsseldorf GmbH is one of the world's most successful exhibition organizers, responsible for organizing more than 20 of the world's number one exhibitions in various industries including plastics, packaging and printing – namely, the globally acclaimed K Fair, interpack and drupa held in Düsseldorf, Germany. Its subsidiary office – Messe Düsseldorf Asia (MDA), with extensive expertise in organizing trade fairs in Southeast Asia, has developed a portfolio of numerous trade fairs in Southeast Asia since 1995. MDA's trade fairs for the plastics and rubber sectors in Thailand and Vietnam (T-PLAS and PLASTICS & RUBBER VIETNAM), and printing and packaging in Thailand (PACK PRINT INTERNATIONAL) have met with resounding successes and are today benchmark events serving the regional markets of Southeast Asia and beyond.

For more information, please contact:

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