

PRESS RELEASE

For immediate release

Powering Forward: The demonstrated demand for wire and tubes, and synergy with metallurgy and foundry technology at co-located exhibitions - wire and Tube Southeast Asia with GIFA and METEC Southeast Asia

Singapore, 10 October 2023 - From 20-22 September 2023, BITEC, Bangkok was abuzz with industry professionals, showcasing the vibrancy of the wire, cable, tube, and pipe sectors together with metallurgy and foundry technology at the co-located trade fairs: wire and Tube Southeast Asia, and GIFA and METEC Southeast Asia.

Over three days, some 254 exhibitors from 27 countries demonstrated their technology, machinery, and innovations across multiple application sectors from automotive, building and construction, energy and gas, to users from metal and steel plants. wire and Tube Southeast Asia successfully presented a comprehensive platform for 6,350 trade visitors with 24 percent coming from overseas. Together with visitors for GIFA and METEC Southeast Asia, international visitors hailed from neighbouring Malaysia, Vietnam, Singapore, Philippines, as well as China and India, among others. On the local front, there were also 54 visiting groups representing the key target sectors across wire and cable manufacturers, iron and steel and non-ferrous metal industry and from upstream supplier industries. These included Bangkok Cable, Thai Summit Cable & Parts, The Siam Industrial Wire, Alphacast, PV Casting and Machine, TMT Steel Public and many others.

"While this year saw a more focused group of visitors, what truly stood out was the depth of engagement and the quality of discussions on the show floor. It was evident that participants came with clear objectives and a genuine interest in collaboration. The value of these interactions and the potential for lasting business relationships cannot be understated. We remain committed to providing a platform for meaningful exchanges for the industries we serve," said **Gernot Ringling, Managing Director, Messe Düsseldorf Asia**.

As a first-time visitor, **Professor Dr. Suchatvee Suwansawat, former President of the Council of Engineers, Thailand**, was deeply impressed by the international representation, particularly from Europe, and the extensive display of machinery and solutions on offer. "Witnessing such global interest from the exhibitors, right here in Bangkok, with a vast range of machines, products, and solutions, also highlights how fortunate the Thai and regional industries are to be able to experience such exhibitions. This is not just a sourcing ground; it is also a unique opportunity for the local industry to learn, share, and embrace best practices."

Reflecting a similar standpoint was Thai exhibitor **Pine-Pacific Corporation**, one of Thailand's leading suppliers of both raw materials and equipment for the foundry industry, who remarked that this was also a good opportunity for the local industry to meet and network with an international audience.



15TH INTERNATIONAL
WIRE & CABLE TRADE FAIR
FOR SOUTHEAST ASIA

14TH INTERNATIONAL
TUBE & PIPE TRADE FAIR
FOR SOUTHEAST ASIA

20 - 22 SEP 2023

BITEC, Bangkok, Thailand

www.wire-southeastasia.com

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Industry Partners (wire) :



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According to **Itthinai Yingsiri, Managing Director**, “for local companies, here you can explore more target groups and gain access to potential customers from other countries or from the Southeast Asian region without even having to travel abroad.”

2-day international conference - ‘Towards a Sustainable Future – Transforming Challenges into Opportunities’

Beyond showcasing innovations and solutions, the exhibitions were also about knowledge-sharing. The four co-located exhibitions included concurrent events such as conferences, technical presentations, and business matching activities. One standout was the 2-day international conference titled ‘Towards a Sustainable Future – Transforming Challenges into Opportunities’, jointly organised by Messe Düsseldorf Asia and the International Wire and Machinery Association (IWMA). Key topics revolved around sustainable growth and environmental responsibility, resonating with the region’s efforts towards economic growth paired with decarbonisation.

Commenting on some key takeaways from the conference, **Don Neville, Chairman, IWMA**, said he was very interested by some of the common challenges presented by the speakers. “Not just within this region but with other parts of the world too, despite the unique characteristics of each region, there are still fundamental common denominators – and that is something worth communicating and sharing in a conference setting such as this. The different regional perspectives on sustainability challenges are very important in shaping discussions,” he said.

On the same note, **Nava Chantanasurakon, Chairman, The Federation of Thai Industries – Iron and Steel Industry Club**, and Keynote Speaker, stated that the conference was timely as Thailand is well on the way to moving modern energy and reducing CO2 emissions up the agenda, and to improve the production process for low-carbon manufacturing.

Bernd Lohmüller, Managing Director of Maschinenfabrik Niehoff, a leading supplier of machinery for the non-ferrous, wire, and cable industry, also offered his perspective on the conference. He shared, 'Positioning the conference on the show floor was a good addition and significantly enhanced the visitor experience. The content presented was insightful, especially the contribution from the Thai presenters who offered deep local insights. Discussions around CO2 emissions reduction and energy efficiency also resonated deeply, as lowering CO2 emissions invariably leads to reduced production costs. Overall, the concept of the conference greatly enriched the exhibitions.'"

For **Mallefer Extrusion**, one of the world’s leaders in wire, cable, pipe and tube production technologies, and also an industry forerunner on sustainability, according to **Henri Hackman, Sales Manager, Asia Pacific**, “being able to promote the values of sustainability for now and in the future is very important to us, so we look forward to the opportunity of collaborations such as this at the next edition.”



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Both companies – **Niehoff and Mallefer** – together with **FMS Force Measuring Systems AG**, and **Metalube Group**, were among the line-up of IWMA member presentations as part of the conference programme on the second day.

Southeast Asia’s growing demand

Amid rapid urbanisation, infrastructure development, and increasing internet penetration in Southeast Asia, the demand for wire, cable, tube, and pipes have been on upward trajectory. Notably, in 2022, the Asia-Pacific region held the largest revenue share in the wire and cables industry, with over 37 percent market share. With infrastructure development being the focal point for Southeast Asia on the back of the pandemic, the region continues to solidify its global significance. Wire and Tube, and GIFA and METEC Southeast Asia 2023 presented a timely opportunity for businesses in the relevant sectors to strengthen their foothold in the region.

For visitor **Kirk Riddel**, representing the **International Sales** department at **Banpong Screen Pipe**, the exhibitions provided a dynamic platform to make valuable connections and to look for supplier partners. “I was on the lookout for a few suppliers of stainless steel wire suppliers and API line pipes and I found a few and look forward to receiving the quotations and moving things forward.”

According to Turkish based wire producer **Cokyasar Holdings**, this was their first foray into Southeast Asia with the main objective to better understand the region and the demands of the markets here. “It was good for us to see the whole picture and get a better sense of the market. We really wanted to see what this region has to offer. We had some very interesting companies visit our booth, with some good leads. We also received a couple of new potential customers,” said **Kemal Ertunga Mumcu, Sales Executive**.

The next editions of wire and Tube Southeast Asia will return to a biennial cycle and will take place in 2025 at BITEC, Bangkok from 17 to 19 September.

A detailed post event report will be released soon, meanwhile for more updates go to www.wire-southeastasia.com | www.tube-southeastasia.com

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