

wire and Tube Southeast Asia 2025 wraps up with strong international turnout and business momentum

Singapore, 6 October 2025 – The co-located wire and Tube Southeast Asia exhibitions closed on a high note last month, drawing thousands of attendees to Bangkok and underscoring the region's importance as a hub for industrial innovation, collaboration, and growth.

After three dynamic days at BITEC, Bangkok, the 16th edition of wire Southeast Asia and the 15th edition of Tube Southeast Asia concluded with resounding success. The exhibitions welcomed 7,435 visitors from 62 countries and regions— a nearly 20 percent increase over the 2023 edition — reaffirming their status as ASEAN's leading specialist platform for the wire, cable, tube, and pipe industries.

The international profile of the event was further strengthened by the participation of more than 35 visiting groups and delegations, representing a wide spectrum of sectors including electrical engineering, construction, automotive, energy, die and mould, and the broader manufacturing supply chain. Notably, close to 30 percent of visitors travelled from outside Thailand, with representation from the HCMC Electric Wire & Cable Association (HECA), the Institute of Integrated Electrical Engineers of the Philippines Inc. (IIEE), and the Philippine Die and Mould Association, among many others.

Reflecting on the achievement, Gernot Ringling, Managing Director of Messe Düsseldorf Asia, said: “wire and Tube Southeast Asia 2025 once again underscored ASEAN's role as both a fast-growing market and a hub for global industrial collaboration. With the co-location of GIFA and METEC Southeast Asia, bringing four internationally recognised exhibitions under one roof, together they offer a platform that not only connects technology providers and buyers, but also sparks purposeful conversations on competitiveness, sustainability, and the future of industry in the region.”

Held concurrently with the synergistic GIFA and METEC Southeast Asia trade fairs for the foundry and metallurgical sectors, the four exhibitions together featured over 400 exhibitors from more than 30 countries and regions, including strong participation from Austria, China, Germany, Italy, and Taiwan. The exhibitions presented innovations spanning the full industrial spectrum — from wire and tube production technologies to foundry, casting, and metallurgical solutions. Together, they offered a powerful stage for international suppliers and regional buyers to exchange ideas, form partnerships, and drive growth in fast-evolving industries such as construction, automotive, energy, and advanced manufacturing.

ASEAN growth driving global opportunities

The exhibitions came at a time of renewed optimism for ASEAN's industrial transformation. According to Chenfei Wang, Principal Analyst and Head of Wire & Cable at CRU (Shanghai), cable consumption in Southeast Asia is forecast to accelerate by 6.2 percent in 2026, reaching 1.083 million tonnes of conductors and representing 5 percent of global demand.

“We are also seeing surges in demand in Vietnam and the Philippines, while growth in Thailand we are forecasting at 3.2 percent next year,” said Wang during a co-located seminar organised by the International Wire Machinery Association (IWMA). He also highlighted robust investment in high-voltage capacity in Malaysia and Vietnam, including subsea marine cable production — clear signals of the region's rising strategic importance.

Exhibitors and visitors underscore the value of the show floor

The strong turnout at wire and Tube Southeast Asia 2025 translated into meaningful engagement for both exhibitors and visitors, reaffirming the exhibition's role as a meeting point to conduct business, and knowledge exchange.



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Bernd Lohmueller, Managing Director of Niehoff GmbH and President of IWMA, emphasised the strategic importance of the exhibition: “Thailand and Southeast Asia are among the fastest-growing regions for the wire and cable industry, and that is why platforms like this and IWMA seminars are so important — they allow machine manufacturers like us to present our latest technologies, share knowledge, and engage directly with the market.”

Having participated since the very first edition in 2007, he added: “We can clearly see the progress: this year brought more visitors and greater interest in our seminars than ever before. Energy-saving and green technologies are the future, and customers in the region must be ready to invest in them. In the long run, sustainable solutions will always pay off. For machine manufacturers like us, it is our responsibility to demonstrate that the lower the energy consumption, the greater the benefits for competitiveness and long-term success.”

For long-time exhibitors, the event reaffirmed its reputation as a critical meeting place. Manuel Geremias, Chief Executive Officer of Esteves Group, remarked: “This is our 8th time participating, and it has been a very busy few days. We’ve met many relevant visitors from across the region.”

From the visitor perspective, the breadth of innovations proved a major draw. Parichat Suraruk of Sammitr Tech Company Limited (Thailand) shared: “Coming from the automotive sector, we were particularly interested in protective tubing and steel plates and were impressed with the range of exhibitors and innovations on display.”

Echoing the value of technology scouting, Niklas Chronvall, Technical Specialist for high voltage cables at NKT (Sweden), commented: “We discovered many interesting machines and technologies relevant to our line of business, and it has been a valuable opportunity to better understand the Southeast Asian landscape. This is our second visit to the exhibitions.”

Similarly, Alfred Chia, Product Manager at Keystone Cable (Singapore), highlighted the importance of supplier connections: “The exhibition has been a valuable platform to deepen my understanding of the latest cable manufacturing technologies and to reconnect with key suppliers. I was particularly impressed by the breadth of machinery, products, and solutions on display.”

Adding to the forward-looking outlook, Pongsapak Nakornsri, Chief Commercial Officer of Bangkok Cable and President of the Association of Thai Cable Manufacturers (ATCM), observed: “We are very bullish on the future of the wire and cable industry. Mega-trends such as electrification, renewable energy, and regional infrastructure development are driving strong growth in Thailand and across ASEAN. Wire and Tube Southeast Asia is an important platform for us to connect with the latest manufacturing technologies and strengthen our competitiveness on a regional scale.”

Knowledge, collaboration, and industry leadership

Beyond product showcases, the exhibitions hosted a high-calibre programme of forums and seminars. Highlights included the IWMA Seminar on growth in the wire and cable industry, technical sessions on green transformation, digitalisation, and energy efficiency, and expert panels that brought together manufacturers, policymakers, and engineers to discuss the future of ASEAN’s industrial base.

The exhibitions also provided the backdrop for significant milestones in regional collaboration. At wire and Tube Southeast Asia 2025, the Association of Thai Cable Manufacturers (ATCM) formalised its role as a key industry body, strengthening ties with regional counterparts and joining the Asia Wire & Cable Corporation Alliance (AWCCA). Pongsapak Nakornsri, President of ATCM, underscored the association’s vision: “Our shared purpose is clear — to strengthen the Thai cable industry, elevate quality and safety, and enhance competitiveness on both the regional and global stage. Cables are a vital part of energy infrastructure and the foundation that enables our economies and societies to move forward with confidence.”



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This spirit of cooperation was echoed by Tee Kok Hwa, Vice President of the Malaysian Cable Manufacturers Association (MCMA): “This MoU is not just an agreement, but a promise — to share knowledge, strengthen cooperation, and build the energy future of ASEAN together. A stronger Thailand benefits Malaysia, and a stronger Malaysia benefits Thailand. Ultimately, the entire region stands to gain.”

On an international scale, Zheng Qiu, Vice Secretary General of AWCCA, added: “With ATCM now joining AWCCA, we mark a significant step in aligning standards and strengthening cooperation across Asia’s cable industry. Together, we can drive innovation, share expertise, and support the development of a stronger regional energy infrastructure.”

Driving ASEAN’s industrial future

With 7,435 visitors from 62 countries and regions, wire and Tube Southeast Asia 2025 underscored the region’s position as a fast-rising hub for industrial growth. As ASEAN economies accelerate infrastructure investment, digital transformation, and green industrialisation, the exhibitions reaffirmed their role as essential gateways that connect global innovation with regional opportunity.

The full post-show report will be released next month, providing deeper insights into exhibitor and visitor feedback. Looking ahead, the next editions of wire, Tube, GIFA, and METEC Southeast Asia will return to BITEC, Bangkok, from 15–17 September 2027 in Halls 103–104, once again bringing the world’s industrial community together in the heart of ASEAN.

For more information, visit: www.wire-southeastasia.com | www.tube-southeastasia.com | www.gifa-southeastasia.com | www.metec-southeastasia.com

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Messe Düsseldorf Asia is a subsidiary of Messe Düsseldorf, one of the world’s leading trade fair organisers with more than 20 internationally recognised trade fairs held in Düsseldorf, Germany. Since its founding in 1995, Messe Düsseldorf Asia has successfully established itself in Southeast Asia. Today, its portfolio comprises 18 leading trade fairs in sectors such as medical technology, occupational safety, packaging, printing, plastics processing, wine and spirits and more.

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