

Press

First wire South America successfully concluded, while TUBOTECH continues its success in São Paulo

Approx. 15,000 trade visitors came to the Exposições Imigrantes exhibition centre

wire South America - International Wire and Cable Fair – was held for the first time from 1 to 3 October 2013, with 173 exhibitors from 26 countries. It was held concurrently with TUBOTECH - 7th International Trade Fair for Pipes, Valves, Fittings and Components – also at the Exposições Imigrantes exhibition centre in São Paulo.

Brazil's boom in the construction, automotive and consumer electronics industries has led to a marked increase in the demand for wire, cable and tube products. The approximately 15,000 trade visitors registered during the three days of wire South America und TUBOTECH confirmed that there is an increasing interest in an international trade fair for these sectors on the South American continent.

Exhibitors presented their innovations covering 32,000 square metres of gross exhibition space in total. wire South America served as an ideal platform for presenting innovations in wire and cable manufacturing and processing to the international trade audience. TUBOTECH featured approx. 577 exhibitors, giving an overview of tube manufacturing, treatment and processing and also the tube trade.

Both events have been an outstanding opportunity for visitors from Brazil and its neighbouring countries to obtain information on their own continent, while international exhibitors have had an ideal opportunity to present themselves to South America as an important and attractive market of the future.

The organisers, Messe Düsseldorf and Grupo Cipa, were pleased that *wire* South America attracted not only international market leaders but also group stands from the United States, Italy and China. *wire* South America was



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The global
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Exhibition Industry



Ausstellungs- und
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Öffentliche Verkehrsmittel:
U78, U79: Messe Ost/Stockumer Kirchstr.
Bus 722: Messe-Center Verwaltung

supported by IWMA (the International Wire & Machinery Association), WCISA (the Wire and Cable Industry Suppliers' Association) USA and ACIMAF (the Italian Wire Machinery Manufacturers' Association).

Steven Rika, Chairman of the International Wire & Machinery Association, confirmed that the trade fair had gone well: "As on other occasions, this gave us an opportunity to support the members of our association at this renowned event in São Paulo. *wire South America* – a project which is jointly organised by Messe Düsseldorf and Grupo Cipa – is still in its infancy, and we therefore found the positive response of our members very encouraging for the future. We are confident that this exhibition will become a very clear fixture in the trade fair calendar of the industry. As an industry association, we will promote the next *wire South America* events among our membership."

Ferruccio Bellina, Chairman of the Italian Wire Machinery Manufacturers' Association, commented on *wire South America*: "This first event in Brazil turned out to be successful and satisfactory for the Italian exhibitors. In fact, the trade fair exceeded their expectations concerning visitor quality. The skilled and efficient organisation of Messe Düsseldorf leaves no room for criticism."

TUBOTECH was given valuable support by ITA, the International Tube Association. Peter Byroslawsky, Executive Secretary of the Association, reports: "It goes without saying for ITA as the world's biggest association in the tube industry that we should support this most important trade fair of our industry in South America. The last few days proved that participation was very attractive to our member firms and that numerous very promising contacts were made."

The trade fair duo in São Paulo benefits from the experience previously gathered by Messe Düsseldorf through its two leading international trade fairs – *wire*, the International Wire and Cable Fair, and *Tube*, the International Tube Trade Fair, which will be held jointly again for the 14th time at the Düsseldorf Exhibition Centre from 7 to 11 April 2014.

The next *wire South America* and TUBOTECH will be held from 6 to 8 October 2015 in São Paulo.



Exhibitors' Voices:

Jose Antonio Amiguiño, Sales Manager South America at Ernst Koch GmbH & Co. KG sums up:

"The trade fair has paid off! It was a resounding success for us!"

The upshot by Erjo Koponen, Marketing Coordinator at Maillefer reads:

"The show was great support for Maillefer's new presence in Brazil – Estaremos de volta."

Federico Bussola, Sales Director at the Italian company SAMP comments on the successful outcome of the trade fair:

"This is the first time for Samp to participate at the Wire South America and we have been positively surprised not only about the high number of visitors but also about the good quality of meetings and discussions that we had. Thanks to the Exhibition, we have been in contact with new potential customers not only from Brazil but also from other South American countries like Argentina and Uruguay. We have exhibited our new and high technology Multiwire Drawing Machine DM 80 (16 wires) complete with annealer RC200 and single spooler DS800, able to run at 35 m/s with energy saving compares to traditional solutions and all visitors have appreciated very much our technology. Due to the positive result of this Wire South America Exhibition we are sure that we will come back next time."

Greg Malcervelli, Vice President of Sales at Wire & Plastic Machinery Corp., said the following:

"For Wire & Plastic Machinery the first hosting of Wire South America was a success. We were able to connect not only with our customers from Brazil but also from neighbouring countries including Venezuela, Colombia, Peru, Ecuador, Argentina and Uruguay. Brazil still remains a closed country as visitors from North America require a visa and there are import restrictions on certain machinery items. Recent gestures by the government to open up the economy, however, are encouraging. Being the first show we feel that improvements can be made especially changing the opening and closing hours. Overall, our objectives for participating in the show were met. We



were very pleased with the number of quality attendees that stopped by our booth for discussions. We also look forward to future stagings of this event and would gladly participate as an exhibitor.”

Wilson Ling, Executive Vice Director of Shanghai Electric Cable Research Institute, said:

“The South American market is very important for Chinese companies, as they keep looking for new business opportunities. The quality of the event as a professional platform has been rated as excellent by many exhibitors. The quality and quantity of visitors exceeded the expectations of many exhibitors who would like to see more exhibition space for wire South America next year.”

Eric Bieberich, President of Fort Wayne Wire Die, exhibitor at the trade fair, concluded:

“We were very pleased to hear that Messe Düsseldorf was setting up a trade fair in Brazil. Fort Wayne Wire Die has been an exhibitor at Messe Düsseldorf events throughout the world for quite a while because they are always well organised. Messe Düsseldorf endeavours to meet the needs of its exhibitors and continually attracts high-quality trade visitors. wire South America 2013 fully met our expectations on Messe Düsseldorf.”



Wang Baojing, Senior Engineer and Managing Director of the Metallurgical Council of the China Council for the Promotion of International Trade, gave the following assessment:

“All the exhibitors at TUBOTECH are very pleased with the results of this year’s trade fair. They met the right target groups. As the organisers of a group stand, we are confident that we can be even more successful in convincing exhibitors to improve their images.”

Yulia Puzyriova, Long Products Manager at OJSC “Byelorussian Steel Works” (BMZ) in Byelorussia said:

“We were impressed by the scale of the show and stands represented here.”

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In the event of publication we would appreciate a complimentary copy.

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