

Brazil: Regional Trade Fairs for Wire, Cable and Pipes with a Positive Summary after the Three-Day Events

October 2017:

3 to 5 October 2017 saw the regional trade fairs for the wire, cable and pipe industries – wire South America and TUBOTECH – held jointly at the Sao Paulo Expo Exhibition & Convention Center in Brazil for the third time now.

The rather reticent approach to investment over the past years seems to be over – interest in investing in Brazil and the rest of South American market is rising and boosting prospects for good follow-up business.

Nevertheless, some companies felt insecure and did not come to Brazil this year, a fact reflected by exhibitor numbers.

In the run-up to the economic upswing to be expected 116 companies from 22 countries presented their technological innovations at wire South America. 67 exhibitors from 10 countries travelled to TUBOTECH in Sao Paulo.

For the second time now a national pavilion with 15 German companies presenting their products on the South American market was organised in the wire and cable segment. In addition to this, wire South America featured pavilions of Italian and Austrian exhibitors.

TUBOTECH focused on trends and technologies from the areas of pipe manufacturing, pipe finishing, pipe processing, pipe accessories and pipe trade.

Visitor interest has increased: a total of 12,000 trade visitors attended both trade fairs and gathered information on the latest technologies and current products from the areas of wire, cable and pipes over the three days of the fair.

95% of trade visitors came from Brazil, 5% from South and Central American countries such as Argentina, Bolivia, Chile, Columbia,



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Paraguay, Mexico, Peru and Uruguay as well as from Canada, China and India.

The visitors travelling from Europe to Sao Paulo came from Germany, Spain, Italy, Sweden and Turkey.

Visitors came primarily from the oil and gas industries, the automotive industry, the construction industry, metal construction and mining. After all, wire, cable and pipes are indispensable for upcoming investment in the South American construction industry, the automotive and energy industry.

Messe Düsseldorf has already cooperated with its international partners for many years. Together with **CIPA Fiera Milano Brazil** they continuously work towards the success of both trade fairs.

wire South America was again supported by the international associations **IWMA** – International Wire & Machinery Association, **IWCEA** – International Wire & Cable Exhibitors Association, **WCISA** – Wire and Cable Industry Suppliers Association (USA) and **ACIMAF** – Italian Wire Machinery Manufacturers Association.

TUBOTECH received conceptual and expert support by **ITA** – International Tube Association – and the Brazilian professional association **ABITAM** – Associação Brasileira da Indústria de Tubos e Acessórios de Metal.

The metal trade fair duo will be held again from 1 to 3 October 2019 at the Sao Paulo Expo Exhibition & Convention Center – this time in the new exhibition hall 1, which is located right at the entrance to the fairgrounds and therefore even faster and more convenient to access.

For current information on both trade fairs go to the Internet portals www.wire-south-america.com and www.tubotech-online.com.

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