

## **Brazil: Stable Investment Climate at the Leading Regional Trade Fairs wire South America and TUBOTECH**

From 1 to 3 October 2019 the Expo Exhibition & Convention Center in Sao Paulo/Brazil served as a meeting place for regional and international industry experts from the wire, cable and pipe industries for the fourth time already.

186 exhibitors (Messe Düsseldorf and Grupo CIPA) at both trade fairs presented innovative machinery, equipment and services on approximately 5,000 square metres of exhibition space.

For the first time, the new exhibition hall 1, which is easily and more conveniently accessible thanks to its central location, was occupied.

At the leading regional trade fairs wire South America and TUBOTECH technology highlights from the fields of metalworking and processing, welding technology, the wire and cable industry as well as trends and technologies from tube production, tube finishing, tube processing, tube accessories and tube trading were presented.

The interest of national and international companies to position themselves in South America and to invest in the corresponding machinery and equipment appears to be high even in the face of difficult economic conditions on the South American continent. 106 companies from 15 countries presented themselves at wire South America 2019, while the parallel TUBOTECH trade fair for tubes attracted 80 exhibitors from 11 countries to Sao Paulo.

For the third time there was a German joint participation for the segments wire and cable. 10 companies seized this opportunity to demonstrate their expertise in Brazil.



Messe Düsseldorf GmbH  
Postfach 10 10 06  
40001 Düsseldorf  
Messeplatz  
40474 Düsseldorf  
Deutschland

Telefon +49 211 4560 01  
Telefax +49 211 4560 668  
Internet [www.messe-duesseldorf.de](http://www.messe-duesseldorf.de)  
E-Mail [info@messe-duesseldorf.de](mailto:info@messe-duesseldorf.de)

Geschäftsführung:  
Werner M. Dornscheidt (Vorsitzender)  
Wolfram N. Diener  
Bernhard Stempfle  
Vorsitzender des Aufsichtsrates:  
Thomas Geisel

Amtsgericht Düsseldorf HRB 63  
USt-IdNr. DE 119 360 948  
St.Nr. 105/5830/0663

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

Over the three days of the trade fairs just under 13,000 trade visitors came to Sao Paulo – 95% of these from Brazil, 5% from regional neighbouring countries such as Chile, Colombia, Argentina, Bolivia, Paraguay, Mexico, Peru and Uruguay as well as from India, Canada and China.

The products exhibited at the two trade fairs are indispensable, especially in the fields of infrastructure, energy and automotive technology and agriculture. Trade visitors came primarily from the oil and gas sector, the automotive industry, the construction sector, metal construction and mining.

For current information on both trade fairs visit the Internet portals [www.wire-south-america.com](http://www.wire-south-america.com) and [www.tubotech-online.com](http://www.tubotech-online.com).

**Your press contact in Germany:**

Petra Hartmann-Bresgen M.A.

☎ +49 (0)211/4560-541

📠 +49 (0)211/4560-87 541

✉ HartmannP@messe-duesseldorf.de

