

PRESS RELEASE  
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## wire and Tube Southeast Asia 2017 registered record-breaking visitor count: Delivers in line with strong prospects in the region

- 400 leading exhibitors from 30 countries presented their latest in-demand products and in-trend technologies and innovations
- 8,458 international visitors from 50 countries visited the 3-day exhibition
- Industry-focused concurrent conference and seminar well-attended by members of the industry

**02 October 2017** – wire and Tube Southeast Asia 2017 – the 12<sup>th</sup> International Wire and Cable Trade Fair for Southeast Asia and the 11<sup>th</sup> International Tube and Pipe Trade Fair for Southeast Asia came to a successful close on 21 September 2017.

Together, the synergistic, co-located trade fairs unveiled an all-encompassing exhibit range that was presented by 400 leading industry names from 30 countries – of which 95% came from outside Thailand, as well as national pavilions and country groups Austria, China, Germany, Italy, Taiwan, UK and USA. Testament to the trade fairs' standing as the region's definitive sourcing and procurement platform for the industry, wire and Tube Southeast Asia 2017 recorded attendance of 8,458 trade visitors from 50 countries, with 39% coming from overseas, including visiting delegations from Vietnam, India, Japan, Thailand and Malaysia. This year's overall visitorship showed a healthy increase of close to 20% as compared to 2015, with local demand manifested by 65 local group visits from Bangkok Cable, Phelps Dodge International, Thai Wire Products, Thai Yazaki Electric Wire, The Siam Industrial Wire, among others.

In tapping into growth opportunities in Asia, companies need the right ecosystem and framework. Citing Mr Kobchai Sungsitthisawad, Deputy Permanent Secretary, Ministry of Industry at the Opening Ceremony of wire and Tube Southeast Asia 2017, he shared that "the timely staging of exhibitions like wire and Tube Southeast Asia, thus bring forth new ideas,



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**19 - 21 SEP 2017**

BITEC, Bangkok, Thailand

[www.wire-southeastasia.com](http://www.wire-southeastasia.com)

[www.tube-southeastasia.com](http://www.tube-southeastasia.com)

Industry Partners (wire) :



IWMA - International  
Wire & Machinery  
Association



IWCEA - International  
Wire & Cable Exhibitors  
Association



Italian Wire Machinery Manufacturers  
Association (ACIMAF)



- Austrian Wire and Cable Machinery Manufacturers Association (VÖDKM-AWCMA)
- International Wire and Cable Exhibitors Association - France (IWCEA-France)
- German Wire and Cable Machine Manufacturers Association (VDKM)

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facilitate business deals and transactions and provide an environment for ideas and creative solutions to propagate, paving the way for product manufacturers, raw material suppliers, components and equipment manufacturers and technology innovators to gain their foothold in Thailand and the region.”

This vote of confidence was extended as participating exhibitors gave their best showing of expertise, technologies, machinery, innovations and know-how in fulfilling procurement and sourcing objectives tailored towards the current industry landscape. As commented by Mr Mauritz Von Reden, CEO of Seuthe GmbH, “We are proud to be here at this trade-focused platform to showcase our products and connect with customers. It is our pleasure to mention that we have made many new business contacts with companies from Thailand, China and India, and hope these will spin off to many fruitful dealings and collaborations.”

For SCG Chemicals, one of the largest integrated petrochemical companies in Asia, wire and Tube Southeast Asia 2017 gave the company an expanded channel to promote its businesses to regional visitors. On meeting their participation objectives, Mr Taviphat Konkhum, Sales Manager for SCG Chemicals remarked that, “this is a very good exhibition, as we got to meet with a lot of prospective customers and suppliers for wire and cable. We have had many guests coming to our booth and new customers who are interested in our products, and are already planning to be at the next edition of the trade fair!”

Reiterating wire and Tube Southeast Asia’s standing as a business-promoting forum were the sentiments gathered from visitors at the show grounds. For Ir Chang Yew Cheong, Vice President of The Electrical and Electronics Association of Malaysia, he shared that the trade fair brought a great opportunity for wire companies and manufacturers to be exposed to the latest range of products and technologies available in the market, and he will be bringing home the knowledge gained to his association members and the industry. His thoughts resonated with Mr Naohiro Une, President of Daishin Industrial Co, who commented that he was glad to be able to see new technologies coming into Thailand at the exhibition, which reinforces



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“Thailand’s draw as a regional hub that will bridge Japan to the Southeast Asian and Middle Eastern markets.”

Beyond the strong corroboration by international industry partners towards the trade fairs’ dynamic line-up, the three full on days of action was augmented by concurrently held conference, seminar and technical presentations. Led by field experts and participating exhibitors, the concurrent events met with overwhelming response and were well-attended by over 300 trade attendees.

Quoting Mr Friedrich-Georg Kehrer, Global Portfolio Director for Metals and Flow Technologies, Messe Düsseldorf GmbH, “Thailand is considered to be the central springboard to the up-and-coming markets of Southeast Asia due to a boom in the building, energy and automotive sector. This quintessentially makes wire and Tube Southeast Asia, the focal platform to information on the latest developments, equipment and machinery, where contacts for future business relations are made and deals are concluded.”

With an established history of over two decades in Southeast Asia, and driven by the global credentials of the world’s leading trade fairs in the wire and tube sectors, wire Düsseldorf and Tube Düsseldorf, the staging of wire and Tube Southeast Asia 2019 strives to address major, upcoming trends, challenges, and opportunities for companies to consider. Working hand in hand with international industry partners and supporting industry associations, the line-up at the 2019 edition of the world-class trade fairs will showcase one that indicative of the upcoming economic climate and industry progressions.

More information on wire and Tube Southeast Asia 2017 will be released in a post-show report available shortly.

wire and Tube Southeast Asia 2019 will take place from 17 – 19 September at BITEC, Bangkok. To exhibit and/or visit, please visit [www.wire-southeastasia.com](http://www.wire-southeastasia.com) | [www.tube-southeastasia.com](http://www.tube-southeastasia.com)

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## About Messe Düsseldorf Asia

Messe Düsseldorf Asia is a subsidiary of Messe Düsseldorf GmbH, one of the world's leading trade fair organisers, responsible for organising more than 20 global No. 1 exhibitions in various industries including plastics, printing and packaging, and medical and healthcare - specifically K, drupa, interpack, MEDICA, COMPAMED and A+A held in Düsseldorf, Germany. With extensive expertise in organizing trade fairs in Southeast Asia, Messe Düsseldorf Asia has developed a portfolio of numerous trade fairs in the region since 1995.

<http://mda.messe-dusseldorf.com/>

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