Bangkok,
22-24 September 2021

Thailand | www.wire-southeastasia.com

Invitation to Exhibit

14th International
Wire & Cable Trade Fair
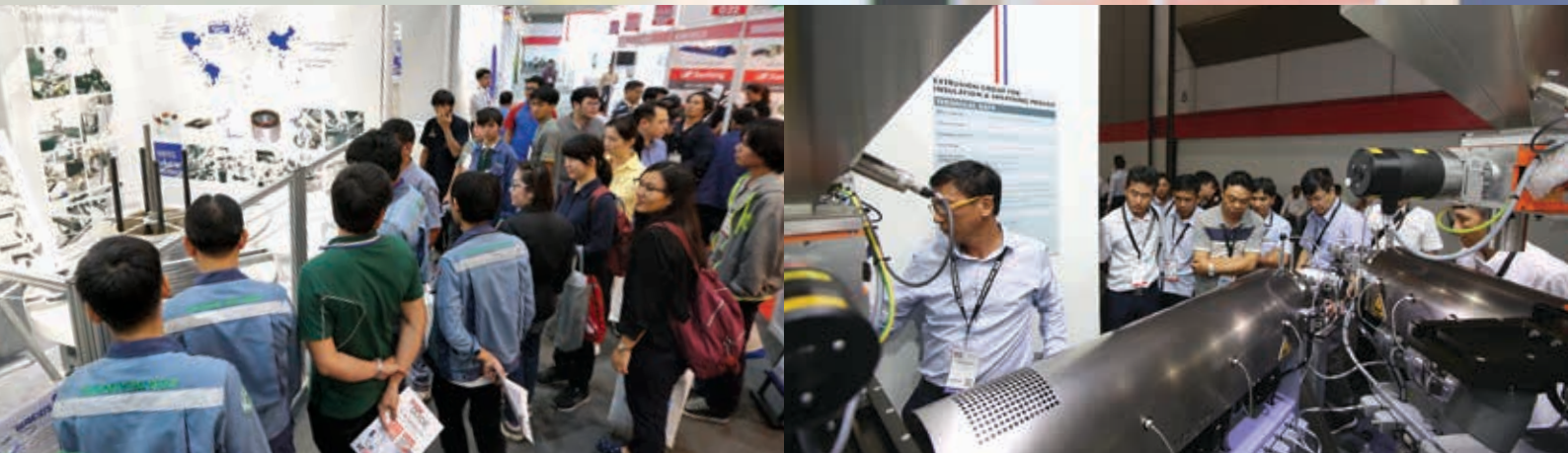for Southeast Asia

wire
Southeast Asia

KEEPING YOU WIRED TO THE MARKETS THAT MATTER

As global economies prepare to revitalise and businesses look to an optimistic future, wire Southeast Asia is your ideal platform to keep you wired to the key markets in the region.

wire Southeast Asia 2021 brings together the best machinery and equipment for wire manufacturing, wire processing and finishing, spring and fastener technologies and their finished products, auxiliary materials and process technology tools. As a future-ready specialist exhibition, latest developments in test engineering, and trends in measuring and control technology will also be on show.

TOP REASONS
you need to be at wire Southeast Asia 2021

No.1 specialist trade fair serving the wire and cable sectors in the region

Generate highly targeted business leads and meet the right audience

Strengthen your brand presence in the region

Showcase innovations and solutions to decision makers

Benefit from the global network of the Messe Düsseldorf group

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Lead the Market • Drive Innovation • Make Your Mark
Exhibit With Us Today!

BOOK YOUR BOOTH SPACE!

Contact us at: ✉ wire@mda.com.sg 📞 (65) 6332 9620

LOOKING AHEAD TO 2021 AND BEYOND...
KEY WIRE AND CABLE APPLICATION SECTORS IN THE REGION

AUTOMOTIVE
Ultra-light and heat-resistant cables, wires, springs, screws and meshes • increasing use of polymer optic fibres

- By 2025, 60% of global automotive output will come from Asia-Pac
- ASEAN's investment in passenger electric vehicles to reach US$6 billion by 2030

ELECTRICAL & ELECTRONICS
Four groups in this sector will account for 75% of robotic automation installations by 2025: electrical equipment, appliances and components; computers and electronic products; transport equipment; and machinery.

- One of the region's most important sectors, directly employing more than 2.5 million workers in ASEAN

CHEMICAL, OIL AND GAS
Flame retardant, self-extinguishing cables in special and hybrid technology

- ASEAN aspirational target to incorporate 23% of renewables into their energy mix by 2025.

IT AND TELECOMMUNICATION
5G networks, TV Streaming, OTT Services • Visionary Fibre-Glass, Specialty and Hybrid Cables for maximum transfer rates

- Singapore, presently leads 5G development in the region, followed by Vietnam, the Philippines, Malaysia, and Thailand

BUILDING AND CONSTRUCTION
Smart homes • Green buildings • Modular constructions

- 37 'megacities' by 2025, up from 23 today. 12 are in emerging markets
- Postponed projects will become priorities in 2021
- Indonesia – ongoing projects include a 35,000-megawatt power grid project by the State Electricity Company (PLN); infrastructure development under state-run oil company Pertamina; the Jakarta-Bandung bullet train line
- Full force investment in mega-infrastructure projects dubbed the

- Eastern Economic Corridor (EEC) valued at more than US$43b in Thailand
- Singapore - Major projects include Tuas Mega Port, Jurong Lake District, and expansion of the two Integrated Resorts
- Vietnam's urban population will rise 3.85% annually until 2050, much higher than ASEAN's average rate of 2.1%
- Next phase of high-speed railway linking Thailand, Laos and China is in progress

ENERGY AND POWER, SMART GRIDS
Renewal of power transmission networks leading to an increase in demand for energy wires and cables

- Southeast Asia to invest US$9.8 billion in smart grid infrastructure till 2027
- By 2040, electricity consumption in the region is set to double

Exhibitor Facts and Figures

376 exhibitors from **29** countries and regions

8 national and country groups

Over **96%** of companies came from outside Thailand

More than **90%** of exhibitors said they would recommend the exhibition to others

Extracted from wire Southeast Asia 2019 exhibitor survey results.

Visitor Facts and Figures

9,184 visitors from **59** countries and regions

Over **95%** of visitors said they would visit the 2021 editions

About **45%** came from outside Thailand

TOP VISITOR MARKETS:

China, India, Malaysia, Philippines, Singapore and Vietnam

Here's who visited in 2019
- CAMELLIA METAL
- CAT VAN LOI INDUSTRIAL ELECTRICAL EQUIPMENT LTD
- DAPHACO
- GAON CABLE
- KDK ELECTRIC WIRE (VIETNAM) CO LTD
- LS CABLE
- NAM THEUN 2 POWER COMPANY
- PRYSMIAN GROUP
- PT KMI WIRE AND CABLE TBK
- SACOM WIRES AND CABLE
- SOUTHERN CABLE SDN BHD
- SOUTHERN WIRE
- TA WIN INDUSTRIES (M) SDN BHD
- TAMPIN SIN YONG WAI INDUSTRY SDN BHD
- TATA INTERNATIONAL

- -

- ABB LIMITED
- A&P SIAM NEO GROUP PUBLIC CO LTD
- BANGKOK CABLE CO LTD
- CHAROONG THAI WIRE & CABLE PUBLIC CO LTD
- CHIAO PAO METAL CO LTD
- FUJIKURA ELECTRONICS (THAILAND) LTD
- RAYONG WIRE INDUSTRIES
- THAI WIRE PRODUCTS PUBLIC CO LTD
- THAI SENSEN CO LTD
- THAI STEEL CABLE PUBLIC CO LTD

... and many more

Extracted from wire Southeast Asia 2019 visitor survey results.

Exhibit Range

wire Southeast Asia 2021 is a dedicated specialist trade fair to introduce the latest technology, machinery, tools and manufacturing innovations for the diverse wire and cable industries in the region.

- **Wire and Cable Manufacturing and Processing**
- **Wire Products Manufacturing and Finishing**
- **Fastener Production and Technology**
- **Spring Making**
- **Fibre Optics Manufacturing**
- **Spring**
- **Fastener**
- **Process Technology Tools**
- **Auxiliary Process Technology Materials**
- **Materials, Special Wires and Cables**
- **Measuring and Control Technology**
- **Test Engineering**
- **Installations for Environmental Protection**
- **Specialist Areas**
- **Welding and Electrode Manufacturing**
- **Safety and Technology**
- **Logistics and Materials Handling**
- **Services**
- **Others**

Who Will Visit

Users, suppliers, manufacturers, processors, engineers, technicians, buyers, production managers, sales managers from the following industries:

- **Wire**
  (manufacturing of wires, drawn wires, springs, screws, nuts, nails, bolts and rivets/fasteners)
- **Cable**
  (underground cable installation, energy distribution, electrical production)
- **Automotive Supply**
  (manufacturing of parts and accessories for motor vehicles and engines)
- **Electrical**
  (power production and distribution equipment manufacturing; electrical installations)
- **Aerospace Supply and Aerospace Craft Engineering**
- **Telecommunications**
- **Computer Manufacturing**
- **Iron, Steel and Non-Ferrous Metal**
- **Chemical**
- **Building and Construction**
- **Services**
- **Universities / Technical Colleges / Institutions**
- **Research and Development**
- **Trade Associations, Government Agencies**

READY
FOR BUSINESS!

Maximise your participation and take advantage of the Marketing, Advertising and Promotional opportunities

VIP Nominations and Invitation Cards

Technical Presentation Slots

Advertisements in Local and Regional Trade Publications

Official Show Website

Editorial Coverage

E-Direct Mailers / E-Newsletter

Direct Mailing
Show Update, Visitor Guide and Show Catalogue

Cost of Participation

All rates shown are in Singapore Dollars; prevailing and additional charges may apply.

Option A **Space Only**
S$575.00 per sqm (min 24 sqm)

Option B **Basic Shell Scheme**
S$660.00 per sqm (min 12 sqm)

Option C **Enhanced Shell Space**
S$745.00 per sqm (min 12 sqm)

**Basic
Shell Scheme**

Electrical & Furniture Entitlement

For Basic and Enhanced Shell Schemes

Items	Area : sqm				
	12-17	18-23	24-29	30-35	36-40
Leather Chair	3	6	6	9	9
Lockable Cabinet	1	1	2	2	3
Discussion Table	1	1	2	2	3
Wastepaper Basket	1	1	2	2	3
Spotlight with Arm	3	4	6	7	9
5amp/220V Powerpoint	1	1	2	2	3

Note: No financial credit will be given for any package item not utilised.

**Enhanced
Shell Scheme**

Additional features:
Tall Maxima structure
with 1 colour for façade
and wall panel lining +
graphic print of company
logo on fascia board and
cabinet + storage room

Booth visuals for illustration purposes only; actual layout may vary.

All information is correct at the time of printing and is subject to changes. Changes may be required by the organiser, hence the terms contained here cannot form part of an offer or contract.

Co-located Exhibitions

13th International
Tube & Pipe Trade Fair
for Southeast Asia

22-24 September 2021
BITEC, Bangkok, Thailand

www.tube-southeastasia.com

Tube
Southeast Asia

GIFA SOUTHEAST ASIA
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GIFA METEC
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and Forum for Southeast Asia
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For more information, log on to: **www.wire-southeastasia.com**

Industry partners:

IWMA
INTERNATIONAL WIRE & MACHINERY ASSOCIATION

WCISA
Wire and Cable Industry Suppliers Association

AC|MAF
Italian Wire Machinery
Manufacturers
Association (ACIMAF)

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VDKMgermany
VOEDKMaustria
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TCEB

M H E S I
Ministry of Higher Education, Science, Research and Innovation

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