



Bangkok, 20-22 September 2023



Supported by:



Southeast Asia's Largest Wire, Cable, Tube, and Pipe Event Concluded Successfully with Promising Industry Growth Prospects

Solidifying its reputation as the premier platform for the wire and tube industry, wire & Tube Southeast Asia 2023 showcased the latest advancements and innovations, providing a valuable opportunity for networking and knowledge exchange. With numerous exhibitors presenting cutting-edge technologies and revolutionary solutions, attendees gained valuable insights into the future of the industry.



"While this year saw a more focused group of visitors, what truly stood out was the depth of engagement and the quality of discussions on the show floor. It was evident that participants came with clear objectives and a genuine interest in collaboration. The value of these interactions and the potential for lasting business relationships cannot be understated. We remain committed to providing a platform for meaningful exchanges for the industries we serve."

Gernot Ringling
Managing Director, Messe Düsseldorf Asia

"Witnessing such global interest from the exhibitors, right here in Bangkok, with a vast range of machines, products, and solutions, also highlights how fortunate the Thai and regional industries are to be able to experience such exhibitions. This is not just a sourcing ground; it is also a unique opportunity for the local industry to learn, share, and embrace best practices."

Professor Dr. Suchatvee Suwansawat
Former President of the Council of Engineers, Thailand

A Southeast Asian Exhibition with a Worldwide Reach



284 exhibitors
from over **32** countries

7,000 sqm
exhibition space



6,300+ visitors
from **58** countries

29
supporting
associations

9
supporting
media



Officially supported by:

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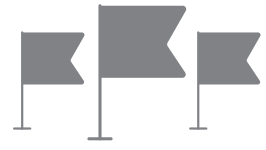
EXHIBITOR STATISTICS



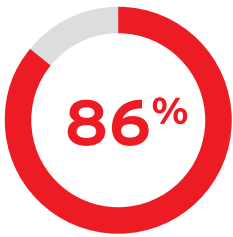
284
wire & Tube exhibitors
from **32** countries



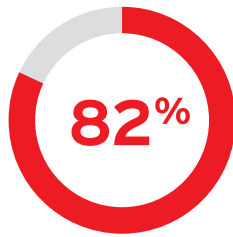
93%
of exhibitors from
outside Thailand



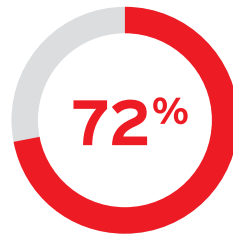
5
national pavilions and
country groups



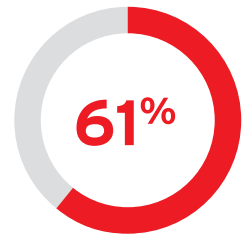
fulfilled their
objective in **building**
brand awareness



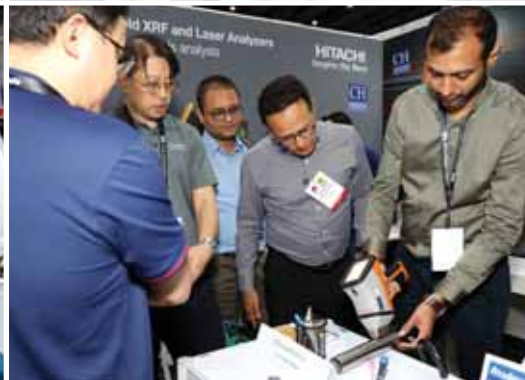
were satisfied with
their **assessment of**
the market potential



were satisfied with
acquiring new
customers on-site



were satisfied with
the **quality of**
visitors overall



Quote from Exhibitor

"The wire industry in Southeast Asia, is certainly following trends of other parts of the world. For example, the transition to renewable energies. We've learned that this region wants to be Carbon-neutral by 2065."

Bernd Lohmüller
Managing Director
Maschinenfabrik NIEHOFF



VISITOR STATISTICS

6,346 visitors from **58** countries

76%

4809, Thailand

24%

1537, Overseas

Top 10 Visiting Countries

Thailand, China, India, Malaysia, Singapore, Japan, Indonesia, Taiwan, Philippines, Bangladesh

Top Visiting Groups

- Bangkok Cable Co Ltd
- HKPC Smart Manufacturing
- Poznan University Of Technology
- Thai-Yazaki Electric Wire Co Ltd
- TMT Steel Public Co Ltd



Top 10 Visitor Industries

- Iron & Steel Production / Ironworks / Steelworks
- Electrical / Electronics Engineering
- Automotive / Transportation
- Metal / Metallurgical & Fabrication / Forging / Metalworking
- Machinery & Equipment Manufacturing
- Building & Construction
- Chemical / Petrochemical
- Automation / Robotics Engineering
- Aviation & Aerospace
- Tools, Dies & Moulds Manufacturing

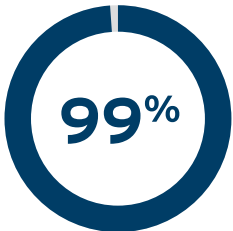
Top 5 Visitor Job Functions

- Sales & Marketing
- Gather Information
- Purchasing / Procurement
- Senior Management
- Purchase

Top 5 Reasons for Visit

- Visit Suppliers
- Gather Information
- Purchase
- Seek Representation
- Evaluate for Future Participation

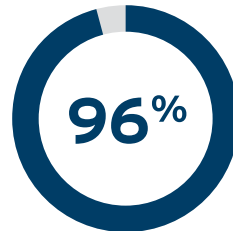
Visitor Satisfaction Outcomes



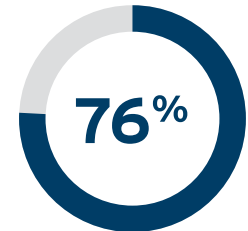
satisfied that the exhibits met their product interest



satisfied with their visit experience



will return to visit the 2025 edition



visitors indicated their company may buy or order products or technologies exhibited



Quote from Visitor

"You know, every time I come to one of these shows there's lots of valuable connections. It's just a matter of getting around to meeting and talking to them. Once you put yourself out there, you're going to find something. That's what I'm hoping to do today. To find something new I haven't seen before."

Kirk Riddell
Banpong Screen Pipe



ENGAGING ON-SITE PROGRAMS

The wire & Tube Southeast Asia 2023 event served as an influential platform for industry professionals dedicated to staying updated on the most recent advancements and emerging trends in the wire, cable, tube, and pipe sectors.

The event successfully gathered experts, researchers, manufacturers, and suppliers not only from Southeast Asia but also from around the world. The exchange of knowledge and collaboration among attendees fostered valuable insights and opportunities for growth in the industry.



Panel Discussion by International Wire and Machinery Association (IWMA) and Messe Düsseldorf Asia

The panel discussion organized by IWMA and Messe Düsseldorf Asia was an engaging session, bringing together industry professionals for insightful discussions on the latest trends and technologies.

The panellists provided valuable insights on industry challenges and opportunities, emphasizing innovation, sustainability, and collaboration for future growth. The event left a lasting impact, fostering connections and paving the way for future collaborations. The panel discussion has attracted a total of 46 attendees.

International Wire and Machinery Association Member Presentation

The IWMA Member Presentations offered attendees an in-depth look at new metals shaping various industries. Esteemed IWMA members, including Bernd Lohmüller, Norbert Schilling, Doug Hunt, and Henri Hackman, delivered presentations on cutting-edge products, technologies, and applications in the ever-evolving metal sector.

The presentation also featured a special session on future engineering in construction and metal, facilitated by Prof Dr. Suchatvee Suwansawat. IWMA Chairman Don Neville provided closing remarks, followed by a networking lunch fostering fruitful discussions and collaborations.



"This is actually my first time attending and moderating a panel session. I think I learned a lot from the panellists particularly on the strong focus on sustainability. Today's panel opened a discussion on how people from European companies, of their local association tackle sustainability issues. At the end of the day, it is indeed an issue faced worldwide and not just Europe. This region (Southeast Asia) also has the need to solve the sustainability issue for the future generation of the industries. And what I really learned is there is a lot of ways that different regions can collaborate together. For example, European have some technology that can do more in this region which may accelerate sustainability processes. There's growth opportunity to support sustainable growth in the future as well."

Chenfei Wang

Principal Analyst, Head - Wire & Cable, CRU Group

Technical Seminar by Japan Society of Technology of Plasticity and King Mongkut's University of Technology Thonburi

65 attendees had the opportunity to explore diverse topics like tube manufacturing, forming techniques, welding, state-of-the-art CAE in tube forming, tube forming materials, and bending technology for tubes and profiles.



Belt and Road Initiative 10th Anniversary

The Networking Session of Chinese - Thai Enterprises, organized by CMEC INTERNATIONAL EXHIBITION CO LTD, celebrated the Belt and Road Initiative's 10th anniversary with 54 participants. This exclusive event facilitated meaningful discussions, valuable connections, and business opportunities, making it an unmissable opportunity for those seeking to expand their horizons.



Exhibitor Technical Presentations

The Exhibitor Technical Presentations provided attendees with valuable insights into the latest advancements in the wire, cable, tube, and pipe industry. Exhibitors had the opportunity to showcase their products, technologies, and applications, allowing the audience to learn about cutting-edge innovations.

Additionally, there was a strong focus on sustainability, highlighting environmentally friendly practices and solutions within the metal sector. The presentations not only educated the audience on industry trends but also demonstrated the exhibitors' commitment to sustainable and responsible manufacturing processes.



MTEC

Engineering Research Team of MTEC



SAMP SRL

Massimiliano Perrone

MARKETING PROMOTIONS AND PRESS ENGAGEMENT EFFORTS



Press articles and media coverage across print, online, TV and radio - both local and international



Media partnership and collaboration with international publications



From leading Thai media such as **Krungthep Turakij, Bangkok Post, Prachachart, Matchon, Thairath Online, 105.5 FM**, and more



Pre-show direct mailings and VIP invitations to **identified buyers and decision-makers**



Comprehensive digital marketing campaign inclusive of social media content marketing, online advertising, banner placements, EDMs, and engagement across

10 targeted markets

Thailand, Indonesia, Vietnam, Malaysia, Philippines, Singapore, Australia, India, Cambodia, and Laos



Pre-event media briefing on 30 August @ Radisson Blu Plaza, Bangkok with key speaker **Khun Wirote Rotewatanachai, President of Iron and Steel Institute of Thailand (ISIT)** and **Khun Amorn Pimanmas, President of Thai Structural Engineers Association** - attended by

20 top tier media

OUR GRATITUDE

TO THE PIONEERING EXHIBITING COMPANIES THAT CONTRIBUTED TO THE SUCCESS OF WIRE & TUBE SOUTHEAST ASIA 2023

• ACCIAIERIE VALBRUNA S.P.A. • ACIMAF • ADVANCE INDUSTRY MEDIA PLUS CO LTD (MEGA TECH MAGAZINE) • AJEX & TURNER WIRE TECHNOLOGIES PVT LTD • AMPE SRL • ANBAO QINHUANGDAO INTERNATIONAL CORP • ANHUI HERRMAN MACHINERY TECHNOLOGY CO LTD • ASSOMAC MACHINES LIMITED • ATE S.R.L. • ATOMAT SPA • AUGUST STRECKER GMBH & CO KG • AUSTRIAN FEDERAL ECONOMIC CHAMBER - ADVANTAGE AUSTRIA • BLACHFORD CORPORATION • BLISS & REELS CO PTE LTD • BONGARD MACHINES GMBH & CO KG • BOOCKMANN ENGINEERING GMBH • BORACEM • CARL BECHEM GMBH • CHENG I DRAWING MACHINERY CO LTD • CHENG I WIRE MACHINERY CO LTD • CHINA FASTENER INFO • CLINTON INSTRUMENT COMPANY • ÇOKYAŞAR HOLDING A.Ş. • CONDAT SA • CONOPTICA AS • CONTINUUS PROPERZI SPA • CONTROLE MESURE SYSTEMES • CSM METAALURJI IMALAT SANAYI VE MÜHENDISLIK LTD.STI • DEM SPA • DONGGUAN QINGFENG ELECTRICAL MACHINERY CO LTD • DONGKYUNG STEEL WIRE CO LTD • DRT IMPIANTI SRL • DRUIDS PROCESS TECHNOLOGY, S.L. • E&W INDUSTRIAL SERVICE ASIA CO LTD • EASTERN TRADE MEDIA PTE LTD • EDER ENGINEERING GMBH • EJP MASCHINEN GMBH • EJP WIRE TECHNOLOGY GMBH • ENSHIANG MACHINERY ENTERPRISE CO LTD • ESTEVES (SHANGHAI) DIAMOND DIES CO LTD • EVG ENTWICKLUNGS- U. VERWERTUNGS-GESELLSCHAFT M.B.H. • FARBWERKE HERKULA SA/AG • FD MACHINERY CO LTD • FEDERAL MINISTRY FOR ECONOMIC AFFAIRS AND CLIMATE ACTION (BMWK) • FIB BELGIUM SA • FLYMCA S.L. • FLYRO USED CABLE EQUIPMENT S.L. • FOCUS MECHANIC CO LTD • FORT WAYNE WIRE DIE, INC • FURUKAWA ELECTRIC LATAM SA • GEEKAY WIRE LIMITED • GLOBAL DREAM STEEL • GOLDEN SPOT INDUSTRY INC • GREENSOURCE (THAILAND) CO LTD • GUANGDONG ZHIDA PRECISION PIPE MANUFACTURING CO LTD • GUIDETTI ASIA CO LTD • GWO LIAN MACHINERY INDUSTRY CO LTD • H. FOLKE SANDELIN AB • HAKUSAN SHOJI CO LTD • HEBEI JIAKE WELDING EQUIPMENT CO LTD • HEINZ BERGER MASCHINENFABRIK GMBH & CO KG • HENRICH MASCHINENFABRIK GMBH • HISEN ENTERPRISES CO LTD • HK GUANBIAO ELECTRICAL MACHINERY LIMITED • HOREN INDUSTRIAL CO LTD • HUBEI KEDA NEW MATERIAL CO LTD • IIM AG MEASUREMENT + ENGINEERING • INTRAS LIMITED • IRON AND STEEL INSTITUTE OF THAILAND • ITALIAN TRADE AGENCY • ITO-SIN (DEYANG) WIRE AND CABLE EQUIPMENT CO LTD • INTERNATIONAL WIRE AND MACHINERY ASSOCIATION • JIANGSU HANDING MACHINERY CO LTD • JIANGSU JUKE METAL PRODUCTS CO LTD • JIANGSU MANRUI NEW MATERIAL CO LTD • JIANGSU QUNYE ELECTRICAL CO LTD • JIAOYANG WELDING INDUSTRIES HEBEI CO LTD • KEY RATE INTERNATIONAL CO LTD • KLÜBER LUBRICATION GMBH • KO YING HARDWARE INDUSTRY CO LTD • KRENN GMBH & CO KG • KTM TECH CO LTD • LAMNEA BRUK AB • LAZZARI S.P.A • LONGVISION(SHANGHAI) CABLE MATERIALS CO LTD • LUBRIMETAL • MADEM SA • MAG MACHINES GMBH • MAILLEFER EXTRUSION OY • MARIO FRIGERIO SPA • MARPOSS (THAILAND) CO LTD • MASCHINENFABRIK JOHANN LEIMBACH GMBH • MASCHINENFABRIK NIEHOFF GMBH & CO KG • METALLURGICAL COUNCIL OF CCPIT • METALUBE GROUP LTD • MIKROTEK MACHINES LIMITED • NBG SYSTEMS GMBH • NDT INSTRUMENTS PTE LTD • NIRMAL WIRES PVT LTD • OMNI-X BENDING PVT LTD • PAN CHEMICALS SPA • PIONEER MACHINERY CO LTD • PT BUSINESS NETWORK (PTE) LTD • RAUTOMEAD LIMITED • REBER SYSTEMATIC GMBH + CO KG • REICHENBACH EQUIPMENTS INDUSTRIA E COMERCIO LTDA • RENOVA SRL • ROSEN GERMANY GMBH • ROSENDAHL NEXTROM GMBH • RSD TECHNIK GMBH • SAENGSWANG WORLD COMPANY LIMITED • SAMP SRL • SCHLATTER INDUSTRIES AG • SCREATE DALA TECHNOLOGY CO LTD • SETIC S.A.S. • SHANGHAI NANYANG ELECTRICAL EQUIPMENT CO LTD • SHANGHAI YAJUE MACHINERY MANUFACTURING CO LTD • SHANGHAI YUPIN COMMUNICATION TECHNOLOGY CO LTD • SHR ENTERPRISES LTD • SIKORA AG • SKET VERSEILMASCHINENBAU GMBH • SMACO (M) SDN BHD • SUZHOU LISTRONG MECHANICAL & ELECTRICAL CO LTD • SWARAJ TECHNOCRAFTS PVT LTD • SYNCRO SRL • SYNERGYCHEM PTE LTD • T.FUKASE AND CO LTD • T.J. SOLUTIONS CO LTD • TAINAN CHING CHANG ELECTRICAL CO LTD • TAIWAN JINSHUNHAO ABRASIVE CO LTD • TAYMER INTERNATIONAL INC. • TCS MACHINERY & SERVICES SRL • TECHNOLOGY PROMOTION ASSOCIATION (THAILAND-JAPAN) • TECNOVO SRL • THAI BENKAN CO LTD • TIANJIN BOYUTONG INTERNATIONAL TRADE CO LTD • TIRUPATI REELS PVT LTD • TJK MACHINERY (TIANJIN) CO LTD • TRADE DEVELOPMENT BUREAU OF MINISTRY OF COMMERCE OF PRCHINA • TROESTER GMBH & CO KG • TRU-CUT SAW, INC. • TSP PRECISION STEEL TUBE MANUFACTURING (THAILAND) CO LTD • TULIP 3P MEDIA PVT LTD (WIRE & CABLE INDIA MAGAZINE) • UNION IRON & STEEL LLC • UPCAST OY • VARO SRL • VERBAND ÖSTERR. DRAHT- UND KABELMASCHINEN-HERSTELLER - VÖDKM, AWCMA • VERSOWOOD OY • VINSTON US CORP • VOGÉ COMPOSITES, LLC • WAFIOS AG • WAI TAK LUNG ENGINEERING FACTORY • WALSON WOODBURN WIRE DIE PVT LTD • WIREX FZE • WITECHS B.V. • WUXI HENGTAI CABLE MACHINERY MANUFACTURE CO LTD • XINYU PRECISION (THAILAND) CO LTD • YANGZHOU TENGFEI ELECTRIC CABLE AND APPLIANCE MATERIALS CO LTD • YOUNGJIN FLEX CO LTD • YUCHANG E&C • YULCHON KOREA, MEXICO, POLAND • ZHANGJIAGANG SANFENG MACHINERY & ELECTRIC DEVELOPMENT CO LTD • ZHEJIANG RONGTAI ELECTRIC MATERIAL CO LTD • ZHEJIANG TENGLONG STAINLESS STEEL PRODUCTS CO LTD • ZUMBACH ELECTRONIC AG

SUSTAINABILITY

AT WIRE & TUBE SOUTHEAST ASIA 2025

Embracing Sustainability: The Path to a Greener Metal Industry

Embracing the growing importance of sustainability in the metal and tube industry, this dedicated pavilion will showcase exhibitors who are leading the way in eco-friendly and responsible practices. From renewable energy solutions to waste reduction techniques, this theme will highlight the latest sustainable innovations and technologies.



FEEL THE BUZZ Exhibitors Ready to Ride the Sustainable Theme!

"Yes, I would say we would be very interested in participating and that being sustainable and promoting these kinds of values is important for us and even more so in the future. So we are definitely interested in this kind of a theme."

Henri Hackman
Sales Manager, Maillefer Extrusion

"We are going to go green on all our products, and are currently doing it step by step with our other different type of manufacturing plant. We are here to promote our eco-friendly processes because the world is going towards that step. So definitely, if you have a sustainable theme, we will definitely get our company into your show. This is highly likely because we want to promote sustainability and aim to be environmentally friendly."

Chavie Wickramaratne
Manager, Union Iron & Steel LLC

www.wire-southeastasia.com | www.tube-southeastasia.com

Bangkok, Thailand

See you again: 17-19 September 2025



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Industry partners: (wire Southeast Asia 2023)



Italian Wire Machinery
Manufacturers
Association (ACIMAF)



Supporting organizations:



Concurrent exhibitions:



For enquiries:

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