

Media Release

## WIRE AND TUBE SOUTHEAST ASIA 2017 TO SHOWCASE INNOVATIONS AND PRODUCTS SPANNING THE ENTIRE WIRE, CABLE, TUBE AND PIPE SECTORS AMIDST INDUSTRY TRENDS AND SHIFTS

**Bangkok, Thailand, 16 August, 2017:** wire and Tube Southeast Asia 2017, the region's most prominent wire and tube trade fairs, returns to Bangkok from 19 to 21 September, to present a one-stop platform for industry players to experience the latest in-demand products and in-trend technologies and innovations, attend knowledge sharing sessions, and establish a network of contacts made easier with the free business matching service. The symbiotic co-staging of the 12th International Wire & Cable Trade Fair for Southeast Asia and the 11th International Tube and Pipe Trade Fair for Southeast Asia provides an opportunity for attendees to capitalise on the rising market prospects created by Southeast Asia's recent robust industrial and manufacturing growth.

"In the past, Thailand has relied solely on the imports of wire and cable to supply to local industries. However, with the country's strong industrial development and urbanisation, it has caused a significant surge in demand that is now supplemented by domestic production. As Southeast Asia's second largest economy with a gross domestic product of around US\$ 300 billion, Thailand remains a strong and pivotal contender in the region's wire and tube sectors, despite global economic slowdowns," said Mr Gernot Ringling, Managing Director, Messe Düsseldorf Asia, organizer of wire and Tube Southeast Asia 2017.

The wire and cable materials market is predicted to grow to US\$ 297 billion by 2019, due largely to rising applications across end-use industries, including telecommunication, power, automotive and construction. Asia Pacific currently dominates, accounting for over half of the global wire and cable materials market. The seamless pipes market, which is projected to reach US\$ 237 billion by 2022, is also predicted to be led by Asia Pacific during the forecast period, as a result of the significant growth of the oil and gas industry in emerging markets.

The three-day biennial event, held at BITEC, Bangkok, will host over 400 exhibitors from 30 countries, with national and country groups from Austria, China, France, Germany, Italy, Taiwan, UK and USA, along with more than 7,000 manufacturers, processors, engineers and buyers from across the globe.

Strong international interest towards the trade and manufacturing potential of Thailand and the region is evidenced by the 90% international exhibitor participation at wire and Tube Southeast Asia this year. Its unique trade-focused setting is set to provide ample networking opportunities for companies to maintain regional market-relevance, keep abreast of global industry trends, and strike up new business collaborations - making wire and Tube Southeast Asia 2017 the region's definitive sourcing and procurement platform for the industry.

Designed to help trade visitors to explore more business opportunities, initiatives such as - Thailand CONNECT ...Your Vibrant Journey to Business Success by the Thailand Convention and Exhibition Bureau or TCEB, further affirms Thailand's position as an excellent business destination and provides incentives for business networking and business-matching meetings.



Southeast Asia

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WIRE & CABLE TRADE FAIR  
FOR SOUTHEAST ASIA



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11TH INTERNATIONAL  
TUBE & PIPE TRADE FAIR  
FOR SOUTHEAST ASIA

**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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Business Registration 199507124Z

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“We are dedicated to our trade visitors’ overall experience at world-class business events like wire and Tube Southeast ASIA 2017 and proudly support the two exhibitions as we work together to maximise business potentials through vast market opportunities right at the heart of the ASEAN Economic Community (AEC),” said Mr. Chiruit Isarangkun Na Ayuthaya, President of TCEB.

As Thailand gears itself up to embrace the more digitally-focused economic model of Thailand 4.0, wire and tube manufacturers and processors have the opportunity to be industry leaders in implementing Thailand 4.0’s industrial and automation systems. Sectors ranging from building and construction, telecommunications, transportation, electronics and many more will benefit from the technological developments undertaken by wire and tube suppliers in Thailand.

Thailand 4.0 will set the roadmap for the country’s wire and tube businesses to manufacture top-end products with optimum cost-efficiency, prudent resource use and better production. The timely, value-for-demand staging of wire and Tube Southeast Asia 2017 thus forms a focal bridge in bringing market opportunities to the subcontracting industries in Thailand,” said Mr. Chanatip Surachaisitikul, President Thai Subcontracting Promotion Association.

wire and Tube Southeast Asia 2017 is strongly supported by a line-up of local and international industry partners and supporting organizations, signifying its alignment to industry developments, regulations and market trends in the four synergistic key sectors of wire, cable, tube and pipe. It will feature a wide showcase of innovative machinery in manufacturing, processing and finishing, fastener technology, new processes in measuring, control and test engineering and specialist areas, as well as new and upgraded tools and auxiliary materials to meet procurement and sourcing needs of the wire, cable, tube and pipe sectors.

**Eder Engineering** will be one of the 400 companies at the trade fairs to present its USP-Twin – a semiautomatic dual workstation ultrasonic machine, which can be controlled by one single operator and can handle both small and medium to large die bore sizes simultaneously. **Rosendahl Nextrom GmbH** will also be introducing solutions for Industry 4.0, including smart innovations on its line control system RIO and RX110 crosshead. Other companies to showcase their industry-leading products include **Inductotherm Group China - ThermoTool China**, expert in the fields of melting and heat-treating equipment, and **Van Meerbeek Export**, a stockholder of seamless pipes, fittings and flanges. Amongst the Thai exhibitors include **SCG Performance Chemicals**, manufacturer of wire and cable applications including insulation and jacketing for power, building wire, and telecommunication and **Hexagon Metrology**, producer of tube inspection systems for the inspection of bent tubes designed for automotive, aerospace, furniture, air conditioning and subcontracting industries.

**Concurrent events at wire and Tube Southeast Asia 2017**

- A two-day seminar by TUMCIVIL.COM and Eulogy Group that focuses on the design of tall buildings with seismic design will take place from 20-21 September. Led by Assoc. Prof. Dr. Paiboon Panyakapo, attendees will acquire techniques for building and tall building design, as well as techniques for enhancing seismic performance of existing structures and new construction.



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-Organized by Technology Promotion Association (Thai-Japan), the Total Quality Management conference by Prof. Weeraprach Singsat will take place on 20 September and focus topics include: modern organization management, quality with quality management, strategic management and foundations of business.

From 19 -21 September, trade visitors can also attend free technical presentations by exhibitors on subject areas such as efficient cable production and smart factory, smart marking technologies for wire and cable, carbon steel pipes, fiber optic cables, drawing technology for competitive fiber manufacturing and other industry-leading products and solutions.

wire and Tube Southeast Asia 2017 will take place at BITEC, Bangkok from 19 -21 September. More information can be found at [www.wire-southeastasia.com](http://www.wire-southeastasia.com) and [www.tube-southeastasia.com](http://www.tube-southeastasia.com)

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**wire Southeast Asia Industry Partners:**

International Wire & Machinery Association (IWMA) | Italian Wire Machinery Manufacturers Association (ACIMAF) | International Wire & Cable Exhibitors (IWCEA) | 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) | Wire and Cable Industry Suppliers Association (WCISA)

**About Messe Düsseldorf Asia**

Messe Düsseldorf Asia is a subsidiary of Messe Düsseldorf in Germany, one of the world's leading trade fair organizers, responsible for organizing more than 20 global No. 1 exhibitions in various industries including medicine and health, specifically MEDICA, COMPAMED and REHACARE INTERNATIONAL 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. For more information on the exhibition, please visit [mda.messe-dusseldorf.com](http://mda.messe-dusseldorf.com)

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