



**3<sup>rd</sup> International Wire, Cable, Tube & Pipe  
Trade Fairs for Southeast Asia**

**13 –15 September 2011**  
**BITEC, Bangkok, Thailand**

[www.wire-southeastasia.com](http://www.wire-southeastasia.com)  
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## **PRESS RELEASE #1**

For immediate release

### **wire Southeast ASIA / Tube Southeast ASIA 2011:**

- **A key forum for a region with major industrial and infrastructure opportunities**
- **Regional medium- and long-term fundamentals highlight importance of a presence for all serious industry participants**

**wire Southeast Asia / Tube Southeast Asia 2011** return to Bangkok, Thailand in 2011 at a time when strong economic growth of 5.8% is forecasted for the country. Neighbouring nations such as Vietnam (6.4%), Indonesia (6.4%) and Malaysia (5.3%) also anticipate strong growth. 2011 indeed looks set to herald a new era of sustained growth in the ASEAN economies driven by exports and domestic consumption. In addition, the World Steel Association has indicated that ASEAN's steel consumption is estimated at 42 million tonnes in 2009 and the regional steel consumption will increase to 45 million tones in 2010 and expand further to 49 million tonnes in 2011. Hence, the timing of wire Southeast Asia / Tube Southeast Asia 2011 could not be more favourable. Not only will there be an increase in overall exports and domestic consumption, the region is also a magnet for foreign investments as the various ASEAN economies continue to embark on their development and expansion plans for manufacturing and various infrastructure requirements.

### **Thailand: Long-term prospects highly rated**

Among the varied reasons behind wire Southeast Asia / Tube Southeast Asia 2011 host country Thailand's success story that highlight why a presence at the event is indispensable are:

- Investments in Thailand remain highly positive. Record applications for new investment were received by the Board of Investment (BOI) in 2009, valued at approximately US\$22.4bn. Among the beneficiaries were high-tech businesses engaged in the manufacture of automotive, appliances and electronics, including automotive electronics.

- The BOI (Board of Investment) has prioritized the local manufacture of iron and steel piping (>1200 mm), and plastic piping or plastic coated piping (> 1200 mm) for use in mega-projects and as such, they are now eligible for incentives.
- Free trade agreements with countries such as Japan, China, South Korea, Australia, New Zealand and India, and the prospect of rising exports to ASEAN member nations are also boosting industry confidence along with export opportunities.
- Thailand's petrochemical industry expects capacity to grow by 70% between 2009 and 2014. New facilities and expansions of existing ones will generate demand for wire & tube products. The Thai government is currently in the midst of the third wave of its 2004-2018 development plan for the petrochemical sector.
- Automobile production in Thailand is projected to grow from around 908,000 vehicles in 2009 to more than 2.5 million in 2014. Local parts manufacturers supply nearly all the requirement used in the assembly of motorcycles, about 85% of parts used in pickup truck assembly, and as much as 70% of those for passenger cars, representing considerable consumption of wire and tube products.
- Thailand is also working actively to modernize its infrastructure, with mass transit systems and rail networks high on the agenda. Significant investment is also going into cogeneration as well as conventional power generation.

### **Rapid growth in Southeast Asia brings urgent infrastructure requirements**

Like many developing Asian economies, countries in the ASEAN region require massive investment in infrastructure spanning roads, ports and airports, railways, and energy and this is particularly the case for a country like Vietnam. Its economy is becoming increasingly intermeshed with the global one, and it will require extensive inputs of pipe, tubing and wire products to fulfill its ambitions of becoming a true player in the global economy. Key growth factors for wire, tube and pipe inputs include:

- Vietnam is investing heavily in oil & gas, refining, and petrochemical facilities to in order to enhance its self sufficiency. Refining capacity will almost double by 2014 and major petrochemical facilities are due on stream around 2015.
- Investment in energy and utilities infrastructure in Vietnam is forecast to grow at 10% per annum.
- Vietnam's Ministry of Transport and Communications has estimated that it will require close to US\$60bn in the period up to 2020 to fund road infrastructure projects. A proposed high-speed rail project for Vietnam could also result in investment of around US\$55bn. Ho Chi Minh City alone requires US\$15bn of investments in the transport infrastructure sector to 2020.

## Previous show a resounding success story

Despite the challenging economic times that were prevalent globally at the time, the previous editions of wire Southeast Asia / Tube Southeast Asia 2009 proved their relevance and status, concluding on an optimistic note and provided a focal point for 305 exhibiting companies from 29 countries and economies including national pavilions and groups from Austria, China, France, Germany, Italy, Singapore and the USA. The international nature of the trade fairs were also reflected with the presence of close to 5,000 trade visitors and buyers from 57 countries, with approximately 30% of the visitors coming from outside Thailand. Both trade fairs were well supported by many industry associations spanning the globe and this further solidify wire Southeast ASIA / Tube Southeast ASIA as the most authoritative platforms for the wire, cable, tube and pipe industries in Southeast Asia and beyond.

Accolades from exhibitors were a common theme. "The strategic location of Thailand in Asia has attracted the best in the industry. Our participation in Tube Southeast ASIA brought us new leads in pipe mills / welders business as well as an increase in awareness of the Vega brand in the region," said *P Rama Dasu, Director of Revat Metforms Pvt Ltd.*

"I am impressed with the high caliber, knowledgeable and specialized visitors at this year's trade fair. I noticed that many exhibitors make use of the exhibition as a platform for interaction, not just with the visitors, but also with their peers and competitors," noted *Dr. Gerhard Bartz, President, Association of German Wire and Cable Machinery Manufacturers (VDKM).*

"The level of interest generally met our expectations and visitors to our booth were of the right caliber. Our number of leads exceeded our expectations," *Phillip G Knight, Executive Secretary, ITA.*

"We are very satisfied with our attendance and planning to come back for wire / Tube Southeast ASIA 2011." *Brad Scherer, Vice President, International Operations, Fort Wayne Wire Die, Inc.*

**Participating details for the 2011 trade fairs are now available at:**

[www.wire-southeastasia.com](http://www.wire-southeastasia.com) and [www.tube-southeastasia.com](http://www.tube-southeastasia.com) or please contact:

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