



International Wire, Cable, Tube & Pipe Trade Fairs  
for Southeast Asia

13 –15 October 2009  
BITEC, Bangkok, Thailand

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21 October 2009

## **FINAL PRESS REPORT**

For immediate release

### **wire and Tube Southeast ASIA manifest itself as the region's number 1 wire, cable, tube and pipe platform**

- **Exhibitors were impressed with the high caliber regional attendance**
- **Positive feedback echoed across the show floor with brisk sales reported**

wire and Tube Southeast ASIA 2009 has manifested itself as the region's number 1 and most successful wire, cable, tube and pipe platform. The trade fairs came to a close on an optimistic note, attracting close to 5,000 high caliber trade visitors and buyers from 57 countries and economies. Approximately 30% of the visitors came from outside Thailand. ASEAN visitors inclusive Thailand accounted for about 85% of the total visitor attendance, signifying that ASEAN buyers are increasing viewing Thailand as a hub for trade and commerce and gateway for product distribution. A significant number of visitors came from China, India, Japan, South Korea and the Middle East. The impressive turnout of high caliber visitors reinforces wire and Tube Southeast ASIA's position in providing the most effective platform for doing business in this region.

The three-day trade fairs provided a focal point for 305 exhibiting companies from 30 countries including national pavilions and groups from Austria, China, France, Germany, Italy, Singapore and USA to meet their respective customers connected to the wire, cable, spring making, fastener, tube, pipe and related user industries. Joachim Schaefer, Managing Director of Messe Düsseldorf GmbH commented "Despite the global economic downturn, many companies have not lost sight of their intent to penetrate the regional markets of Asia, in particular the Southeast Asian region which is perceived by many as the land of opportunities."

Gernot Ringling, Managing Director of the Singapore-based Messe Duesseldorf Asia said, "wire and Tube Southeast ASIA are regarded by the industry as Southeast Asia's leading procurement ground for the latest manufacturing equipment and technology for the wire, cable, tube and pipe industries. Both the trade fairs have consistently addressed the rising demand by cutting-edge manufacturers for effective and efficient solutions. Given our extensive marketing strategies and understanding the needs of our customers, we are pleased with the quality turnout."

## Better than expected performance

Despite the challenging times, many exhibitors have reported a high level of visitor interest in their technological solutions as well as brisk business from both local and overseas buyers.

President of **ACIMAF**, Ferruccio Bellina observed, "At wire Southeast ASIA 2009, we see a significant number of visitors coming from outside Thailand, particularly from countries such as Iran, India, Vietnam and even the Philippines and these have generated some positive leads." He added that although customers are more cautious with their investments, nonetheless, "businesses are still being conducted and purchases are made be it to replenish existing stock levels or for production/process improvements." He commented that it was important for Italian companies to remain visible at exhibitions such as wire Southeast ASIA in order to build corporate awareness, re-establish old contacts, meeting with current customers and finding new businesses and partners. Bellina concluded that "The companies exhibiting at the Italian Pavilion were satisfied with the participation, organization of the show and the quality of the visitors at wire Southeast Asia."

Over at the Austrian pavilion, Dr Kurt Eder, President of **AWCMA** lauded the quality of visitors and said, "In comparison to the 2007 exhibition, the Austrian companies have seen more high quality visitors at this year's wire Southeast ASIA. wire Southeast ASIA 2009 has been a good and efficient show and has attracted the right visitor target audience. Many of the Austrian companies were happy with the visitor enquiries and interest generated in their products."

On the business front, as President of **Eder Engineering GmbH**, Dr Eder gave feedback that he was very happy with the quality of visitors and the enquiries generated. His company has received 3 orders at the show.

Sales director Johann Jäkel of **Rosendahl Maschinen GmbH** exhibiting within the Austrian pavilion had this to say, "We are present at this exhibition to show our partners and customers that we are with them in good times and in bad. We do see the global economic situation as bottoming out and business is slowly but surely improving. At wire Southeast ASIA, although we have not met any new customers, we have received enquiries from the existing ones. Overall, we are satisfied with our participation given the current economic situation and are well pleased with the organization efforts of the show management."

At the German Pavilion, Dr Gerhard Bartz, President of **VDKM** remarked that despite the economic downturn, it was essential to note that technical development goes on and that it was "necessary to focus on the positives and to build solid and sound relationship with customers worldwide." Dr Bartz viewed "innovations and services as the two key ingredients in beating the recession. Therefore it is the duty of the manufacturer to provide professional and excellent service and create innovations which are essential to meet the changing needs of the customers."

On the quality of the visitors, Dr Bartz was impressed with the high caliber, knowledgeable and specialized visitors at this year's trade fair. He also observed that it was noticeably that many exhibitors are making use of the exhibition as a platform for interaction, not just with the visitors, but also with their peers and competitors. "This highly interactive networking platform has created an opportune avenue for everyone in the industry to achieve growth and excellence and to move the industry forward in a positive and upbeat direction." He added, "One of the exhibitors have commented that he knew the results of

the exhibition even before the show began but yet will exhibit as he knew the value of maintaining a presence at the exhibition.” This in itself underscores the importance of a physical presence at wire Southeast ASIA.

At **WAFIOS AG**, exhibiting within the German Pavilion, Dr Bartz, advisor to the company, commented that they were happy with the quality of the visitors and satisfied with the results. “We were also pleasantly surprised to conclude an unexpected sale at the exhibition. Our staff was busy tending to visitor enquiries and most of them were our visitor target group and we hope to see them at the upcoming wire Düsseldorf in April 2010. Overall, we were pleased with the organization of the wire Southeast ASIA 2009.”

**R.I.K. (Thailand) Co Ltd**’s director Rennie Lee was satisfied with their participation at wire Southeast ASIA and pleased with the business exposure garnered at the show. Lee said, “We managed to gather leads and network with new potentials while creating awareness of our business.”

Exhibitors at Tube Southeast ASIA were also satisfied with the quality of visitors. **ITA**’s executive secretary, Phillip Knight reported that the visitors to their booth were of the right caliber. Knight commented, “Our number of leads exceeded our expectations and we are excited about a potential local representations of the ITA for the Pakistan market. The exhibition certainly re-inforced the ITA’s reputation as the largest and most influential personal membership association for the industry.”

Another satisfied exhibitor, representing **Vega Engineering Corporation**, P Rama Dasu, Director of Revat Metforms Pvt Ltd, commented that “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 pipemills / welders business as well as an increase in awareness of the “Vega brand” in the region. We were most satisfied with the quality of visitors to our booth and were able to expand our business to other countries where we did not have business before.”

## Next Event

Riding on the growth potential of Southeast Asia and the success of the 2009 installments, wire and Tube Southeast ASIA will return to Bangkok in Autumn 2011. For more information, please contact:

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