



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

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Southeast Asia's Largest and Most Dedicated wire and Tube Trade Fairs Coincide with Regional Infrastructure Investment Stimulus Programmes

Industrial Opportunities Abound in the Region

wire and Tube Southeast ASIA, the international wire, cable, tube and pipe trade fairs, will open in Bangkok, Thailand in October 13, 2009 at what could prove to be the cusp of resurgence in manufacturing and investment in the Kingdom. More than 300 exhibiting companies including national groups from Austria, China, France, Germany, Italy, Taiwan, United Kingdom and USA are expected to enhance and enforce their positioning in Southeast Asia at wire and Tube Southeast ASIA. Both trade fairs return to Bangkok at a time when capital investment is expected to start gathering pace as a consequence of a second infrastructure-focused Thai government financial stimulus package valued at 1.566 trillion Baht (US\$44 billion). The government expects this second package to help create 1.6 million jobs over three years starting 2010.

Projects to receive funding from the latest package include a US\$6.5 billion plan to improve farm irrigation and water supplies to industries, and US\$32 billion on infrastructure development in an effort to boost the country's competitiveness. These initiatives will rely heavily on wire and tube inputs. Furthermore, when the investment plans of state enterprises such as energy giant PTT are included in the stimulus package, there will be a total of 700–900 billion baht (US\$19.75–25.4 billion) invested each year for the next three years.

In a further boost to infrastructure investment, the National Economic and Social Development Board (NESDB) has approved the second development phase of Suvarnabhumi Airport. Valued at 76.4 billion Baht (US\$2.12 billion), construction will take place from 2009 to 2014. Thailand also looks forward to seeing large investment in power plants in line with the electricity power development plan of 2007. According to the plan, Thailand will see on average one or two large power generating units constructed every year for the next 15 years.

FDI remains buoyant

Thailand's Board of Investment (BOI) is also doing its utmost to boost foreign direct investment in the Kingdom in six key industries, including broadcasting and telecommunications equipment, rail (including electrification), and steel pipe. These include an 8-year exemption of corporate income tax, 50% reduction of corporate income tax for the next five years, a double deduction of transportation, electricity and water supply costs, and 25% deduction from net profit for facility installation and construction costs in addition to normal capital depreciation.

The BOI has also expressed confidence in Thailand's strong fundamentals. Investment applications during January and February 2009, for example, totaled 108 billion Baht (US\$3 billion) from 141 projects. Investment in the service and infrastructure sectors totaled 92.5 billion Baht (US\$2.6 billion). The government is also identifying locations for the Southern Seaboard and encouraging the private sector to invest in large projects, such as high quality steel, petrochemicals and alternative energies.

Thailand has consistently proven itself as a leading regional destination for foreign investment in manufacturing, with particular strengths including wire and cable-intensive automotive, appliances, and electronics. Thailand is now ASEAN's leading producer of electrical appliances, ranking as the world's fourth largest producer of air conditioning units as well as a major producer of refrigerators and televisions. The Kingdom also ranks as the world's top manufacturer of hard disk drives (HDD) and components. Combined appliance and electronics exports, valued at US\$45 billion in 2008, account for one-third of Thailand's overall exports. In order to foster greater productivity and efficiency amongst appliance and electronics companies, the government is also encouraging the development of electronics clusters. Investment in auto and auto-electronic components is also forecast to continue.

ASEAN nations invest

The **Malaysian** government's RM 60 billion (US\$16.2 billion) stimulus package, meanwhile, is expected to promote investment in power projects generation, transmission and distribution projects. In addition, a significant portion of **Indonesia's** US\$6.3 billion stimulus package will be allocated to infrastructure projects and rural development programs encompassing such areas as roads and irrigation. Moreover, **Vietnam** is giving priority to its shipbuilding industry in its stimulus package, while despite the global recession, strong economic growth is expected to continue. Demand for wire and tube products in these Southeast Asian nations, therefore, is anticipated to be strong.

About wire / Tube Southeast ASIA - A proven success

The wire and tube trade fairs organized by Messe Düsseldorf Asia in Singapore since 1995 and 1997, respectively, have clearly established themselves as the leading exhibitions in their fields in Southeast Asia. Both trade fairs, namely wire Singapore and Tube Singapore, were relocated to Thailand as wire Southeast ASIA and Tube Southeast ASIA in 2007.

The last convening of wire Southeast Asia / Tube Southeast Asia in October 2007 proved to be a successful debut, with the 3-day event welcoming a total of 7,038 visitors. The international nature of the show was also reflected in the presence of visitors from more than 60 countries, with a good number from China, India, Malaysia, Singapore, Vietnam, Indonesia, Korea and the Middle East.

wire and Tube Southeast ASIA 2009 will continue to provide vital access for companies seeking to penetrate into the Thai, Indochina and the remaining Southeast Asian markets. Some 8,000 trade visitors are expected to visit the co-located events. This strategic base of visitors will provide a consistent pipeline of opportunities for exhibiting companies.

More information on wire Southeast Asia / Tube Southeast Asia 2009 can be found at www.wire-southeastasia.com and www.tube-singapore.com or please contact:

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