



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

**13 –15 October 2009  
BITEC, Bangkok, Thailand**

[www.wire-southeastasia.com](http://www.wire-southeastasia.com)  
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September/October 2009

## **PRESS RELEASE #3**

For immediate release

### **Countdown Closes in on wire and Tube Opening**

- **Infrastructure investment emphasizes event timeliness**
- **High-tech exhibits assured**

Around one month out from the opening day of wire Southeast ASIA / Tube Southeast ASIA 2009 — set to open its doors on 13 October for three days of the latest in technology and solutions — and the signs are emerging that the twin shows will once again prove to be THE key regional forums for their respective industries. Organizer Messe Düsseldorf Asia reports some 300 exhibitors from 30 countries will be in attendance at the shows.

#### **INFRASTRUCTURE INVESTMENT INTENDED**

Wire, cable and tube products are expected to play a key role in upcoming Mega-Projects in China scheduled to start up over the next several years. These include investment in underground and overground rail in and around Bangkok. This represents just part of a massive investment initiative to develop Thailand's logistics infrastructure and services such as rail transport, water transport, and mass rapid transit.

Development of cutting edge telecommunication infrastructure, improvement of energy efficiency and alternative energy such as natural gas vehicles, gasohol, and bio-diesel, including the exploration of new energy sources, and improvement of standard of living in rural area by developing basic infrastructure such as telecommunication network, water network, and housing. Low-cost housing and irrigation are high on the agenda in the rural component of the project.

While investment has indeed been delayed on account of the effects of the global recession, wire Southeast ASIA / Tube Southeast ASIA 2009 is timely in the sense that the government's stimulus package is set to accelerate infrastructure investment going forward. In total, the government's initial plans for infrastructure investment were valued at \$65.5 billion, and much of this investment is yet to come.

Concrete projects include a multi-modal road-rail-pipeline-sea port link between the Andaman Coast and the Gulf of Thailand, petrochemical and power plants for Southern Thailand, as well as development of the South's iron and steel industry.

## HIGH-TECH EXHIBIT HIGHLIGHTS

Among the numerous high-tech exhibits at wire Southeast ASIA / Tube Southeast ASIA 2009, **AESA Cortailod** will bring its expertise in cable measuring technology, including a comprehensive line of test equipment for both high-tech LAN / data-, coax-, and telephone cables. One highlight is automatic test equipment for the parameter of alien cross talk. For energy cables, information for AESA's complete offering of 'on-line' and 'off-line' material saving resistance measurement equipment will also be available.

In the process control arena, **Beta LaserMike** will exhibit its DataPro integrated process control systems using non-contact measurement technologies designed to improve product quality and reduce manufacturing costs. These systems provide both in-process dimensional monitoring, control and sample inspection. Also included are AccuScan for laser scanning diameter measurement, and UltraScan for ultrasonic wall and eccentricity measurement.

For protection of cable products, **Centran Industrial**, a leading manufacturer of water-blocking tape and polyester yarn for the cable industry, has developed a new type of single-side water blocking tape using spraying technology called the CDZDN Series. Compared with the traditional laminated process, the new series exhibits good swelling properties, less weight, and an even surface without observable particles. Thickness is also stable, and SAP powder will not fall off during slitting and processing.

In die technology, Austria's **Eder Engineering** will showcase semi-automatic and fully automatic machines for both the reconditioning and production of ultra hard precision tools such as drawing dies made from tungsten carbide, natural diamond and synthetic PCDs.

Visitors looking for cable materials need go no further than, **Fainplast**, which produces thermoplastic and cross-linkable halogen free flame retardant compounds (LSZH) for energy, telecom, marine, safety, photovoltaic cables and fiber optics applications, among others. It also produces specialty PVC, PE and PP compounds for cables and tubes manufacturing.

In terms of wire and cable production solutions, **Maillefer** will exhibit manufacturing solutions for wire & cable such as its optimum CV line curing components for high-energy cables, a talc-free solution for building wire, and the Supersteam system for rubber cables. From the fiber optic team, there are lines for tight buffering, secondary coating, SZ stranding and jacketing.

Keeping wire manufacture running smoothly, **Pan Chemicals** is the leading European producer of wire drawing lubricants and one of the major worldwide ones. Among its products are Panlube dry drawing lubricants for low carbon steel wire, plating quality wire, welding wire, CHQ, high carbon steel wire, drawing after galvanising and high alloyed steel. The company will also show Panlube L wet drawing lubricants, including soluble lubricants, neat oils and greases. Pancover S non-reactive pre-coatings for stainless steel, carbon steel and alloys will also be on show.

## **ADDED VALUE ACTIVITIES**

Exhibitors at wire / Tube Southeast ASIA are encouraged to maximize the use of the trade fairs' Business Matching Service. Simply put, exhibitors submit their target customer profiles to the organizer prior to the show, and these profiles are matched with the list of pre-registered wire / Tube Southeast ASIA 2009's visitors to arrange for one-on-one meetings at the exhibition. Both exhibitors and visitors, meanwhile, can take advantage of the Institute of Spring Technology (IST) one-day training course on "Compression Springs – Material Selection, Manufacture and Design". This course, sponsored by the IWMA Education Trust Fund, will take place on 13 October. More information is available at <http://www.iwma.org/news18.php>

## **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.

## **OPENING HOURS**

wire / Tube Southeast ASIA will open its doors between 10.30am and 6.00pm on 13 & 14 October and 10.30am to 5.00pm on 15 October. Visitor registration is now open and trade visitors can pre-register their visit online at either [www.wire-southeastasia.com](http://www.wire-southeastasia.com) or [www.tube-southeastasia.com](http://www.tube-southeastasia.com)

More information on **wire Southeast ASIA / Tube Southeast ASIA 2009** can be found 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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