

For immediate release

wire and Tube Southeast ASIA 2011 opens today

- largest ever to be held in Bangkok
- over 50% pre-registered visitors from overseas

13 September 2011, Bangkok – The 3rd edition of wire / Tube Southeast ASIA to be held in Bangkok, will feature more wire, cable, tube and pipe exhibitors than ever before. 385 international market leaders, including eight national groups and pavilions from Austria, China, Germany, Italy, Singapore, United Kingdom, Taiwan, and USA, will showcase at the two exhibitions. Visiting delegations from Japan, Malaysia, Vietnam, Philippines, China and India are also expected.

The exhibitions open at BITEC (Bangkok International Trade Exhibition Centre) today in halls 102 to 104, and run till 15 September. Khun Witoon Simachokedee, Permanent Secretary of the Ministry of Industry will launch the two trade fairs this morning in an opening ceremony at the Main Concourse of BITEC.

wire and Tube Southeast ASIA is held biennially, with this year marking the third time these trade fairs are being held here. The synergistic exhibitions in fact have a long and established history in Southeast Asia having previously been located in Singapore from 1995 to 2005.

Managing Director, Messe Düsseldorf Asia, Gernot Ringling said: "With the central theme of vision, innovation, and technology, we are looking forward to a vibrant and busy exhibition at wire and Tube Southeast ASIA 2011, showcasing the best brand names from the wire, cable, tube and pipe sectors from 32 countries. There is much international interest and participation from the exhibitors with about 85% coming from outside of the ASEAN region."

Thailand has a well developed industrial infrastructure with large automotive, electrical, electronic, petroleum and petrochemical industries boosting demand for wire and tube solutions. "The exhibitions will benefit these sectors as it brings together a broad range of solutions and technology including high performance machinery, control equipment, raw material supplies, technical services and test engineering capabilities. The internationality of the exhibitors which has increased by about 30% from 2009, further supports the relevance and importance of Thailand as a prime location for doing business in Southeast Asia," he added.

"On this note, we are pleased to announce that pre-registered visitors indicate a 60% increase for both trade fairs compared to the 2009 edition."



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WIRE & CABLE TRADE FAIR
FOR SOUTHEAST ASIA

www.wire-southeastasia.com



INTERNATIONAL
TUBE & PIPE TRADE FAIR
FOR SOUTHEAST ASIA

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13-15 Sept 2011

Bangkok International Trade
& Exhibition Centre (BITEC)
Bangkok, Thailand



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Also featuring at the exhibitions is a creative design showcase by members of the Thai Stainless Steel Development Association (TSSDA) who will be presenting a range of innovative commercial and industrial products made of stainless steel and related materials. The theme surrounding the showcase centres on the durability, longevity and sturdiness of stainless steel and how it is present in our everyday lives.

A series of workshops and seminars on topics that include life cycle analysis for PVC Plasticizers, material and technology for HV/EHV cable production, welding techniques, shielding gas welding and pressure regulating for welding gas and using stainless steel welding rods with grades of stainless steel will also be presented by various exhibitors.

Official opening ceremony

Witoon Simachokedee, Permanent Secretary of the Ministry of Industry, will officially open the two trade fairs together with Chiruit Isarangkun Na Ayuthaya, Director of Domestic MICE - Thailand Convention and Exhibition Bureau, and Gernot Ringling, Managing Director, Messe Düsseldorf Asia.

More information on the opening ceremony programme, line-up of speeches and exhibitor list are included in the media kit.

wire Southeast ASIA / Tube Southeast ASIA 2011 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) | International Tube Association (ITA)

supported by: Tube Düsseldorf | wire Düsseldorf | Thailand Convention & Exhibition Bureau | Hong Kong Screw & Fastener Council (HKSFC) | Japan Spring Manufacturers Association (JSMA) | Malaysian Iron & Steel Industry Federation (MISIF) | Steel Wire Association Malaysia (SWAM) | Philippine Metalcasting Association, Inc. (PMAI) | Iron And Steel Institute of Thailand (ISIT) | Technology Promotion Association (Thailand-Japan) | Thai Stainless Steel Development Association (TSSDA).

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