

## FINAL PRESS REPORT

For immediate release

### wire / Tube Southeast ASIA 2011 sees double digit growth highlighting ASEAN's relevance to the wire, cable, tube and pipe industries

#### - Quality trade visitors up 20%

22 September 2011 – wire / Tube Southeast ASIA 2011 impressively confirmed its ranking as the region's leading platform for the wire, cable, tube and pipe industries with record figures of 392 exhibitors and more than 5,300 quality trade visitors from about 60 countries, of which some 40% came from outside Thailand. The exhibitions, which took place at BITEC (Bangkok International Trade and Exhibition Centre) from 13-15 September 2011, exceeded expectations once again with visitorship that saw an increase of 20% from 2009.

ASEAN visitors' inclusive Thailand accounted for about 80% of the total visitor attendance, signifying that ASEAN buyers view wire / Tube Southeast ASIA 2011 as the leading forum for trade and business and the gateway to Southeast Asia for product distribution for wire, cable, tube and pipe sectors in the region. The strong visitor attendance, particularly from Indonesia, Malaysia, Singapore, and even India also further highlights the increasing significance of ASEAN as a 'collective whole' and dynamic common market moving towards a single economic community by 2015. "Thailand has progressed quickly in the past years and has the best market position in Southeast Asia to date", says Ferruccio Bellina, President of ACIMAF (Italian Wire Machinery Manufacturers Association).

Numerous discussions took place on the show floor during all exhibition days, together with visiting delegations from China, Malaysia, Japan, Philippines and Vietnam greatly boosted the professional atmosphere of wire / Tube Southeast ASIA. The response from the local, regional and international sectors to wire / Tube Southeast ASIA this year has driven the exhibitions to yet another important stage in its strategic development. Gernot Ringling, Managing Director of Messe Düsseldorf Asia commented: "The results of this year's wire and Tube Southeast ASIA proves that business in the wire, cable, tube and pipe sectors in the region is expanding strongly, driven by continued economic growth in Thailand and the Southeast Asian region."

"As the leading forum for buyers and sellers of the latest manufacturing equipment and technology across these sectors, we are pleased with the double digit growth both in terms of quality visitor turnout and exhibiting companies," he added.

President of AWCMA (Austrian Wire & Cable Machinery Manufacturers Association) Dr. Kurt Eder said the exhibitions have attracted high quality visitors and the right target audience. "We were very impressed by the international origin of visitors, with industry professionals coming from as far as Australia".

According to Dr. Gerhard Bartz, President of VDKM (German Wire and Cable Machine Manufacturers Association) "wire and Tube Southeast ASIA have proven their status as the leading regional event for the wire, cable, tube and pipe industries by largely increased number of foreign visitors from all over Asia."

Highlights from this year's exhibitions, included eight national pavilions and groups from Austria, China, Germany, Italy, Singapore, Taiwan, UK, and USA. There was also a creative design showcase on stainless



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**13-15 Sept 2011**

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



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steel industrial products presented by members of the Thai Stainless Steel Development Association (TSSDA).

Representing a group of Chinese exhibitors, Wu Lianshe, Senior Economist of MC-CCPIT (Metallurgical Council of China Council for the Promotion of International Trade) sees wire and Tube Southeast ASIA as “the biggest and most important exhibitions for the steel and wire industries in Southeast Asia”.

The growth in the number of international visitors attending was due in no small part to the success of the technical seminar series held in July this year in Jakarta, Taipei and Seoul which placed a spotlight on leading companies including EDER Engineering, Maillefer SA, Maschinenfabrik NIEHOFF, Reber Systematic, Rosendahl Maschinen and SIKORA AG.

Commenting on plans for wire / Tube Southeast ASIA 2013, Beatrice J. Ho, Senior Project Manager said: “Having spoken to key exhibitors both local and international, it is certainly most encouraging to note the commitment to return for wire / Tube Southeast ASIA 2013. This only goes to show our concept is what the market in this region needs and the increasing relevance of the ASEAN market and we could not ask for better support than satisfied customers.”

Messe Düsseldorf Asia has announced dates for **wire / Tube Southeast Asia 2013 - 17 to 19 September at BITEC, Bangkok.**

More information on the results of wire / Tube Southeast ASIA 2011 will be released in the post-show report next month.

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