

Post Show Report

13 - 15 Oct 2009

BITEC • Bangkok

www.wire-southeastasia.com

www.tube-southeastasia.com



Incorporating :



Industry partner :



INTERNATIONAL WIRE, CABLE, TUBE & PIPE TRADE FAIRS FOR SOUTHEAST ASIA

The Region's No. 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

Both wire and Tube Southeast ASIA 2009 have manifested themselves as the region's number 1 and most successful wire, cable, tube and pipe platform. The trade fairs concluded on an optimistic note with positive feedback echoed across the show floor from both exhibitors and visitors. Despite the challenging times, many exhibitors have reported a high level of visitor interests in their technological solutions as well as brisk businesses from both local and overseas buyers.

The three-day trade fairs provided a focal point for 305 exhibiting companies from 29 countries and economies including national pavilions and groups from Austria, China, France, Germany, Italy, Singapore and USA and attracted close to 5,000 top-quality trade visitors and buyers from 57 countries. Around 30% of the visitors

came from outside Thailand. ASEAN visitors inclusive Thailand accounted for about 85% of the total visitor attendance, an indication that ASEAN buyers are increasing viewing Thailand as a hub for trade and commerce and gateway for product distribution.

wire and Tube Southeast ASIA are consistently endorsed 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 will continue to address the rising demand by cutting-edge manufacturers for effective and efficient solutions.



Key industry leaders at wire / Tube Southeast ASIA's opening on 13 October 2009

Set for a stronger return in 2011 !

Mark Your Calendar
13 - 15
Sept 2011

Organized by :



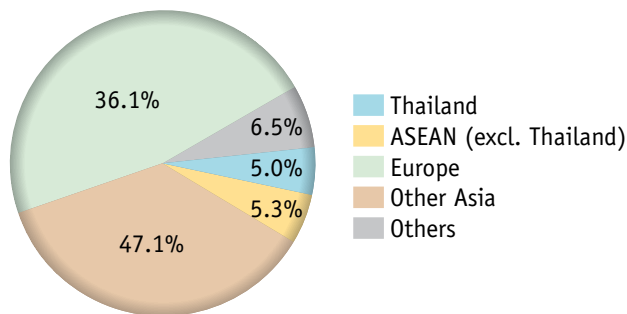
Exhibitor Analysis

305 exhibiting companies from 29 countries and economies

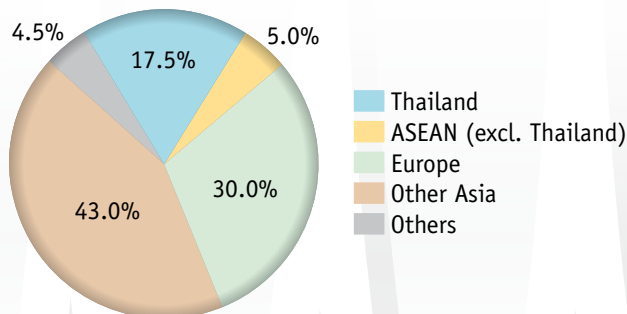
- Australia
- Austria
- Belgium
- Canada
- China
- Denmark
- Finland
- France
- Germany
- Hong Kong
- India
- Italy
- Japan
- Malaysia
- Netherlands
- New Zealand
- Norway
- Poland
- Russia
- Singapore
- South Korea
- Spain
- Sweden
- Switzerland
- Taiwan
- Thailand
- United Kingdom
- USA
- Vietnam

Exhibitor Breakdown by Region

wire Southeast ASIA



Tube Southeast ASIA



Exhibitors were pleased with *



* multiple response

Positive Feedback Echoed Across the Show Floor

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. Although customers are more cautious with their investments, businesses are still being conducted and purchases are made be it to replenish existing stock levels or for production/process improvements. 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. 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.

Ferruccio Bellina

President, Italian Wire Machinery and Manufacturers Association (ACIMAF)

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.

Dr Kurt Eder

President, Austrian Wire & Cable Machinery Manufacturers Association (AWCMA)

I am very happy with the quality of visitors and the enquiries generated. Our company has received 3 orders at the wire Southeast ASIA 2009.

Dr Kurt Eder

President, Eder Engineering GmbH



Despite the economic downturn, it is essential to note that technical development goes on and that it is necessary to focus on the positives and to build solid and sound relationship with customers worldwide. Innovations and services are 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.

I am impressed with the high caliber, knowledgeable and specialized visitors at this year's trade fair. I noticed that many exhibitors make 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. One of the exhibitors 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.

Dr Gerhard Bartz,
President, Verband der Draht- und Kabel-Maschinenhersteller e.V., Germany Association of German Wire and Cable Machinery Manufacturers (VDKM)

I am satisfied with our participation at wire Southeast ASIA and pleased with the business exposure garnered at the show. We managed to gather leads and network with new potentials while creating awareness of our business.

Rennie Lee
Director, R.I.K. (Thailand) Co. Ltd.

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.

Johann Jäkel
Sales Director, Rosendahl Maschinen GmbH

We are 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.

Dr Gerhard Bartz
Advisor for WAFIOS AG (exhibiting within the German Pavilion)

The visitors to our booth were of the right caliber. Our number of leads exceeded our expectations and we are excited about a potential local representation of the ITA for the Pakistan market. The exhibition certainly reinforced ITA's reputation as the largest and most influential personal membership association for the industry.

Phillip Knight
Executive Secretary, International Tube Association (ITA)

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.

P Rama Dasu
Director, Revat Metforms Pvt Ltd (Representative of Vega Engineering Corporation)

We are very happy with the results of wire / Tube Southeast ASIA 2009. Bangkok is an excellent location for the show as it is very central and easy to access. It has been a steady traffic all day long and we had very good contacts and a lot of interests from not only Thailand, but Singapore, Malaysia, India and even the Middle East. It seems the exhibition has been busier this year than it has been in previous years. We wish we had more staff here to help us, because we have a lot of people to serve. We are very satisfied with our attendance and planning to come back for wire / Tube Southeast ASIA 2011.

Brad Scherer
Vice President, International Operations, Fort Wayne Wire Die, Inc.

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.

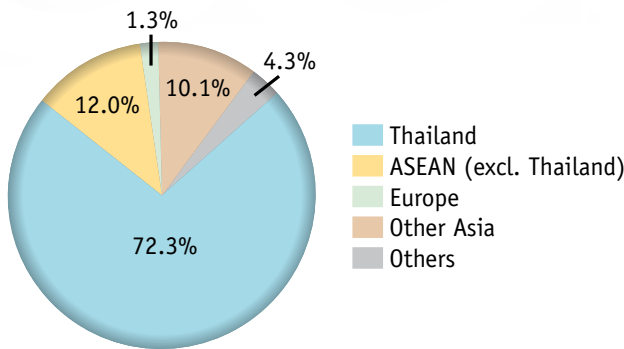
Joachim Schäfer
Managing Director, Messe Düsseldorf GmbH



Visitors at wire / Tube Southeast Asia 2009

Visitor Analysis

Visitor Breakdown by Region



Visitor Breakdown by Industry

Engineering	27.0%
Building & Construction	10.7%
Automotive / Transportation	9.0%
Offshore & Marine / Oil & Gas / Shipbuilding	7.8%
Infrastructural Development / Environmental Protection	7.3%
Chemical / Petrochemical / Refining	7.2%
Mining / Consulting Services	6.5%
Information Technology / Telecommunications	6.2%
Printing & Packaging	4.7%
Plastics & Rubber	3.8%
Public Utilities / Power Generation	3.3%

Product Interests

wire

Wire Manufacturing / Finishing Machinery	27.5%
Process Technology Tools / Auxiliary Process Technology Materials	19.0%
Cable Machinery / Cable Products	17.0%
Fastener Machinery / Fastener / Spring Making Machinery / Springs	16.0%
Materials, Special Wires and Cables	11.0%

Tube

Tube Manufacturing Machinery / Tube Accessories Manufacturing Machinery	34.0%
Tube Processing Machinery / Process Tools and Auxiliary Materials	24.5%
Iron & Steel Tubes & Accessories / Stainless Steel Tube & Accessories	20.0%
Raw Materials, Tube and Accessories	15.0%
Welding Machines	11.5%

Nature of Business

Manufacturer / Producer	49.0%
Distributor / Representative (Manufacturer's)	20.0%
Trader, Importer & Exporter, Wholesaler	16.0%
Service Provider	8.0%
Government	7.0%

Purpose of Visit

Gather Information	37.7%
Purchase	23.3%
Visit Suppliers	17.5%
Seek Representation	14.0%
Evaluate for Future Participation	7.5%

wire Southeast ASIA

Sponsored by :



IWMA - International Wire & Machinery Association



IWCEA - International Wire & Cable Exhibitors Association

- Austrian Wire and Cable Machinery Manufacturers Association (VÖDKM-AWCHA)
- International Wire and Cable Exhibitors Association - France (IWCEA-France)
- German Wire and Cable Machinery Manufacturers Association (VDKMG)



Italian Wire Machinery Manufacturers Association (ACIMAF)

Supported by :
Industry Partner Associations



Wire and Cable Industry Suppliers Association

Supported by Messe Düsseldorf, organizer of



Messe Düsseldorf

Organized by :

wire and Tube Southeast ASIA is supported by:



Thailand Iron and Steel Industry Club



Malaysian Iron & Steel Industry Federation



Metalworking Industries Association Of The Philippines, Inc.



Office of Small and Medium Enterprises Promotion



THAILAND convention & exhibition bureau



Hong Kong Screw & Fastener Council

