

**PRESS RELEASE**  
For immediate release

## **Outlook for wire and tube solutions look bright as steel consumption sees double digit growth in Asia**

**Bangkok, 24 August 2011** – Thailand has a well developed industrial infrastructure with large automotive, electrical, electronic, petroleum and petrochemical industries boosting demand for wire and tube solutions. As income levels rise in the country, high levels of infrastructure spending will also be essential.

The wire Southeast ASIA / Tube Southeast ASIA 2011 exhibitions opening next month will open against robust industry growth particularly in emerging Asia, where steel consumption has seen double digit growth and is expected to expand to 14% in 2011 and 2012, promoting and increasing trade potential and investment between countries that will eventually generate growth for the wire and cable industry.

Against the positive backdrop of enhanced bilateral cooperation and strong trade ties between Thailand and its ASEAN neighbours, it is a favourable time for the wire and cable industry in the region.

A number of economies in the Southeast Asian region are firmly on course to develop strongly through the decade, especially Thailand, Vietnam and Malaysia with predicted growth from between 5% to 7%. “This is driven largely by major infrastructure projects and strong domestic demand, and the exhibitions are being held at an opportune time as it provides an excellent forum for the wire and cable industry to take advantage of the opportunities arising from these economies and for businesses to keep abreast of current industry trends and development,” said show organizer Gernot Ringling, Managing Director, Messe Düsseldorf Asia at the press conference today.

“Wire Southeast ASIA / Tube Southeast ASIA 2011 is set to be another landmark event for the region’s wire, cable, pipe and tube industries come 13<sup>th</sup> to 15<sup>th</sup> September, benefitting a variety of industries including electrical and electronics, telecommunications, automotive, building and construction, and transportation. More than 300 exhibitors from 20 countries will showcase at the exhibitions, with national pavilions from Austria, China, Germany, Italy, the USA, United Kingdom, and Taiwan, lending the event a truly global flavor.”

“This is testament to the relevance and importance of the exhibitions and Thailand as a prime location for doing business in Asia,” Ringling added.

Heinz Rockenhäuser, President of International Wire & Cable Exhibitors Association who is one of the key industry partners for wire Southeast ASIA 2011 remarked that the trade show is a meeting place that promotes and facilitates the exchange of ideas and business opportunities, thereby enabling trade professionals to gain valuable insights into the market trends and developments.



**INTERNATIONAL  
WIRE & CABLE TRADE FAIR  
FOR SOUTHEAST ASIA**

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



**INTERNATIONAL  
TUBE & PIPE TRADE FAIR  
FOR SOUTHEAST ASIA**

[www.tube-southeastasia.com](http://www.tube-southeastasia.com)

**13-15 Sept 2011**

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



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Asia**

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“The upcoming wire Southeast Asia in Bangkok, Thailand provides its visitors and exhibitors from all over the world the opportunity to exchange expert information about the latest market developments and the individual projects resulting from them,” he said in a pre-event statement.

Alongside the exhibitions are technical and technology seminars on topics ranging from insulation, PVC plasticizers, to performance requirements or HV/EHV cable production presented by Dow Chemical (China) Company, and stainless steel welding techniques presented by the Thai Stainless Steel Development Association (TSSDA).

Supawan Teerarat, Director of Exhibitions Department, Thailand Convention & Exhibition Bureau or TCEB, a supporting organization for both wire Southeast ASIA 2011 and Tube Southeast ASIA 2011 commented that as Southeast Asia’s leading business and sourcing platform for the wire, cable, tube and pipe industries, the exhibitions will bring together the latest manufacturing and processing technologies, cutting-edge technological innovations and cost-effective solutions for this burgeoning market right in the heart of Thailand.

“TCEB as a government organization has supported incentive programmes and buyers’ appreciation programme under ‘Believe in Thailand’ and extends more opportunities for overseas marketing promotion and networking opportunities in the target countries.”

“The outlook for Southeast Asia’s wire, cable, tube and pipe industries is bright, and wire Southeast ASIA / Tube Southeast ASIA 2011 will continue to bring global leading manufacturers and suppliers into closer contact to share industry expertise and knowledge with fellow Thai’s in the wire, cable, tube and pipe industries,” she added.

For more information, please visit [www.wire-southeastasia.com](http://www.wire-southeastasia.com) / [www.tube-southeastasia.com](http://www.tube-southeastasia.com)

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#### **wire / Tube Southeast ASIA 2011 at a glance**

**Show:** wire Southeast ASIA / Tube Southeast ASIA 2011  
3<sup>rd</sup> International Wire, Cable, Tube and Pipe Trade Fairs for Southeast Asia  
**Date:** 13 Sep – 15 Sept 2011  
**Venue:** BITEC (Bangkok International Trade & Exhibition Centre)  
**Time:** 10.30am – 6.00pm (13 & 14 Sept), 10.30am-5.00pm (15 Sept)  
**Admission:** Admission is free for business and trade visitors only by registration  
**Registration:** [www.wire-southeastasia.com](http://www.wire-southeastasia.com) / [www.tube-southeastasia.com](http://www.tube-southeastasia.com)

#### **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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