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## **Press Release**

For immediate release

### **wire and Tube Southeast Asia, and the inaugural GIFA and METEC SOUTHEAST ASIA trade fairs close with strong international presence and high exhibitor and visitor satisfaction**

**Singapore, 31 October 2022** – Well-established trade fairs wire and Tube Southeast Asia staged an impressive comeback alongside the debut of GIFA and METEC SOUTHEAST ASIA, exceeding expectations with 244 exhibitors from 32 countries, and close to 6,000 visitors from 60 countries, which included 30 percent coming from outside of Thailand.

Lively activity dominated the show floor over the three-day trade fairs which ran from 5-7 October 2022 at BITEC, Bangkok, Thailand, as personal connections were once again formed. Exhibitors from all sectors of the industry expressed their pleasure at being back at an in-person event with many commenting on the optimistic energy at the co-located trade fairs, fuelling confidence in the commercial outcomes from their participation.

Inclusive of over 30 visiting delegations and groups, Australia, Bangladesh, India, Indonesia, Malaysia, Pakistan, Singapore, and Vietnam formed some of the top international visitor nations that benefitted from the synergy shared across the trade fairs, with overall visitor satisfaction very high – averaging 90 percent. "The co-located exhibitions has been a great experience for our members, especially to see the first edition of GIFA and METEC Southeast Asia. We are a multi-industry association from casting to engineering so this has been very helpful to meet exhibitors. We look forward to returning next year," said **Lai Weng Keong, Assistant Secretary-General of FOMFEIA** (Federation of Malaysian Foundry and Engineering Industries Associations) – the national representative body for foundry and engineering related trade and industries in Malaysia.

On the domestic side, for the 52 local visiting groups representing the key target sectors of wire and cable manufacturers, iron and steel and non-ferrous metal industry and from upstream supplier industries, the exhibitions provided a one-stop platform to experience and engage with a range of innovations and new technology from international brand names. According to **Nupol Mai-Ngam, Senior Research & Development Engineer** from the visiting group of **Siam Industrial Wire Company**, the exhibitions proved a great way to gain "up-to-date know-how on industry developments as well as the opportunity to meet new suppliers, gain new contacts and network with international suppliers." Visiting groups from other major local companies include Alphacast Co Ltd, Bangkok Cable Co Ltd, Posco Coated Steel (Thailand) Co Ltd, in addition to several others from Ayutthaya, Pathumthani and Samutprakarn in the Central region, as well as Chonburi, Rayong and Chachoengsao in the Eastern Region.



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“The energy on the show floor, the general sentiment of excitement that echoed throughout, and the quality of visitors from Thailand and nearby regions has proven that personal and face-to-face encounters are more valuable than ever. This is evident in the vibrant atmosphere, as well as the high-quality visitors throughout the three days,” said **Gernot Ringling, Managing Director, Messe Düsseldorf Asia**.

“The strong showing of international exhibitors – more than 85 percent in fact – is also testament that the global community is eager to meet in-person and get back to business. This strong presence also emphasises the importance and relevance of Thailand and Southeast Asia. Seeing the show floor come alive after three years, has been a vivid reminder of what the business community has missed these last few years,” said **Ringling**.

Despite travel restrictions still in place in countries such as China, the trade fairs proved to have a strong pull, especially so for wire and Tube Southeast Asia where the internationality of both exhibitors and visitors was maintained to pre-pandemic levels. wire and Tube Southeast Asia have had a strong regional presence since 1997 and are well established as the No. 1 specialist trade fairs serving the wire, cable, tube and pipe sectors in Bangkok and the region. Over the last two decades, both exhibitions have played a pivotal role in supporting the growth of key application sectors in Southeast Asia such as infrastructure, building and construction, chemicals, oil & gas, automotive, electrical & electronics, IT & Telecommunications and more.

On the show floor, exhibitors presented several machines, launched new and improved products and energy-efficient equipment, as well as technical presentations which contributed to an engaging and business-ready atmosphere. Commenting on the successful re-start of the trade fairs was **Don Neville, Chairman, IWMA (International Wire Machinery Association)** who was very impressed with the quality of the exhibitions and the steady stream of quality visitors representing the different sectors. “The sentiment on the show floor, from exhibitors to visitors to seminar attendees – it has been a long time coming and it is evident that everyone is happy to be back in-person. It is also clear that the dynamism of the market, willingness to invest, and high-quality industry standards continue to make Thailand and Southeast Asia very important markets,” said Neville. The IWMA – a long-time industry partner of wire Southeast Asia and the world’s largest corporate association for the wire and cable industries – had 31 member companies exhibiting at wire Southeast Asia 2022.

The inaugural editions of GIFA and METEC SOUTHEAST ASIA also gained good ground and got on to an exceptional start. From **Taural India** – a joint venture with a Polish partner – and one of India’s most prominent aluminium castings and solutions provider, **Yogesh Dalvi, Senior Sales Manager**, said: “We have been pleasantly surprised with the crowd and keen interest in our products, and we have seen visitors from various application sectors, particularly across the automotive, infrastructure and energy sector. We are very satisfied and will be back in 2023.”

**Mr Peeradej Trongkitpaisan, President, Thai Foundry Association** said of the inaugural shows, “The collaboration with Messe Düsseldorf Asia on the first editions of GIFA and METEC SOUTHEAST ASIA is a great way to really elevate the standing of Thai companies in the foundry and casting business, the Association and our members, but more importantly, shows the synergies that can happen when we are open to work together and collaborate on new ideas. We look forward to our continued partnership and perhaps putting together an

even bigger Thai pavilion next year to showcase the best Thai innovations and for local companies to learn and exchange knowledge with some of the best in the industry.

Together, wire, Tube, GIFA and METEC Southeast Asia welcomed five national pavilions and country groups from Germany, Italy, Switzerland, and Thailand. For **Buss AG**, a global leader in compounding systems and one of eight participating companies under the Swiss Competence pavilion – a first at the exhibitions – their **Head of Sales, Jean-Luc**, indicated that the exhibitions had exceeded their expectations. “We had a very strong first day crowd that was repeated consistently throughout the three days. We are very hopeful for successful leads gained at the shows and see a lot of potential in Southeast Asia, which is why we chose to exhibit, and we hope to further strengthen our initiatives here,” he said.

For the two Italian national pavilions, this edition saw some of the best Italian brand names in the industry with 35 participating companies in total covering the wire, tube, as well as metallurgy and foundry technology sectors. According to **Giuseppe Lamacchia, Trade Commissioner of the Italian Trade Agency**, Bangkok office, “the exhibitions have been a very good and positive experience for all involved – the high-quality and regular flow of visitors has been very impressive. It has been a good platform to showcase the very best Italian technology and solutions. We are very happy.”

For more details on wire and Tube Southeast Asia, and GIFA and METEC SOUTHEAST ASIA 2022, the full Post Show Report will be released later this year.

The next editions of wire, Tube, GIFA and METEC Southeast Asia will be held concurrently from 20-22 September 2023 at BITEC, Bangkok, Thailand. They will also co-locate with PACK PRINT INTERNATIONAL, CorruTec ASIA, and T-PLAS 2023, allowing all seven trade fairs to resume their original and intended odd-year cycle on the trade fair calendar.

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#### **About Messe Düsseldorf Asia**

Messe Düsseldorf Asia is a subsidiary of Messe Düsseldorf in Germany, one of the world’s leading trade fair organisers responsible for organising more than 20 global No. 1 exhibitions held in Düsseldorf, Germany; across various sectors such as medical and healthcare, workplace safety, security and health, packaging, printing, plastics, rubber, wire and tube, and wine and spirits. With extensive expertise in organising trade fairs in Southeast Asia, Messe Düsseldorf Asia has developed a portfolio of well-established trade fairs in the region since 1995. For more information, visit [www.mda.messe-dusseldorf.com](http://www.mda.messe-dusseldorf.com)

#### **About wire Southeast Asia**

First held in Singapore in 1997, wire Southeast Asia moved to Bangkok in 1999, where it continues to co-locate with Tube Southeast Asia. Reflecting the established credentials of the world’s leading trade fair, wire Düsseldorf – the International Wire Fair, the biennially-held trade fair brings together an international exhibitor profile featuring latest innovations, machinery and solutions for the wire and cable sectors, from manufacturing, processing and finishing, fastener technology, new processes in measuring, control and test engineering, as well as new and upgraded specialist wires and cables. For more information, visit [www.wire-southeastasia.com](http://www.wire-southeastasia.com)

#### **About Tube Southeast Asia**

Reflecting the established credentials of the world’s leading trade fair, Tube Düsseldorf – the International Tube Fair, Tube Southeast Asia since 1999 continues to feature a wide-ranging exhibit profile of machinery and technology highlights in tube and pipe manufacturing, processing and finishing, pumps and valves, new processes in measuring, control and test engineering as well as new and upgraded tools and auxiliary materials. Its visitor profile includes manufacturers, suppliers and buyers from the tube, automotive, oil & gas, building and construction, energy and electrical industries, and the trade fair is further augmented with a series of industry-focused conferences and seminars. Held

alongside wire Southeast Asia, the synergistic fairs offer global expertise spanning the wire, cable, tube and pipe sectors. For more information, visit [www.tube-southeastasia.com](http://www.tube-southeastasia.com)

**About GIFA Southeast Asia**

Powered by the globally recognised trade fairs under “The Bright World of Metals” series by Messe Düsseldorf in Germany - as the specialist trade fair for casting technologies and innovation, GIFA Southeast Asia – 1<sup>st</sup> International Foundry Trade Fair and Forum for Southeast Asia brings together a showcase in foundry systems, including casting machines and technologies, pouring equipment and more. For more information, visit [www.gifa-southeastasia.com](http://www.gifa-southeastasia.com)

**About METEC Southeast Asia**

METEC Southeast Asia 1<sup>st</sup> International Metallurgical Trade Fair and Forum for Southeast Asia is the region’s niche trade fair focused on metallurgy, steel castings and steel products, and is powered by the globally recognised trade fairs under “The Bright World of Metals” series by Messe Düsseldorf in Germany. Beyond a sourcing platform, METEC Southeast Asia will offer a high-quality programme focusing on a myriad of areas from metallurgical issues, trends in the steel industry, to innovations in the energy and resource efficiency fields. For more information, visit [www.metec-southeastasia.com](http://www.metec-southeastasia.com)

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