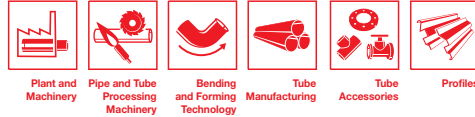




INTERNATIONAL WIRE, CABLE, TUBE AND PIPE TRADE FAIRS FOR SOUTHEAST ASIA



16 – 18 SEP 2015

BITEC • Bangkok

www.wire-southeastasia.com

www.tube-southeastasia.com

VISION INNOVATION TECHNOLOGY



wire and Tube Southeast ASIA 2015 Registers Strong Success on Closing

The 11th International Wire and Cable Trade Fair for Southeast Asia and the 10th International Tube and Pipe Trade Fair for Southeast Asia came to an eventful and successful close in Bangkok, Thailand on 18 September 2015. The co-staged synergistic exhibitions saw a dynamic line-up presented by **411 internationally prominent companies from 33 countries**, including **7 National Pavilions and country groups from Austria, China, Germany, Italy, Taiwan, the UK and USA** – covering the entire value chain of the wire, cable, tube and pipe industries.

The record number of **7144 visitors from 56 countries**, of which **33% are from outside Thailand**, including Bangladesh, India, Malaysia, Singapore, Taiwan, Indonesia, Myanmar and Pakistan, attest to wire and Tube Southeast ASIA's status as Southeast Asia's No.1 industry platform to network, build partnerships and do business.

The trade fairs also hosted visiting delegations from China, Japan, Korea, Vietnam and 73 local trade groups, reaffirming its standing as

the gateway to regional trade opportunities backed by the formation of the single-economy ASEAN Economic Community (AEC) at the end of 2015.

“We are delighted to have achieved the highest number of quality visitors at wire and Tube Southeast ASIA 2015 since its inauguration. With increasing signs of business focus shifting to prospects in Asia and Southeast Asia, trade fairs’ unique face-to-face, trade-only setting thus presents that valuable platform to foster greater understanding, and business linkages between Thailand, the region and the international community for mutual benefit.”



Mr Gernot Ringling
Managing Director
Messe Düsseldorf Asia

wire / Tube Southeast ASIA 2015

Officially supported by:

For enquiries:

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Within Thailand

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Exhibitor Facts and Figures

411 leading companies from **33** countries covering the entire value chain of the wire, cable, tube and pipe industries

From around the world

- Australia
 - India
 - Spain
 - Austria
 - Indonesia
 - Taiwan
 - Belgium
 - Italy
 - Thailand
 - China
 - Japan
 - United Kingdom
 - Finland
 - Malaysia
 - USA
 - France
 - Philippines
 - Vietnam
 - Germany
 - Singapore
 - Hong Kong
 - South Korea
- and many more.*

Strong international representation by 7 national pavilions and country groups from Austria, China, Germany, Italy, Taiwan, the UK and USA



More than 90% of exhibitors indicated that **Thailand was the most important Southeast Asian country** for their business*

Participation Objectives*

Maintain Corporate Presence / Corporate Branding	80.6%
Assess Market Potential	76.1%
Service Existing Business	72.8%
Generate New Business	63.4%
Prepare Conclusions of Sale	60.6%



* Compiled from wire and Tube Southeast ASIA 2015 Exhibitors Survey

Hear From Our Satisfied Exhibitors

“At the trade fair, we were able to **showcase our latest machinery to customers from the region, and at the same time explain the advanced technologies behind it** while they test them out. Having met with more visitors than two years ago, I am happy with our results and will surely be back in 2017!”

Mr Christian Schlich
Area Sales Manager
SIKORA AG



“Asia, in particular Southeast Asia is a growing market for us and hence we put a lot of effort into expanding the market. The main objective of our participation this year is to **sell machines and let the local market know of our products**. We are pleased to share that a machine has been sold at the exhibition, and we are very happy with the crowd and internationality of visitors at our booth.”

Mr Patrick Maurissen
Sales Director
Numalliance



“This year’s fair **exceeded our expectations**. 2 years ago, we had approximately 70% of the customers we had this year. What was good for us too was that **60% to 65% of the customers we met at the fair were new customers**, and they had really detailed enquiries about our products and what we can do.”

Mr Rudolf Descovich
Managing Director
Medek & Schoerner GmbH



“As a well-established trade fair for the industry, Tube Southeast ASIA 2015 **gave us the opportunity to connect with new customers from the domestic and international markets at a single gathering point.**”

Mr Jerry Liu
General Manager
Boly Pipe Co Ltd



“Southeast Asia is an important and growing market for us, and **at the exhibition, we were able to know more about the needs of our customers**. The exhibition is very well organized and we had many Asian visitors, as well as visitors from India and even Africa visiting our booth. We plan to be back in two years’ time where economic prospects are stronger in light of the establishment of the ASEAN Economic Community.”

Dr. -Ing. Thomas Kaup
Senior Executive Vice
President Sales
Wafios AG



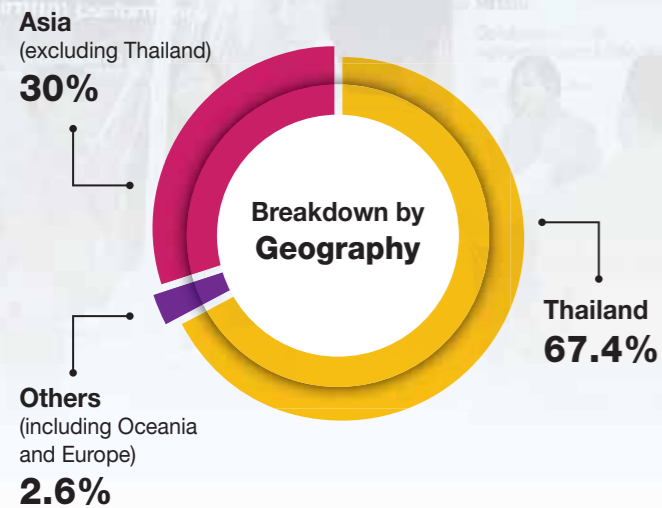
“Through our participation at the exhibition, we had the chance to meet with clients from India, Bangladesh, Thailand and Indonesia – all of whom are valuable contacts to our market expansion plans in Asia. **We got to learn of purchasing requirements and products that are of interest to our regional clientele and gathered a better grasp of the region’s market trends**, which will be helpful for the forward planning of our business.”

Ms Wang Fei
Corporate Program Manager
China Petroleum Technology and
Development Corporation

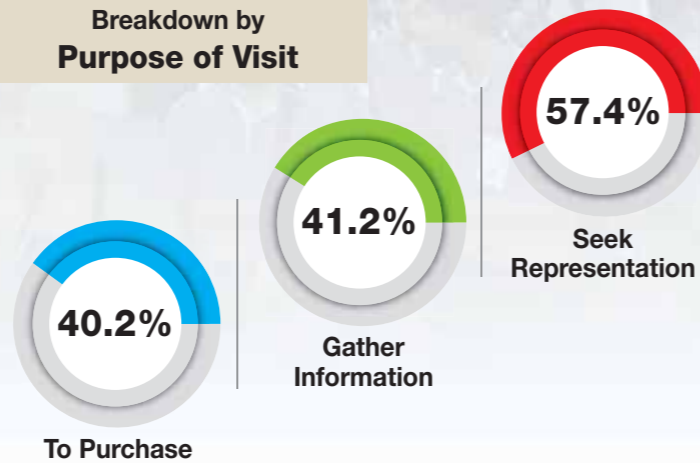


Visitor Facts and Figures

Record visitor numbers of 7144 from 56 countries



Breakdown by Purpose of Visit



➔ **33%** of visitors came from outside Thailand, including Bangladesh, India, Malaysia, Singapore, Taiwan, Indonesia, Myanmar and Pakistan

➔ **73** local trade group visits, **an increase of 22%** from 2013

Breakdown by Product Interest

wire Southeast ASIA 2015

Wire Manufacturing / Finishing Machinery	43.56%
Cable Machinery / Cable Products	29.59%
Fastener Machinery / Fastener	9.25%
Spring Making Machinery / Springs	10.77%
Process Technology Tools	19.62%
Auxiliary Process Technology Materials	8.28%
Insulating Materials	11.99%
Optical Fibre	7.06%
Materials, Special Wires & Cables	18.27%
Measuring & Control Technology	10.60%
Test Engineering	9.60%
Specialist Area	4.66%

Tube Southeast ASIA 2015

Tube Manufacturing Machinery	23.91%
Tube Processing Machinery	13.66%
Process Tools & Auxiliary Materials	11.27%
Welding Machinery	8.80%
Tube Accessories Manufacturing Machinery	9.17%
Raw Materials, Tube & Accessories	15.18%
Iron & Steel Tubes & Accessories	18.45%
Stainless Steel Tubes & Accessories	14.66%
Non-Ferrous Material Tubes & Accessories	6.96%
Other Tubes (e.g. Concrete, Plastics, Stoneware)	5.73%
Measuring & Control Technology	6.98%
Test Engineering	5.68%
Specialist Area	3.22%

* Compiled from wire and Tube Southeast ASIA 2015 Visitors Survey

Engaging Activities on the Show Floor



Hear From Our Satisfied Visitors

“At Tube Southeast ASIA 2015, my association members and I got to learn about the latest market developments in Thailand and the region, appreciate the broad mix of products, materials and technology on display and establish knowledge exchange links to bring some of the industry's best practices back to Japan.”

Nobuyoshi Kudo
Japan Pipe Processing Machine Association

“During this visit to wire Southeast ASIA 2015, I met up with suppliers and merchants from the region and acquired knowledge of the newest machines and technologies available in the market. I will surely visit again in 2017.”

Truong Han Thuan
Ho Chi Minh City Electric Wire & Cable Association

“My visit to wire and Tube Southeast ASIA 2015 was a very fruitful one. I got to connect with fellow industry players, gain technical knowledge from the wide range of exhibits on display and fulfill my procurement needs. I will be back in 2017.”

Ekasith Buasroung
Eulogy Group (Thailand) Co Ltd

“Thailand is an important market for China. wire and Tube Southeast ASIA 2015 thus provided us with a central platform to gain the latest industry insights and explore collaborations between business leaders of both countries.”

Xue Kai
China Council for the Promotion of International Trade (CCPIT)

International Visiting Delegations



“The market for the wire and tube industries is booming in Asia, particularly so with the onset of the ASEAN Economic Committee (AEC) this year. The timely staging of wire and Tube Southeast ASIA 2015 allowed me to see and experience the latest in technology, machinery and materials, and bring such industry knowledge back to my home country.”

Nyein Aung
Myanmar Construction Entrepreneurs Association



Overview of wire and Tube Southeast ASIA 2015

Business Transactions Closed on the Show Floor

Including a **successful machine sale** by exhibitor, Numalliance to a Thai customer and a **successful deal** between Eulogy, a sales distributor of valves and woven wire mesh in Thailand and Austria exhibitor, Eisenkraft.



National Pavilions and Country Groups

Strong international representation by

7 national pavilions and country groups from Austria, China, Germany, Italy, Taiwan, the UK and USA.



Growing Industry Group Visits

73 local factories from Bangkok Steel Wire, Bangkok Cable, Kulthorn Materials and Control, Thai Wire Products, among others visited wire and Tube Southeast ASIA 2015, **an increase of 22%** from 2013.



Technical Seminars

Organized by Messe Düsseldorf Asia and key industry partners, the technical seminars for the Indonesia and Vietnam markets **met with good industry turnout.**

Seminar topics include market insights in navigating the thriving Southeast Asia marketplace to the latest innovations.

6 July - Jakarta
8 July - Ho Chi Minh City
10 July - Hanoi



Well-Attended Conferences and Seminars



Concurrently-held conferences and seminars by **field experts from King Mongkut's University of Technology Thonburi, Engineering Institute of Thailand, Technology Promotion Association, International Copper Association (SEA) and TumCivil.com Training Centre** on trending topics ranging from safety and energy saving initiatives, installation standards, conversion of overhead power lines to structural analysis and design, **were attended by over 1,500 industry delegates.**



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Hear From Our Key Industry Partners

“wire Southeast ASIA 2015 is very **international in terms of exhibitors and so too for the visitors**. Southeast Asia is a significant growing market and much investment in the region is expected. This specialist trade fair presented a great opportunity for the industry to explore the region’s potential.”

Mrs Amanda Shehab
Chairman
International Wire & Machinery
Association (IWMA)



“The Southeast Asian market is very important and we see a lot of potential, particularly in Thailand. The 11th edition of wire Southeast ASIA was able to attract a **good representation of international exhibitors, which showcased the strong growth potential that this region has to offer.**”

Dr Kurt Eder
President of Austrian Wire and Cable Machinery
Manufacturers Association (VÖDKM-AWCMA)
EDER Engineering – Austria



“wire Southeast ASIA 2015 was well represented by leading companies from the wire and cable sector. **Exhibitors and visitors were able to discuss technical requirements and exchange expertise and knowledge directly in a converging, industry-specific setting.**”

Dr Gerhard Bartz
President
German Wire and Cable Machine
Manufacturers Association (VDKM)



“Overall the exhibition is very well-organized. The general sentiments were that this edition is better than the last. We saw **good numbers and quality visitors**, and received a steady stream of enquiries.”

Mr Ferruccio Bellina
President
Italian Wire Machinery Manufacturers
Association (ACIMAF)



“Innovative concepts, advanced technologies and new configurations are factors to driving growth from now to the future. Tube Southeast ASIA 2015 is itself a **launchpad for industry players to introduce pioneering technology to the Southeast Asian region** and in turn increase their market share.”

Mr Tsumoto Nakata
President
International Tube Association (ITA)



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19 – 21 SEP 2017
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Supporting Associations:

- Ministry of Industry
- Electrical and Electronics Institute
- Design & Engineering Consulting Service Center (DECC) - CAE Expert
- Electrical and Electronic Products Testing Center (PTEC), NSTDA
- Electrical Electronics & Allied Industry Club - FTI
- Thailand Iron and Steel Industry Club, FTI
- Alliance for Supporting Industries Association (A.S.I.A.)
- Association of Thai Steel Industries
- Electrical Engineering Academic Association (Thailand)
- Technology Promotion Association (Thailand-Japan)
- Thai Electrical, Electronics and Telecommunication Industries Association (TETA)
- Thai Foundrymen Association
- Thai Stainless Steel Development Association (TSSDA)
- Thai Subcontracting Promotion Association (ThaiSubcon)
- Materials Innovation Center - Kasetsart University
- Hong Kong Federation of Innovative Technologies and Manufacturing Industries
- Hong Kong Mould & Die Council
- Hong Kong Screw & Fastener Council
- Japan Spring Manufacturers Association
- Philippines Iron and Steel Institute
- Electrical wire and Cable Association Ho Chi Minh City
- Vietnam Electrotechnical Industry Association

wire Southeast ASIA 2015

Industry Partners:



Italian Wire Machinery
Manufacturers
Association (ACIMAF)



IWCEA - International
Wire & Cable Exhibitors
Association

- 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)

Tube Southeast ASIA 2015

Industry Partner:



Organized by:

