

POST SHOW REPORT

18–21 Sep 2019

Bangkok, Thailand

www.wire-southeastasia.com

www.tube-southeastasia.com



wire and Tube Southeast Asia 2019:

Celebrates twenty years and continued success – the two exhibitions strengthen their positions as region's leading trade fairs in their sectors



wire and Tube Southeast Asia 2019, the International Wire, Cable, Tube and Pipe Trade Fairs for Southeast Asia, into its 13th and 12th edition respectively concluded with a strong and robust showing at BITEC, Bangkok.

Reflecting the heightened industry demand for the synergistic sectors, backed by the region's rapid urbanisation, rising middle class and infrastructure spending, the two co-located specialist trade fairs unveiled a full gamut of wire, cable, tube and pipe manufacturing machinery and solutions by international exhibiting companies, as well as some of the country's best players, to a diverse profile of trade visitors from various application sectors.

HIGHLIGHTS OF WIRE AND TUBE SOUTHEAST 2019



376 exhibitors from 29 countries and regions presented a comprehensive range of wire, cable, tube and pipe manufacturing machinery and solutions



Over 96% of exhibiting companies came from outside Thailand, including some first-timers coming from developing markets such as Oman and Turkey



8 national and country groups from Austria, China, Germany, Italy, Taiwan, UK, USA, and Singapore



Record attendance of 9,184 trade visitors from 59 countries, an increase of almost 10% in visitorship from the 2017 editions.



Welcomed close to 45% in overseas visitors



Top visitor markets being Malaysia, India, China, Philippines, Vietnam and Singapore.



Increased visitors across application sectors, including: automotive, water & energy, electrical / electronic engineering, manufacturing, chemical, material processing, telecommunications, and HVACR sectors



More than 70 local visiting groups from Bangkok Autowire and Cable, Bangkok Cable, Thai Wire Products PLC, KDK Electric Wire, Tata Steel, Rayong Wire Industries and more

Officially supported by:



THAILAND
REDEFINE
YOUR BUSINESS EVENTS



Messe Düsseldorf / Organizer of:



Organized by:

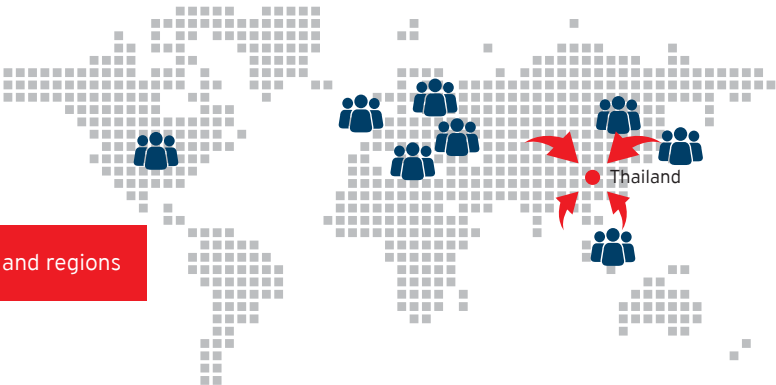


EXHIBITOR STATISTICS

The Unparalleled Trade Platform for the Region’s Wire, Cable, Tube and Pipe industries!

A full gamut of wire, cable, tube and pipe manufacturing machinery and solutions were presented by:

376 leading international wire and tube exhibitors



29 countries and regions

8 national and country groups from Austria, China, Germany, Italy, Taiwan, UK, USA, and Singapore

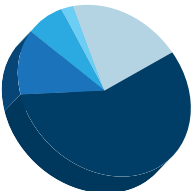
With over 96% of exhibiting companies coming from outside Thailand



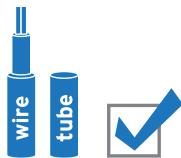
VISITOR STATISTICS

Strategic Sourcing Platform for Buyers in Southeast Asia!

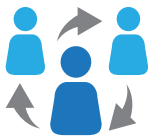
9,184 visitors from 59 countries and regions



Southeast Asia (excl. Thailand)	20.38%
Thailand	56.77%
North Asia	12.74%
South Asia	7.62%
Rest of the World	2.49%



88.3% satisfied with exhibition product range that is in accordance to their area of interest



95.7% will visit wire and Tube Southeast Asia 2021 and recommend their business associates and colleagues to visit as well



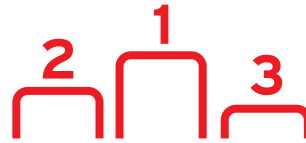
71.3% likely to purchase products and technologies on display



88.8% satisfied with their overall visit to the exhibitions



70% said their
overall participation
at the exhibition
exceeded and / or met expectations

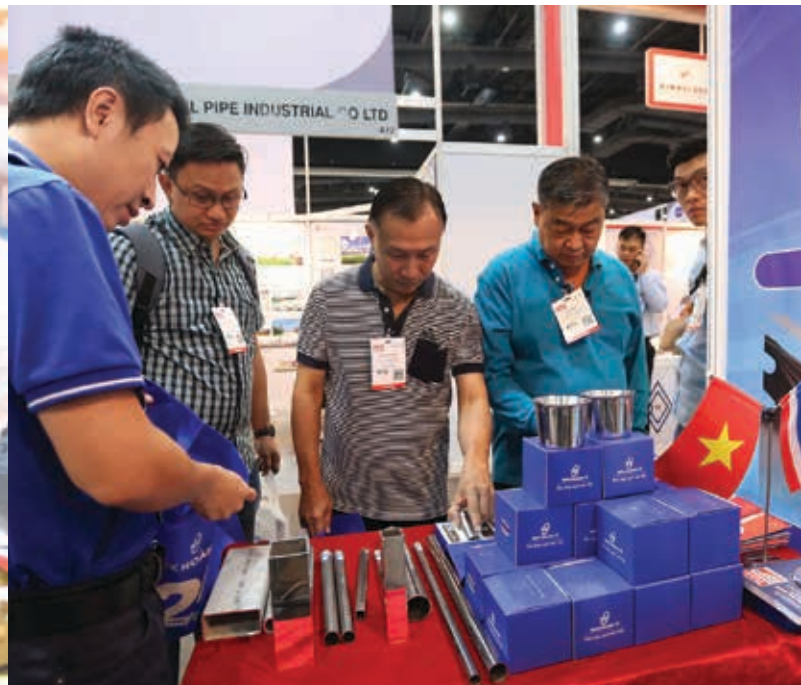


TOP 3 PARTICIPATION OBJECTIVES

Informing the industry
of existing products

Presenting new
products / product launch

Representation,
PR, Image cultivation



● TOP 5 KEY REASONS FOR VISITING

New Developments & Trends	67.3%
Products presented at the exhibition	61.4%
Contact with existing suppliers / Business partners	38.6%
Identifying new suppliers / Business partners	35.1%
Industry meeting / Networking	30.3%

● TOP 10 INDUSTRIES / SECTORS

Electrical / Electronics Engineering	31.2%
Iron & Steel Production / Ironworks / Steelworks	21.8%
Automotive / Transportation	18%
Building / Construction	15%
Chemical / Petrochemical	9%
Metalworking	8.1%
Machinery & Equipment Manufacturing	7.5%
Non-ferrous Metal	7.1%
Tools, Dies & Moulds Manufacturing	7%
Automation / Robotics Engineering	6.4%

NATURE OF BUSINESS

Contract Manufacturer (CM)	
Original Brand Manufacturer (OBM)	
Original Design Manufacturer (ODM)	
Original Equipment Manufacturer (OEM)	58.8%
Distributor / Representative	
Trader / Importer & Exporter / Wholesaler	
Procurement Service / Sourcing Agent	35.9%

INCREASED VISITORS ACROSS APPLICATION SECTORS, INCLUDING;

Automotive, Water & Energy,
Electrical / Electronic Engineering, Manufacturing,
Chemical, Material Processing,
Telecommunications, and HVACR sectors



% QUALITY OF VISITORS

70% commented that it exceeded and / or met expectations



% WILL RECOMMEND TO OTHERS

90% commented that they will recommend the exhibitions to others



% BENEFITTED FROM THEIR PARTICIPATION

83% commented that their participation brought benefit to their business

Overall, over
74%
rated that wire and Tube Southeast Asia is a very important / important, must-attend exhibition

*statistics extracted from wire and Tube Southeast Asia 2019 exhibitor survey.



INDUSTRY-DRIVEN CONCURRENT EVENTS PROGRAMME



Well-attended by over 700 trade attendees

Beyond the strong support by international industry partners, exhibitors and visitors towards the trade fairs' dynamic line-up, the three full on days of action was augmented by training courses, seminar and technical presentations. Led by field experts from TumCivil.com and Technology Promotion Association (Thailand-Japan), along with exhibitors who presented insights to their latest technological innovations for efficient operations, the concurrent events met with overwhelming response.

PRODUCT INTEREST – WIRE

Wire Manufacturing / Finishing Machinery	41.1%
Cable Machinery / Cable Products	26.8%
Process Technology Tools	22.0%
Materials, Special Wires & Cables	19.7%
Measuring & Control Technology	10.8%
Fastener Machinery / Fastener	10.5%
Insulating Materials	10.4%
Spring Making Machinery / Springs	9.9%
Test Engineering	9.6%
Auxiliary Process Technology Materials (e.g. Lubricants, Dyes, Other Chemicals)	7.9%
Optical Fibre	5.9%
Specialist Area	4.9%

PRODUCT INTEREST – TUBE

Tube Manufacturing Machinery	26.1%
Raw Materials, Tube & Accessories	19.3%
Tube Processing Machinery	16.5%
Iron & Steel Tubes & Accessories	16.2%
Stainless Steel Tubes & Accessories	14.8%
Process Tools & Auxiliary Materials	12.5%
Welding Machinery	11.8%
Tube Accessories Manufacturing Machinery	10.4%
Pumps & Valves	10.3%
Test Engineering	9.8%
Measuring & Control Technology	9.4%
Non-Ferrous Material Tubes & Accessories	7.3%
Other Tubes (e.g. Concrete, Plastics, Stoneware)	6.1%
Specialist Area	4.6%

*statistics extracted from wire and Tube Southeast Asia 2019 visitor survey

Over 40 media partners
from around the world

10+ outdoor advertising
(billboards & banners)
at high industry traffic areas

Over 100 feature
stories, articles,
editorials and advertorials

3,000 VIP invitations
sent to around the region,
including leading
wire and tube companies

Over 250 advertisements
in international, regional and
local newspapers, relevant trade
magazines, trade portals and
radio spots

More than 55,000 trade
professionals were reached
out to via a highly targeted
email marketing campaign

Over THB 2 million in PR
value and media coverage
garnered over a 4 month
campaign period

800 mentions and
counting across
social media platforms

Websites attracted over
160,000 pageviews
across 3 months

50,000 invites and promotional materials
were mailed to specialists in the wire, cable,
tube and pipe industries throughout the region

SEM advertising campaign generated
3 million impressions and over
17,000 clicks over 2 months

2019 MARKETING, ADVERTISING & PROMOTIONS

2019 SUPPORTING ORGANISATIONS

• Ministry of Industry • Alliance for Supporting Industries Association (A.S.I.A.) • Association of Small & Medium Enterprises (ASME) • Electrical Electronics & Allied Industry Club - FTI • Electrical Engineering Academic Association (Thailand) • Electrical Wire and Cable Association of Ho Chi Minh City • HKSF - The Hong Kong Screw and Fastener Council • Hong Kong Metals Manufacturers Association (HKMMA) • Japan Spring Manufacturers Association (JSMA) • Materials Innovation Center - Kasetsart University • Singapore Electrical Trades Association (SETA) • Steel Wire Association of Malaysia (SWAM) • Technology Promotion Association (Thailand-Japan) • Thai Foundry Association • Thai Stainless Steel Development Association (TSSDA) • Thai Subcontracting Promotion Association • The Federation of Engineering and Motor Parts Traders' Associations Malaysian (FEMPTAM)

2019 CONCURRENT EXHIBITIONS



Strong performance at PACK PRINT INTERNATIONAL 2019 reflective of positive outlook for Asia's packaging and print markets

- Growing international profile; more than 19,000 visitors from 62 countries, with international visitors making up 30%
- Stellar line-up of 325 international exhibiting companies and brands from 30 countries and regions

The next edition of PACK PRINT INTERNATIONAL will be held from 22 – 25 September 2021, at BITEC, Bangkok. For more information, visit www.pack-print.de



T-PLAS – continues to show optimistic growth: Delivering value and future-proof solutions for the region's plastics and rubber sectors

- Strong international showing with 85% of 138 exhibitors from overseas, and 8,800 trade visitors from 60 countries
- Concurrent events - Inaugural Medical Plastics Engineering Symposium and Specialty Plastics Conference well-received by over 100 industry attendees

The next edition of T-PLAS will be held from 22 – 25 September 2021, at BITEC, Bangkok. For more information, visit www.tplas.com

VISITORS TESTIMONIALS

“ Having visited the exhibition multiple times, this edition has been a good one as I got to learn more about machines used in the manufacturing of wire products. It truly is the focal point to industry's latest developments, face-to-face business meetings and comprehensive sourcing.

Piboonsak Arthabowornpisan
Advisor
Thai Wire Products PLC

“ This is my 2nd visit to wire Southeast Asia. I am here to source for raw materials for the production of wire and cable products. The exhibition is good as I am able to see the latest materials that are available in the market.

S.M. Arsalan
CEO
Crescent Cable (PVT) Ltd

“ Representing a trading firm in Vietnam, we are here for the first time to source for wire spare parts. We have been quite successful in our sourcing objectives, thanks to the good organisation of the show.

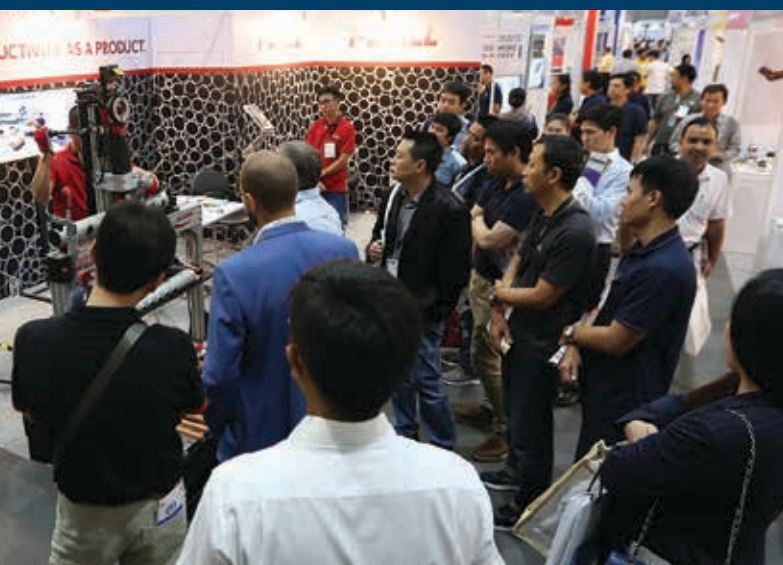
Tran Thi Trang
Sales Executive
Bach Thuan Khang Co Ltd

“ This is my first visit to wire and Tube Southeast Asia, and I am most impressed by the size of the exhibitions and the variety and range featured. I came specifically to look for wire burning machines and brightening acid for tubes and I found what I was looking for. I am pleased to say that negotiations are underway.

Nishant Zunzunwala
Chief Executive Officer
Shrinit Enterprise

“ I visited the exhibition to look for raw materials and machines, specifically for the production of PVC pipes and profiles. I managed to find what I was looking for during my walk around the show floor.

Mohammed Shirazul Islam
Executive Engineer
Aziz Pipes Limited Bangladesh



EXHIBITORS ACCOLADES

wire Southeast Asia 2019

“ We have participated in edition-to-edition of wire Southeast Asia since its early beginnings as the group believes in the potential of the Southeast Asian market. Today, we celebrate this good show, and remain pleased that we have met with customers that have we have planned to meet, from Thailand, to Indonesia, Malaysia and Vietnam. Overall, traffic has been very good for us.

Mr Alex Casanovas
Managing Director
Esteves-DWD Shanghai

“ As a regular exhibitor at wire Southeast Asia, the fair itself serves as an important trade platform as it is the main exhibition for the wire and cable industries here in this region. What is most interesting is the co-location of wire Southeast Asia with Tube Southeast Asia. Having products and innovations suited for both industries, we are delighted to be able to meet with two groups of quality visitors at a single staging.

Holger Lieder
Sales Director
SIKORA AG

“ Wafios develops 6 to 8 new machines and production systems for wire and tube each year. It is therefore important for us to transfer this new technology to important markets for us, and one of these is the Southeast Asian market. This is the reason why we are here at the fairs. We saw good growth as compared to its last edition and received more contacts and discussion opportunities. It has been a positive experience for us!

Dr Uwe-Peter Weigmann
Chairman of the board
Wafios AG

“ We have been participating in wire and Tube Southeast Asia since its first staging, and it brings us great pleasure to know that it has built upon its reputation and expertise as successful B2B trade fairs. We have also been receiving more and more quality visitors at our stand - a trend observed since the exhibitions' past editions. We expect this growth pattern to continue as governments around the regions accelerate infrastructure investments.

Bellina Ferruccio
President
TKT Group



Tube Southeast Asia 2019

“ Our impression of the exhibition is absolutely positive. We received a lot of contacts, both new and existing ones, and managed to have good and in-depth discussions with some of them. It is unusual - but we even received visitors from Mexico and Australia!

Cesare Vernocchi
Area Sales Manager
OLIMPIA 80 S.r.l.

“ It has been a great and busy show for us, all through the 3 show days. There were many people who visited, and we got the chance to meet with visitors from all over Southeast Asia and even from India, Pakistan and so on. It was a great platform for us to present our products.

Alessandro Rizzetto Chini
Chief Disruptor
SHERPA Hub Pvt Ltd

KEY VISITING COMPANIES AT WIRE AND TUBE SOUTHEAST ASIA 2019

Visitor profile included users, suppliers, manufacturers, processors, engineers, technicians, buyers, production managers and sales managers from diverse application sectors and industry verticals, including public agencies. These were part of the thousands that exhibitors got to meet.

• THAI UNION WIRE CO LTD • THAI WIRE PRODUCTS PUBLIC COMPANY LIMITED • TESAC SHINKO WIREROPE CO LTD • TOKYO ROPE MFG CO LTD THAILAND • THAI FIBER OPTICS CO LTD • THAI SUMMIT HARNESS PUBLIC COMPANY LIMITED • THAI SUMMIT CABLE & PARTS COMPANY LIMITED • BANGKOK CABLE • SIAM FIBER OPTICS COMPANY LIMITED • THAI HITACHI ENAMEL WIRE CO LTD • SIAM WIRE INDUSTRY CO LTD • SINTHANI INDUSTRY CO LTD • CHAROONG THAI WIRE & CABLE PUBLIC COMPANY LIMITED • THAI PREMIUM PIPE CO LTD • SAHATHAI STEEL PIPE PUBLIC COMPANY LIMITED • TOYO MILLENNIUM CO LTD • PACIFIC PIPE PUBLIC COMPANY LIMITED • BUHLMANN TUBE SOLUTIONS • SIAM SYNDICATE TECHNOLOGY PUBLIC COMPANY LIMITED • SAHAREE INDUSTRY CO LTD • SIAM ASIA ENVIRONMENT CO LTD • QUALITY PIPE & STEEL MANUFACTURING CO LTD • FEUER STAHL CO LTD • THE BANGKOK IRON AND STEEL WORKS CO LTD • SIAM STEEL WORKS CO LTD • SAHAVIRIYA STEEL INDUSTRIES PUBLIC COMPANY • SANGCHAI STEEL CO LTD • USHA SIAM STEEL INDUSTRIES PUBLIC COMPANY LIMITED • ASIA METAL PUBLIC COMPANY LIMITED • THAISIN METAL INDUSTRIES CO LTD • THAI-SINTOKOGIO GROUP • THAI KOON STEEL GROUP • COPKO GROUP • K.C. METAL SHEET PUBLIC COMPANY LIMITED • KRASSTEC COMPANY LIMITED • KRIANGKRAI STEEL CENTER CO LTD • ORIENTAL COPPER CO LTD • SENDAI STEEL THAILAND • EISEI METAL THAILAND • SATO-SHOJI THAILAND • METROPOLITAN WATERWORKS AUTHORITY THAILAND • ELECTRICITY GENERATING AUTHORITY OF THAILAND • SIEMENS • IWATANI GROUP • RELIANCE • SAMSUNG • SUMITOMO • SATO-SHOJI • TOSHIBA MITSUBISHI-ELECTRIC INDUSTRIAL SYSTEMS CORPORATION • OKAYA • SMC LTD • DKS • CHORI • DOW CHEMICAL • TATA STEEL • DEXTRA • A.L.M.T. CORP • HOUGHTON INTERNATIONAL • MITSUBISHI ELECTRIC • KULTHORN KIRBY • KUBOTA • BROTHER • KERN-LIEBERS • PHELPS DODGE • FUJI INDUSTRIES • ROBERT BOSCH • YAMAHA • HONDA • SERVO DYNAMICS (TAIWAN ROC) • DAIN CORPORATION (SOUTH KOREA) • CGB (AUSTRALIA) • SCHMITTER AUTOMOTIVE ASIA (MALAYSIA) • NIRMAL GROUP (INDIA) • FUTONG GROUP (CHINA) • SEMEN GRESIK (INDONESIA) • DAPHACO ELECTRIC CABLE CORPORATION (VIETNAM) • DSM (SINGAPORE) • ARABIAN WIRE INDUSTRIAL CO LTD (SAUDI ARABIA) ...AND MANY MORE.



22 – 24 September 2021 | Bangkok, Thailand

14th International
Wire & Cable Trade Fair
for Southeast Asia
www.wire-southeastasia.com



13th International
Tube & Pipe Trade Fair
for Southeast Asia
www.tube-southeastasia.com



wire Southeast Asia
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
Industry partner:



For enquiries:

Organized by:

Within Thailand:

Expos Co., Ltd
1755/3 Cedar Park,
Soi Ladprao 94 (Town in Town 11),
Plubpla, Wangthonglang,
Bangkok 10310, Thailand
Tel (66) 2559 0856-8 _ Fax (66) 2559 2893
info@exposis.co.th

Overseas:

Messe Düsseldorf Asia Pte Ltd
3 HarbourFront Place #09-02
HarbourFront Tower Two
Singapore 099254
Tel (65) 6332 9620 _ Fax (65) 6337 4633
wire@mda.com.sg
tube@mda.com.sg

