

Press

WIRE & CABLE INDIA 2012: LARGEST STAGING EVER

With 291 exhibitors from 25 countries on 5.560 square meters of net exhibition space, the recent staging of WIRE & CABLE INDIA 2012, 4th International Exhibition for the Wire & Cable Industry, in Mumbai, was the largest ever. The event featured country group exhibits from Austria, China, France, Germany, Italy and the U.S. A total of 10.500* visitors came to view the latest technologies.

This excellent result of WIRE & CABLE INDIA 2012 is a strong indication of the thriving Indian wire and cable sector. This industry in India depends greatly on the automotive, telecommunication and construction industries and the rapid growth of these sectors continues to increase the demand for wires and cables. WIRE & CABLE INDIA was held at the right time for participants to benefit from these developments.

The majority of the visitors came from the wire and cable applications industries particularly from building and construction, transportation, electronics and machinery manufacturing. A considerable number of the visitors had decision making authority.

WIRE & CABLE INDIA 2012 was organized by Messe Düsseldorf and its subsidiary Messe Düsseldorf India – with the support of the International Wire and Cable Exhibitors Association (IWCEA), the International Wire & Machinery Association (IWMA), the Italian Wire Machinery Manufacturers Association (ACIMAF) as well as the Wire and Cable Industry Suppliers Association, USA (WCISA) and the Steel Wire Manufacturers' Association of India (SWMAI). Messe Düsseldorf is renowned as the organizer of wire - the world's leading international trade fair for the wire and cable sector, held every two years in Düsseldorf, Germany.

Feedback from selected exhibitors

The WIRE & CABLE INDIA 2012 exhibitors reported positive business results and gave the trade fair high ratings:

“The trade fair clearly improved and we are pleased with the visitor participation. There is still a lot of potential in India and even if it is not comparable to China, the development in India is positive. Heinz Rockenhaeuser, President, International Wire & Cable Exhibitors Association (IWCEA) and President & CEO of Maschinenfabrik NIEHOFF GmbH & Co. KG

“This is the first time I attended the trade fair and I got positive feedback and positive contacts. New members joined the association and we had 30 – 40 inquiries. The show was successful for us. We have a good relationship with Messe Düsseldorf and that company made vast improvements since it took over the show.” Steven Rika, Chairman, International Wire & Machinery Association (IWMA)

“Most of our talks were meaningful. We have active projects and hope to close one or two contracts quickly. Overall, we are pleased with the turnout. India is an emerging market and the climate is more hopeful.” Rahul Sachdev, President, Wire and Cable Industry Suppliers Association (WCISA) and Executive Vice President of WIRE & PLASTICS MACHINERY Co.

“The organization of the show was good. I made promising contacts and despite the economic situation, we feel that the industry in Asia will again start to grow in the near future. Let us send an optimistic message to the industry.” Ferruccio Bellina, President, Italian Wire & Cable Manufacturers Association (ACIMAF)

“Being part of the trade fair has been a good experience for us. As a long time exhibitor, we were able to get and maintain contacts with customers. A big “thank you” to WIRE & CABLE INDIA!” R.P. Tyagi, Director, Associated Machinery Corp. Ltd.

“We participated in WIRE & CABLE INDIA for the first time and had a very good response. The organizers were very cooperative and supportive. We have decided to exhibit again at this trade fair. We wish the WIRE & CABLE INDIA team all the best for the future.” Pankaj Jain, Managing Director, Saru Concast Alloys Pvt. Ltd.

The next staging of WIRE & CABLE INDIA is scheduled for October 28 - 30, 2014 in Mumbai – again concurrently with the Tube India and Metallurgy India trade shows and the India Essen Welding & Cutting trade fair. For further information on visiting or exhibiting at WIRE & CABLE INDIA 2014 contact Messe Düsseldorf, Daniel Ryfisch (Telefon: Tel.: +49 (0) 211/4560-7793, E-Mail: RyfischD@messe-duesseldorf.de)

*includes the attendees at the concurrently held Tube India, Metallurgy India and India Essen Welding & Cutting trade fairs.

Upon publication we would appreciate a reference copy.

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