

PRESS RELEASE
For Immediate Release

wire and Tube Southeast ASIA 2013:

Robust regional growth draws strong international appeal at wire and Tube Southeast ASIA 2013

30 April 2013 - wire and Tube Southeast ASIA returns to The Bangkok International Trade & Exhibition Centre (BITEC) from 17 – 19 September 2013 in Bangkok, Thailand. The trade fair provides an attractive focal point and springboard for local businesses and international companies seeking to broaden their export of wire, cable, tube and pipe products and technologies. Organized by Messe Düsseldorf Asia, over 400 companies will be exhibiting their latest innovations during the three-day event.

As ASEAN prepares for further development with a major line-up of infrastructural projects in the pipeline, the wire and tube industries remain strong through robust support from the region and around the world. Seven national pavilions and country groups from Austria, China, Germany, Italy, Singapore, Taiwan and the USA have secured participation to the event ahead of its staging in September.

Recognized as the industry's much-awaited trade fair for the region, wire and tube Southeast ASIA 2013 will outperform its successful edition in 2011 with higher profile exhibitors from big international companies, approximately 15% of whom are first-time exhibitors.

Fuelling Regional Growth & International Demand

The mushrooming of infrastructural projects in Southeast Asia signals further expansion in the construction industry and sustained demand for related products and new technologies. For example, The Thai government is embarking on a US\$67 billion infrastructure development to provide a new transport backbone. Over in the Philippines, the government has launched an estimated 30 major public works project that ranges from road, rail, airport and water projects. Expansion and construction of underground rail systems and land highways will continue to be a regular feature on Singapore's evolving infrastructural horizon while similar plans have been mapped for Indonesia as the country brace for large-scale redevelopments at its newly positioned economic corridors across the archipelago.



17 - 19
Sept 2013
BITEC Bangkok Thailand

www.wire-southeastasia.com
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The importance of these key investments in Southeast Asia will be apparent as trade floor unfolds with leading product suppliers, equipment manufacturers and export specialists who are eager to invest in ASEAN's infrastructural development. A majority of its 46% of international exhibitors will come from Europe including August Strecker GmbH & Co KG, Candor Sweden AB, Construcciones Mecanicas Caballe, Eder Engineering, Maschinenfabrik Niehoff GmbH & Co KG, Eurotek S.R.L., FIB Belgium S.A., InnoVites BV, Maillefer Extrusion OY, TMK Russia, Wafios AG and many others. An impressive representation beyond Southeast Asia will also be present on the trade floor, with growing market leaders such as Taymax Wire Rope Industry Corp Co Ltd from Thailand, Techhaus Sdn Bhd and SMACO (M) Sdn Bhd from Malaysia representing ASEAN at the trade fair.

According to Mr Gernot Ringling, Managing Director of Messe Düsseldorf Asia, "wire and Tube Southeast ASIA is the key platform for the region and industry's decision makers to connect commercially whilst drawing useful insights on the latest technologies to further propagate their country's infrastructural growth."

Noting that almost all of the ASEAN countries have embarked on massive scale development projects, trade fairs such as wire and Tube Southeast Asia provides an avenue to speed up ASEAN's development phase through the display of exhibits that acutely meet the unique manufacturing, supply and innovation demands required by each country to achieve cutting-edge developments. The combination of local and international exhibitors representing the wire and tube industries on the trade floor will showcase the best technological inventions in support of this.

Integrating and Maximising Growth Opportunities

The formation of the AEC (ASEAN Economic Community), ASEAN governments will work towards maximising market opportunities created through the regional economic integration by enhancing private sector involvement and pulling in larger foreign international investors. With these regional developments proving as integral market indicators, the synergy of the wire and Tube Southeast ASIA 2013 exhibitions is well positioned to support the burgeoning market demands for the wire, cable, tube and pipe products and technologies that buttress these major undertakings.

Over 6,500 local and foreign trade visitors- many of whom are targeted industry professionals who are attuned to the current economic and infrastructural developments in Asia. Visitors to the exhibition can expect closer visitor-exhibitor interaction at our special events that specifically showcase innovative products with high interest value and meet their nation's industry expectations. In addition, there will be numerous product demonstrations by exhibitors and concurrent events happening on the trade floor to further enhance each visitors experience at wire and Tube Southeast ASIA 2013.

Visitors interested in attending wire and Tube Southeast ASIA 2013 should pre-register at www.wire-southeastasia.com and www.tube-southeastasia.com early to avoid disappointment.

For more information on wire and Tube Southeast ASIA 2013 and space bookings, please visit www.wire-southeastasia.com and www.tube-southeastasia.com

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About wire Southeast ASIA 2013

As the region's leading platform for the wire and cable industries, the 10th edition of wire Southeast ASIA will take place in Bangkok once again. Established in 1995 in Singapore and relocated to Bangkok in 2007, the trade fair is the wire and cable industries' most significant regional trade exhibition. Driven by the world-renowned **wire** exhibition organized by Messe Düsseldorf and held in Germany, wire Southeast ASIA 2013 is organized by Messe Düsseldorf Asia. The 3-day exhibition will be open to trade visitors from 17 -19 September 2013 at the Bangkok International Trade & Exhibition Centre (BITEC), Bangkok, Thailand. All trade visitors and professionals are required to register their visit. Online pre-registration for visitors is now open. Visitors are encouraged to pre-register at www.wire-southeastasia.com.

About Tube Southeast ASIA 2013

Driven by the world-renowned **Tube** exhibition organized by Messe Düsseldorf and held in Germany, the 9th edition of Tube Southeast ASIA will once again be held in Bangkok. First organized by Messe Düsseldorf Asia in 1997 in Singapore and relocated to Thailand in 2007, it is the region's foremost tube and pipe trade fair for manufacturers and processing companies. Tube Southeast ASIA 2013 will be open to trade visitors from 17 -19 September 2013 at the Bangkok International Trade & Exhibition Centre (BITEC), Bangkok, Thailand. All visitors and professionals are required to register their visit. Online pre-registration for visitors is now open. Visitors are encouraged to pre-register at www.tube-southeastasia.com.

Industry Partners:

International Tube Association (ITA) | 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)

Supporting Organisations:

Messe Düsseldorf / Organizer of wire and Tube Düsseldorf | Thailand Convention & Exhibition Bureau (TCEB)