



Press

WIRE & CABLE INDIA, Tube India International and Metallurgy India 2014 confirm leading function of trade fair trio in India

The fifth WIRE & CABLE INDIA was held from 28 to 30 October 2014, thus running in parallel with Tube India International and Metallurgy India. 388 exhibitors from 25 countries came to the trade fair trio where they presented their products from the wire and cable industry as well as the latest technologies in metallurgy and in the treatment and processing of tubes. The trade fairs also featured official pavilions from Austria, China, Germany, Italy and North America.

All three trade fairs had been organised by Messe Düsseldorf and its subsidiary Messe Düsseldorf India. Support was provided by important industry partners such as the International Wire and Cable Exhibitors Association (IWCEA), the International Wire & Machinery Association (IWMA), Italian Wire Machinery Manufacturers Association (ACIMAF), the Wire and Cable Industry Suppliers Association USA (WCISA), the International Tube Association (ITA) and the German Engineering Federation (VDMA). Also on board were a range of Indian industry associations such as the Steel Wire Manufacturers Association of India (SWMAI), the Institute for Steel Development & Growth (INSDAG) and the Indian Stainless Steel Development Association (ISSDA). At the same time Messe Essen worked together with Messe Düsseldorf India and the German Welding Society (DVS) in organising India Essen Welding & Cutting at the same venue.

In all, 10,600 trade visitors came to the Bombay Convention & Exhibition Centre in Mumbai to find out about innovations, technologies and trends in the relevant sectors. The Indian industrial sector is greatly dependent on the automotive engineering, telecommunications and construction industries.



Messe Düsseldorf GmbH
Postfach 10 10 06
40001 Düsseldorf
Messeplatz
40474 Düsseldorf
Germany
Telefon +49 (0) 2 11/45 60-01
Telefax +49 (0) 2 11/45 60-6 68
Internet www.messe-duesseldorf.de
E-Mail info@messe-duesseldorf.de

Geschäftsführung:
Werner M. Dornscheidt (Vorsitzender)
Hans Werner Reinhard
Joachim Schäfer
Bernhard Stempfle
Vorsitzender des Aufsichtsrates:
Thomas Geisel

Amtsgericht Düsseldorf HRB 63
USt-IdNr. DE 119 360 948
St.Nr. 105/5830/0663

Mitgliedschaften der
Messe Düsseldorf:

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Member

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Öffentliche Verkehrsmittel:
U78, U79: Messe Ost/Stockumer Kirchstr.
Bus 722: Messe-Center Verwaltung

Despite a slowdown in India's economic growth in 2014, the trade fair stands at WIRE & CABLE INDIA, Tube India International and Metallurgy India 2014 attracted a lot of interest. By running in parallel, the three trade fairs offered visitors not only a broad basis for communication in India, but also important synergies on the visitors' side. Pleased to see so many visitors with major decision-making powers and praising the information activities of those visitors, many exhibitors have already announced that they would come again in 2016.

Werner M. Dornscheidt, Chairman and CEO of Messe Düsseldorf came to the following assessment of the trade fair: "Speaking on behalf of Messe Düsseldorf and Messe Düsseldorf India, we are very pleased that by setting up Wire & Cable India, Tube India International and Metallurgy India 2014, we have established an ideal industry platform for the Indian market. As organisers of the world's leading trade fairs Wire & Tube, Gifa, Metec, Thermprozess and Newcast in Düsseldorf, we can draw on a wide-ranging expertise and are therefore confident that we'll be strengthening the leading roles of our trade fairs on the Indian subcontinent even further."

The next set of trade fairs – WIRE & CABLE INDIA 2016, Tube India International 2016, Metallurgy India 2016 and India Essen Welding & Cutting 2016 – has been scheduled for 5 to 7 October 2016 and will be held at the Bombay Convention & Exhibition Centre in Mumbai.

Further details of the events can be found at www.metallurgy-india.com, www.tube-india.com, www.wire-india.com and are also available from Messe Düsseldorf itself. Contact Daniel Ryfisch: RyfischD@messe-duesseldorf.de, Tel.: +49 (0) 211 45 60 7793 or Gabriele Schreiber: SchreiberG@messe-duesseldorf.de, Tel.: +49 (0) 211 45 60 7762.

A complimentary copy would be appreciated in the event of publication.

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Press contact:

Maria-Sawa Possinke/ Larissa Browa
Tel: +49 (0) 211 45 60 996/- 549
Fax: +49 (0) 211 45 60 87996
Email: PossinkeM@messe-duesseldorf.de
Email: BrowaL@messe-duesseldorf.de



Exhibitors' voices:

WIRE & CABLE INDIA:

Andy Lewis, Executive Manager, International Wire & Machinery Association: "The IWMA was honoured to support the 5th international exhibition for the wire and cable industry in India, excellently organised by Messe Düsseldorf and Messe Düsseldorf India. We were able to support our existing members at the show as well as meet with industry colleagues and new many new contacts alike."

Dr. Kalliopi Jain, Director – Continuous Improvement, Associated Engineers & Industrial Ltd.: "Wire & CABLE India 2014 provides a platform to interact with our existing customers and to showcase our new developments. It has always been the right place to start and establish good friendships in the industry and to approach new clients. Especially this year, it has been an excellent show for our company."

Tirthanker Banerjee, General Secretary, Steel Wire Manufacturers Association of India (SWMAI): "Being a part of this exhibition, as a supporting association and as an exhibitor, we have immense pleasure to note that wide success of the exhibition. Contents of the exhibition are on a very high level."

Wilson Ling, Executive Vice Director, Shanghai Electric Cable Research Institute (SECRI): "SECRI is glad to participate in the WIRE & CABLE INDIA Show several times, we are always supporting the communication of China and India wire and cable industry. This show has established the leader position in South Asia. We are delighted to see the number of exhibitors and visitors growing and more opportunities of cooperation and exchange."

Daniel Thomas, Managing Director, Niehoff of India PVT LTD: "The show was very well organised. Here was good attendance from the entire industry despite the tough economic environment in India."

Heena Mistry, Manager Marketing Co-ordination, Control Print Limited: "It's an excellent platform for buyers as well as seller to showcase their complete



range of products along with complete details and a presence on a pan-Indian basis.”

Tube India International

Martina Stöver, Export Director, Stappert Deutschland GmbH: “India is one of our target markets for the future. That is why we participated in Tube India 2014. The overall knowledge of the visitors improved a lot during the past few years; we see a big demand for our products. In my opinion, India will become more important in the future.”

Peter Byroslawsky, Executive Secretary, ITA: “ITA is happy to participate for the 6th time in Tube India and has always supported the tube industry in India. The show has established its position in the world as a meeting place for tube specialists, pipe makers as well as machinery and equipment suppliers and problem solvers. Many visitors visited the ITA booth.”

Matt Rutledge, Vice President, Scan Systems Corporation: “The tube show organised by Messe Düsseldorf acts as integral part of Scan Systems’ overall marketing and branding efforts. Scan Systems Corporation serves a small niche marketplace that would otherwise be difficult to reach. The tube show in India allows our group to cultivate relationships with current customers as well as start new relationships with OCTG facilities around the world.”



Metallurgy International India

Pradeep Desai, Regional Manager, IR Technology Services P. Ltd.: “The overall show was nice, we showcased our analytical products and fetched quite good qualitative prospects for ourselves through this show.”

Prakash Pai, Director, Inmar Engineering Service Pvt. Ltd. & Inmar Corporation Pvt. Ltd.: “The exhibition had a worldwide attendance from members of metal processing industries and enabled us to develop contacts with many potential customers.”