

Brazilian Trade Fairs for Wire, Cable and Tubes confirm their Leading Positions on the South American Market:

wire South America 2015 with first German national participation

October 2015: For the second time now the international trade fairs wire South America and TUBOTECH were held jointly at the Sao Paulo Expo Exhibition & Convention Center in Brazil from 6 to 8 October 2015.

For wire South America, the 2nd International Trade Fair Wire and Cable, this proved a confirmation of the successful trade fair concept after a successful premiere in 2013. TUBOTECH, the International Trade Fair for Tubes, Valves, Pumps, Fittings and Components, already took place for the 8th time.

Although Brazil's economic growth has slowed down and despite the negative growth expected for 2016, the products of the wire, cable and tube industries are of the same high importance for the Brazilian industry. This holds especially true for the construction and automotive industries as well as for household electronics in general. This is why investors' interest in presenting themselves on the South American market continues unabated.

“The Brazilian market continues to be highly attractive for our exhibitors,” says Erhard Wienkamp, Division Director at Messe Düsseldorf GmbH, and goes on to say optimistically: “Even in tense economic times it is important to fly your flag, make contacts, strengthen partnerships and to prepare business deals. We rely on the Brazilian market and will do our utmost to develop wire South America further, turning it into an established name in South America.”



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Taken together wire South America and Tubotech occupied 32,000 square metres of gross exhibition space with approximately 500 exhibitors. The 11,000 international trade visitors attending the three-day trade fair primarily came from the oil and gas, automotive, construction industries, metal construction and mining.

At wire South America to the tune of 150 exhibitors from 25 countries presented the latest from the wire and cable industry. For the first time, there was a German national participation comprising 22 German companies that showcased their technologies on the South American market.

Innovative trends and technologies from the fields of pipe and tube making, finishing and processing as well as pipe and tube trade were centre stage at Tubotech, **the** leading trade fair for the South Americas. Since its debut in 2001 the tube trade fair has developed into the top event for experts from the tube sector in Latin America. Just under 500 exhibitors from 15 nations introduced their innovations in 2015.

Cooperation with the Italian partners of the **Fiera Milano Brazil** means the success of both trade fairs is a constant goal.

Once again, the support of the **IWMA** - International Wire & Machinery Association, the **IWCEA** - International Wire & Cable Exhibitors Association, the **WCISA** - Wire and Cable Industry Suppliers Association (USA) and the **ACIMAF** - Italian Wire Machinery Manufacturers Association, could be secured for organising wire South America.

Tubotech is supported by **ITA** - International Tube Association - and the Brazilian industry association **ABITAM** - Associação Brasileira da Indústria de Tubos e Acessórios de Metal.

wire South America and Tubotech will again be held concurrently from 3 to 5 October 2017 at the Sao Paulo Expo Exhibition & Convention Center.

For current information on both trade fairs go to the Internet portals at: www.wire-south-america.com and www.tubotech-online.com.

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