



Post Show Report

**19-21
September 2017**

Bangkok, Thailand

www.wire-southeastasia.com
www.tube-southeastasia.com



12th International Wire & Cable
Trade Fair for Southeast Asia



11th International Tube & Pipe
Trade Fair for Southeast Asia

wire and Tube Southeast Asia 2017 registered record-breaking visitor count: Delivers in line with strong prospects in the region



wire and Tube Southeast Asia 2017 – the 12th International Wire and Cable Trade Fair for Southeast Asia and the 11th International Tube and Pipe Trade Fair for Southeast Asia came to a successful close on 21 September 2017.

Together, the synergistic, co-located trade fairs unveiled an all-encompassing exhibit range that was presented by **400 leading industry names from 30 countries** – of which 95% came from outside Thailand, as well as **national pavilions and country groups Austria, China, Germany, Italy, Taiwan, UK and USA**. Testament to the trade fairs' standing as the region's definitive sourcing and procurement platform for the industry, wire and Tube Southeast Asia 2017 recorded attendance of **8,458 trade visitors from 50 countries**, with 39% coming from overseas, including **visiting delegations from Vietnam, India, Japan, Thailand and Malaysia**. This year's overall visitorship showed a healthy increase of close to 20% as compared to 2015, with local demand manifested by local group visits from Bangkok Cable, Phelps Dodge International, Thai Wire Products, Thai Yazaki Electric Wire, The Siam Industrial Wire, among others.

"In tapping into growth opportunities in Asia, companies need the right ecosystem and framework. The timely staging of exhibitions like wire and Tube Southeast Asia, thus bring forth new ideas, facilitate business deals and transactions and provide an environment for ideas and creative solutions to propagate, paving the way for product manufacturers, raw material suppliers, components and equipment manufacturers and technology innovators to gain their foothold in Thailand and the region."



Kobchai Sungsitthisawad
Deputy Permanent Secretary
Ministry of Industry

Officially supported by:



Messe Düsseldorf / Organizer of:



Organized by:



WHY is wire and Tube Southeast Asia recognised as Southeast Asia's leading trade fairs for the wire, cable, tube and pipe industries?



400 leading exhibitors from **30** countries



Strong international representation by **7 national pavilions and country groups** from Austria, China, Germany, Italy, Taiwan, UK and USA



8,458 international visitors from **50** countries, including visiting delegations from Vietnam, India, Japan, Thailand and Malaysia



Local group visits from Bangkok Cable, Phelps Dodge International, Thai Wire Products, Thai Yazaki Electric Wire, The Siam Industrial Wire, among others

Over **300** trade delegates at concurrent events



Visitors: Facts & Figures

*Compiled from wire and Tube Southeast Asia 2017 Visitors Survey

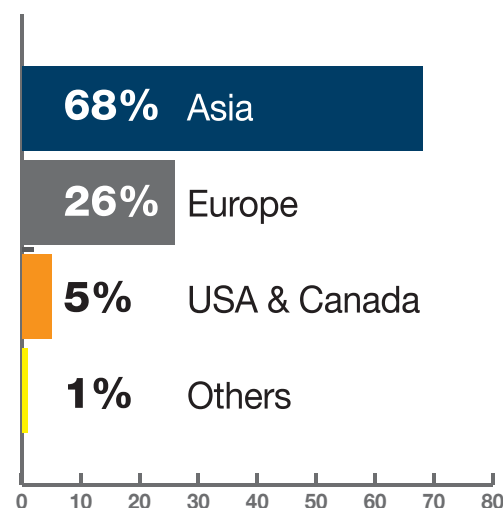
- ▶ **39% of visitors came from outside Thailand**
 - ▶ **Over 90% found their visit to the exhibitions beneficial**
 - ▶ **92% would recommend their colleagues / business partners to visit**

Exhibitors: Facts & Figures

*Compiled from wire and Tube Southeast Asia 2017 Exhibitors Survey

- ▶ **92% said wire and Tube Southeast Asia was important for their business**
 - ▶ **94% were successful in generating new enquiries and sales leads**
 - ▶ **83% rated the quality and quantity of visitors as more than satisfactory**

Exhibitor breakdown by country



TOP 5 Participation Objectives

1. Acquire New Customers
2. Serve Existing Business
3. Maintain Corporate Presence / Corporate Branding
4. Assess Market Potential
5. Establish New Distribution Channels

TOP ASEAN Markets of Interest to Exhibitors



Thailand



Vietnam



Indonesia

TOP 3 Purpose of visit

1. Gather information
2. Visit suppliers
3. To purchase



TOP 10 Industries

• Electrical / Electronics	18.5%
• Iron & Steel Production / Ironworks	16.8%
• Metal Components, Parts & Products Manufacturing	10.1%
• Building & Construction	9.3%
• Machinery & Equipment Manufacturing	8.6%
• Automotive / Transportation	8.4%
• Automation / Engineering Services	6.8%
• Chemical / Petrochemical	6.5%
• Oil & Gas / Offshore & Marine	4.9%
• Steelworks	4.1%

Breakdown by product interest

• Wire Manufacturing / Finishing Machinery	36.4%
• Cable Machinery / Cable Products	22.0%
• Process Technology Tools	17.5%
• Materials, Special Wires & Cables	14.6%
• Spring Making Machinery / Springs	9.0%
• Measuring & Control Technology	8.4%
• Fastener Machinery / Fastener	8.3%
• Insulating Materials	6.7%
• Auxiliary Process Technology Materials (e.g. Lubricants, Dyes, Other Chemicals)	6.5%
• Test Engineering	6.2%
• Optical Fibre	4.7%
• Specialist Area	2.9%
• Installations of Environment Protection	2.4%
• Others	2.0%

• Tube Manufacturing Machinery	15.6%
• Iron & Steel Tubes & Accessories	13.4%
• Raw Materials, Tube & Accessories	12.9%
• Tube Processing Machinery	12.1%
• Stainless Steel Tubes & Accessories	10.9%
• Tube Accessories Manufacturing Machinery	7.1%
• Process Tools & Auxiliary Materials	6.6%
• Welding Machinery	5.9%
• Measuring & Control Technology	4.5%
• Non-Ferrous Material Tubes & Accessories	4.4%
• Other Tubes (e.g. Concrete, Plastics, Stoneware)	3.9%
• Test Engineering	2.8%
• Installations of Environment Protection	2.4%
• Specialist Area	1.7%
• Others	2.3%

Advertising & Publicity

Extensive online, radio, print, billboard and outdoor advertising and editorial coverage supported by **more than 40 media partners** across Asia, Europe and USA.



- ▶ **Over 100 print and online advertisements** in trade publications and newspapers
- ▶ **Over 300 radio spots** in leading local radio channels
- ▶ **50 editorials** in newspapers, websites, and trade publications
- ▶ **Over 30 electronic direct mailers** sent by various sources, i.e. organiser's, media, partners and supporting organisations



Press briefing with local media representatives and Guest Speaker **Mr Chanatip Surachaisitkul**, President, Thai Subcontracting Promotion Association, held on 16 August 2017 at the Landmark Bangkok Hotel for exclusive pre-show highlights



PRESS BRIEFING

Positive testimonials from our satisfied exhibitors and visitors

“ Exhibitors ”

“We are proud to be here at this trade-focused platform to showcase our products and connect with customers. It is our pleasure to mention that we have made many new business contacts with companies from Thailand, China and India, and hope these will spin off to many fruitful dealings and collaborations.”

Mauritz Von Reden

CEO
Seuthe GmbH

“We are looking at developing our markets here in Asia. Its been excellent for us, so we made a very good judgement call coming here (to the exhibition). And we're already signing up for the next show.”

Bryan Cullivan

President
Beta Control Systems Inc

“Southeast Asia is a thriving market for the wire and cable industries, and this is a very good exhibition. Through it, we met with a lot of prospective customers and suppliers. We are already planning to be at the next edition of wire Southeast Asia, as we believe the market is expanding and it provides us with the opportunity to promote our business to other regional visitors.”

Taviphath Konkhum

Sales Manager
SCG Chemicals

“Its been a good experience in terms of the number of visitors but more importantly the quality of visitors to the exhibition. Southeast Asia is such an important market that companies cannot afford not to be present.”

Roberto Venturini

Area Manager
Eurolls SpA



“ Visitors ”

“We are happy to see new technologies coming into Thailand at the exhibitions. This reinforces Thailand's draw as a regional hub that will bridge Japan to the Southeast Asian and Middle Eastern markets.”

Naohiro Une

President
Daishin Industrial Co

“We are here to find products, machine makers for automotive industry and are looking for business opportunities. We reached our objective and are very impressed with the international presence at the exhibitions.”

Lim Teik Lee

Managing Director
Lim Lean Giap (Butterworth) Sdn Bhd

“We got to learn about the newest technology here at the exhibitions, and it is a good place to look for business partners. I hope to bring even more colleagues to the next edition.”

Trinh Quoc Toan

Deputy General Director – Technical Director
Cadivi Vietnam

“The trade fairs brought a great opportunity for wire companies to see the range of products and for me to share this with our Association members and the industry. There was a good range on show and is especially beneficial for manufacturers. I am very impressed.”

Ir Chang Yew Cheong

Vice President
The Electrical and Electronics Association of Malaysia

Strong support from international visiting delegations



Other Highlights of wire and Tube Southeast Asia 2017



Well-attended technical seminars

As part of our regional outreach, the technical seminars for the wire and cable industries in Malaysia, Vietnam and South Korea met with good industry turnout of **more than 350 trade attendees**. Seminar topics covered include processes for conductor manufacturing and cable manufacturing (insulating cable jacketing)



Strong Industry Group Visits

Local group visits from Bangkok Cable, Phelps Dodge International, Thai Wire Products, Thai Yazaki Electric Wire, The Siam Industrial Wire, among others, were testament of the robust local demand in Thailand



Concurrent events saw good industry attendance

Led by field experts from TUMCIVIL.COM, Eulogy Group and the Technology Promotion Association (Thai-Japan) and participating exhibitors, the industry-focused conference, seminar and technical presentations on key trending topics received an overwhelming response from **over 300 trade professionals and specialists**



Driven by established credentials

With a history of over two decades in Southeast Asia, wire and Tube Southeast Asia – modelled after world's leading trade fairs, wire Düsseldorf and Tube Düsseldorf, and endorsed by key industry partners has a proven track record of connecting leading brands with suppliers, manufacturers, processors, engineers and buyers



China, India,
Russia, Iran
Southeast Asia,
South America

China, India,
Russia,
Southeast Asia,
TUBOTECH

**join the best:
worldwide**



Special Thanks to our media partners

• Asia Pacific Metalworking Equipment News • China Fastener Info • Contractor's Times (Khao Chang) • EIT Journal • Electrical India Magazine • Electricity & Industry Magazine • Energy Oil & Gas (EOG) • Engineering Today • Eurowire • expometals.net • Fastener + Fixing Magazine • Fastening Journal • Green Network • International Metalworking News for Asia • International Plastics News for Asia • Iron & Steel Review • Kinzoku Shinbun • Manufacturing Review • Mega Tech Magazine • Metal Asia • MM Machine Tools & Metalworking Magazine • Modern Manufacturing Magazine • Mtlx.com • Pump Valve Guide Directory • TEMCA Magazine • The Tube & Pipe Journal • TSSDA Forward • Tube & Pipe Technology • Tube News • Tube Products International • tubelinks.com • Wire & Cable Asia • Wire & Cable India • Wire & Cable Technology International • Wire Bulletin India • Wire Journal International • Wire News • Wiretimes.com • wireworld.com

“ Hear from our key industry partners ”



Dr Kurt G. Eder

President
Austrian Wire & Cable Machinery Manufacturers Association
(VÖDKM-AWCMA)

“Thailand is a very promising market and we foresee much more investment flowing into Thailand from Europe in the next few years. This year, about 10 Austrian companies and organizations presented their technology and equipment that offers the complete spectrum of producing wires and cables in a most efficient and economical way, in line with “Industry 4.0”. Based on our previous participations and having joined this year’s roadshows in Malaysia, Vietnam and South Korea, it is a fact that the exhibition is not only an excellent platform for sales of tools and equipment, but also a unique place for networking with and informing customers of the region about latest trends and developments in our fields of activities.”



Mr Ferruccio Bellina

President
Italian Wire Machinery Manufacturers Association
(ACIMAF)

“So far our impressions are that this year’s staging of the exhibition is better than 2 years ago and we see more interest. With Southeast Asia as a key growth region, this is a very promising platform.”



18-20 September 2019 | Bangkok, Thailand

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Supported by:



Supporting Organizations:

- Alliance for Supporting Industries Association
- Electrical and Electronics Institute
- Philippine Iron and Steel Institute
- The Federation of Thai Industries – Electrical, Electronics, Telecommunications & Allied Industry Club
- The Federation of Thai Industries – Thailand Iron and Steel Industry Club
- Electrical Engineering Academic Association (Thailand)
- Electric Wire and Cable Association (HECA)
- The Hong Kong Metals Manufacturers Association
- The Electrical and Electronics Association of Malaysia (TEEM)
- Hong Kong Screw & Fastener Council
- Japan Spring Manufacturers Association
- Materials Innovation Center – Kasetsart University
- Singapore Electrical Contractors & Licensed Electrical Workers Association
- Singapore Manufacturing Federation
- Technology Promotion Association (Thailand-Japan)
- Thai Electrical, Electronics and Telecommunication Industries Association (TETA)
- Thai Foundry Association
- Thai Stainless Steel Development Association (TSSDA)
- Thai Subcontracting Promotion Association

wire Southeast Asia 2017

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)

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