

## FOCUS ON SOUTHEAST ASIA:

### **Rapid urbanisation, increased infrastructure spending heightens demand in the wire, cable, tube and pipe industries**

*Riding the wave of opportunity, wire and Tube Southeast Asia 2019 returns to the Bangkok Trade & Exhibition Centre (BITEC), Thailand from 18 – 20 September*

Cities all over Southeast Asia are on a growth trajectory, as industry projections indicate about 100 million people in ASEAN are expected to migrate from the countryside to cities from now through to 2030. From an economic standpoint – urbanisation which generally brings about improved productivity, better incomes, education, healthcare and transport, also comes with its own set of challenges. Hence the need for 'smart cities', where information and communications technologies are integrated to improve operations across traffic flows, public transportation, energy and water usage and even healthcare services. In the case of Thailand, the country plans to transform its economy into a digitally powered ecosystem – creating no less than 100 "smart cities" over the next two decades.

The set-up of the ASEAN Smart City Network (ASCN) to support urbanisation will serve as a common platform for each of the region's countries to share best practices, link member cities with private investment and secure funding. The effect of ASCN was seen in March this year, where the Australian government pledged A\$30 million (S\$30.3 million) into ASEAN smart cities. While in June last year, the World Bank and the Swiss government established the US\$13.4 million (S\$18 million) Indonesia Sustainable Urbanisation Multi-Donor Trust Fund to ensure the country's urbanisation process is economically, socially and environmentally sustainable.

In tandem, Southeast Asian nations are expected to spend US\$323 billion on infrastructure developments, from clear water, clean air, energy, roads, ports, railways, to education and healthcare – promising business prospects for the region's construction companies. In Thailand, its government has pledged 1.5 trillion baht (S\$62 billion) over the next five years to boost growth and develop its three eastern provinces as the Eastern Economic Corridor, with infrastructure spending to remain a key driver for the economy and new development projects.

These market opportunities led by rapid urbanisation coupled with Southeast Asia's booming infrastructure developments will undoubtedly trigger higher demand for wire, cable, tube and pipes thanks to its versatility and rising application across a myriad of industries, from upstream, to midstream and downstream. Likewise, its use in end-use industries from automotive, household appliances to consumer electronics will further bolster demand.

Against these robust industry outlook and trends, wire and Tube Southeast Asia 2019's timely staging provides companies the opportunity to step up on the main stage of the industry. In making a foray into the emerging Southeast Asian markets, and specifically Thailand, businesses will get to present new products, meet decision makers, discover new opportunities and build strong and reliable partnerships through their participation at the trade fairs.



**13TH INTERNATIONAL WIRE & CABLE TRADE FAIR FOR SOUTHEAST ASIA**



**12TH INTERNATIONAL TUBE & PIPE TRADE FAIR FOR SOUTHEAST ASIA**

**18 - 20 SEP 2019**

**BITEC, Bangkok, Thailand**

[www.wire-southeastasia.com](http://www.wire-southeastasia.com)

[www.tube-southeastasia.com](http://www.tube-southeastasia.com)

Industry Partners (wire) :



IWMA - International Wire & Machinery Association



IWCEA - International Wire & Cable Exhibitors Association



Italian Wire Machinery Manufacturers Association (ACIMAF)



Wire and Cable Industry Suppliers Association (WCISA)

- 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)

Industry partner (Tube) :



Officially supported by :



THAILAND REDEFINE YOUR BUSINESS EVENTS



Messe Düsseldorf / Organizer of :



Organized by :



Messe Düsseldorf Asia Pte Ltd  
3 HarbourFront Place #09-02  
HarbourFront Tower Two  
Singapore 099254

Tel : (65) 6332 9620  
Fax : (65) 6337 4633  
(65) 6332 9655

E-mail : [wire@mda.com.sg](mailto:wire@mda.com.sg)  
[tube@mda.com.sg](mailto:tube@mda.com.sg)

<http://mda.messe-dusseldorf.com>

Business Registration 199507124Z

Messe Düsseldorf Asia is a member of



## About wire and Tube Southeast Asia 2019

Reflecting the established credentials of the world's leading trade fairs, wire Düsseldorf – the International Wire and Cable Fair – and Tube Düsseldorf – the International Tube Fair, and supported by prominent industry partners, wire and Tube Southeast Asia 2019, into its 13<sup>th</sup> and 12<sup>th</sup> editions respectively, will simultaneously present an all-encompassing range of innovative machinery in wire, cable, tube and pipe manufacturing, processing and finishing, fastener technology, new processes in measuring, control and test engineering and specialist areas, as well as new and upgraded tools and auxiliary materials. The specialist trade fairs with visitor profile that includes manufacturers, suppliers and buyers from the wire, tube, iron and steel, automotive, chemical, building and construction, energy and electrical industries, will be augmented by a series of industry-focused conferences and seminars.

Held biennially, the synergistic trade fairs will be grounds to the global expertise by over 400 leading wire, cable, tube and pipe exhibitors from around the world. Some 9,000 trade visitors are expected to visit – reaffirming wire and Tube Southeast Asia's draw as the focal platform to insights of the industries' latest developments and an arena for face-to-face meetings in forging business linkages and partnerships.

For booth bookings and visitor registration, visit [www.wire-southeastasia.com](http://www.wire-southeastasia.com) | [www.tube-southeastasia.com](http://www.tube-southeastasia.com)

- End -



Southeast Asia

13TH INTERNATIONAL  
WIRE & CABLE TRADE FAIR  
FOR SOUTHEAST ASIA



Southeast Asia

12TH INTERNATIONAL  
TUBE & PIPE TRADE FAIR  
FOR SOUTHEAST ASIA

**18 - 20 SEP 2019**

**BITEC, Bangkok, Thailand**

[www.wire-southeastasia.com](http://www.wire-southeastasia.com)

[www.tube-southeastasia.com](http://www.tube-southeastasia.com)

Industry Partners (wire) :



IWMA - International  
Wire & Machinery  
Association



IWCEA - International  
Wire & Cable Exhibitors  
Association



Italian Wire Machinery  
Manufacturers  
Association (ACIMAF)



Wire and Cable  
Industry Suppliers  
Association (WCISA)

- 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)

Industry partner (Tube) :



Officially supported by :



Messe Düsseldorf / Organizer of :



Organized by :



Messe Düsseldorf Asia Pte Ltd  
3 HarbourFront Place #09-02  
HarbourFront Tower Two  
Singapore 099254

Tel : (65) 6332 9620  
Fax : (65) 6337 4633  
(65) 6332 9655

E-mail : [wire@mda.com.sg](mailto:wire@mda.com.sg)  
[tube@mda.com.sg](mailto:tube@mda.com.sg)

<http://mda.messe-dusseldorf.com>

Business Registration 199507124Z

Messe Düsseldorf Asia is a member of



## wire Southeast Asia Industry Partners

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)

## About Messe Düsseldorf Asia

Messe Düsseldorf Asia is a subsidiary of Messe Düsseldorf GmbH, one of the world's leading trade fair organisers, responsible for organising more than 20 global No. 1 exhibitions in various industries including plastics, printing and packaging, and medical and healthcare - specifically K, drupa, interpack, MEDICA, COMPAMED and A+A held in Düsseldorf, Germany. With extensive expertise in organizing trade fairs in Southeast Asia, Messe Düsseldorf Asia has developed a portfolio of numerous trade fairs in the region since 1995. <http://mda.messe-dusseldorf.com/>

## For more information, please contact:

### Exhibition Contact

Overseas  
Messe Düsseldorf Asia  
Ms Beatrice J. Ho  
Tel: (65) 6332 9642  
Email: [beatrice@mda.com.sg](mailto:beatrice@mda.com.sg)

Within Thailand  
Exposis Co Ltd  
Mr Amit Roachthavilit  
Tel: (66) 02-559 0856  
Email: [Amit.r@exposis.co.th](mailto:Amit.r@exposis.co.th)

### Press Contact

Overseas  
Messe Düsseldorf Asia  
Ms Zarina Ann Muhammad  
Tel: (65) 6332 9624  
Email: [zarina@mda.com.sg](mailto:zarina@mda.com.sg)



Southeast Asia

13TH INTERNATIONAL  
WIRE & CABLE TRADE FAIR  
FOR SOUTHEAST ASIA



Southeast Asia

12TH INTERNATIONAL  
TUBE & PIPE TRADE FAIR  
FOR SOUTHEAST ASIA

**18 - 20 SEP 2019**

**BITEC, Bangkok, Thailand**

[www.wire-southeastasia.com](http://www.wire-southeastasia.com)

[www.tube-southeastasia.com](http://www.tube-southeastasia.com)

Industry Partners (wire) :



IWMA - International  
Wire & Machinery  
Association



IWCEA - International  
Wire & Cable Exhibitors  
Association



Italian Wire Machinery  
Manufacturers  
Association (ACIMAF)



Wire and Cable  
Industry Suppliers  
Association (WCISA)

- 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)

Industry partner (Tube) :



Officially supported by :



THAILAND  
**REDEFINE**  
YOUR BUSINESS EVENTS



Messe Düsseldorf / Organizer of :



Organized by :



Messe Düsseldorf Asia Pte Ltd  
3 HarbourFront Place #09-02  
HarbourFront Tower Two  
Singapore 099254

Tel : (65) 6332 9620  
Fax : (65) 6337 4633  
(65) 6332 9655

E-mail : [wire@mda.com.sg](mailto:wire@mda.com.sg)  
[tube@mda.com.sg](mailto:tube@mda.com.sg)

<http://mda.messe-dusseldorf.com>

Business Registration 199507124Z

Messe Düsseldorf Asia is a member of

