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## Powering up: The surging demand for wire, cables, tubes, and pipes in Southeast Asia

*Opportune business landscape for the co-located trade fairs [wire](#) and [Tube Southeast Asia](#) from 20-22 September 2023 at BITEC, Bangkok, which will gather 300 exhibitors from 30 countries representing the end-to-end ecosystem for the wire, cable, tube, and pipe sectors.*

- From raw materials suppliers/component suppliers to wire and cable manufacturers, including fibre optics specialists, renewable energy solution providers, energy and consumption reducing ferrous (steel) wires, pipe and tube processing machinery and more.

**20 June 2023** - The wire, cable, tube, and pipe sectors in Southeast Asia are poised for significant growth in the coming years, driven by rapid urbanisation, infrastructure development, and increasing internet penetration in the region. This surge in demand for wire, cable, tube, and pipes is fuelled by their versatile applications across various industries, including upstream, midstream, and downstream sectors. Additionally, the automotive, household appliances, and consumer electronics industries are expected to further boost demand. In 2022, the Asia-Pacific region accounted for the largest revenue share of the wire and cables industry, with a market share of 37.4%.<sup>1</sup>

Against this dynamic backdrop and favourable business landscape, wire and Tube Southeast Asia will co-locate once again from 20-22 September 2023 at BITEC, Bangkok. The three-day trade fairs will feature **300 exhibitors from 30 countries including 7 national and country groups** - Austria, China, Germany, Italy, Taiwan, UK and USA - representing the end-to-end ecosystem for the wire, cable, tube, and pipe sectors. Exhibiting companies will include raw materials suppliers, component suppliers, wire and cable manufacturers, fibre optics specialists, renewable energy solution providers, and machinery suppliers for pipe and tube processing, among others. The exhibitor list includes prominent brand names such as **Maillefer Extrusion OY, Hitachi High-tech Analytical Science GmbH, Rautomead Limited, Schlatter Industries AG, Upcast Oy**, and local stalwarts **Marposs (Thailand) Co Ltd** and **Greensource (Thailand) Co. Ltd**. More than 9,000 trade visitors from the region are expected to attend, representing industries such as automotive, oil, gas, construction, energy, transportation, telecommunications, the electrical sectors and many others.

Alongside machinery, equipment and solutions, wire and Tube Southeast Asia 2023 will also see several side events taking place: conferences, technical presentations, and business matching activities. How do we reconcile the contradictions of social economic growth versus social responsibility towards the environment? How can the wire and tube industries move towards a more sustainable future? These are some areas that will be discussed during the 2-day international conference: *'Towards a Sustainable Future – Transforming Challenges into Opportunities'*, jointly organised by Messe Düsseldorf Asia and the International Wire and Machinery Association (IWMA). The conference comes against a timely backdrop as the region steps up efforts to achieve economic growth and decarbonisation.

### **Southeast Asia in the spotlight**

With Southeast Asia emerging as one of the world's fastest-growing energy and power markets and with an estimated increase in energy demand of up to 60% by 2040, driven primarily by coal, the wire and cable market in the region is set to expand significantly. The region's growing population and rapid industrialisation are major contributors to the rising demand for electricity. In response to the pressing need to address climate change and reduce dependence on non-renewable energy sources, there has been a substantial increase in renewable energy investments.

<sup>1</sup> Grand View Research - Wires and Cables Market Size, Share & Trend Analysis Report By Voltage (Low, Medium, High, Extra-High), By Installation (Overhead, Underground), By End-Use, And Regional Forecasts, 2023 - 2030



15TH INTERNATIONAL WIRE & CABLE TRADE FAIR FOR SOUTHEAST ASIA



14TH INTERNATIONAL TUBE & PIPE TRADE FAIR FOR SOUTHEAST ASIA

**20 - 22 SEP 2023**

BITEC, Bangkok, Thailand

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

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Industry Partners (wire) :



Italian Wire Machinery Manufacturers Association (ACIMAF)



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Southeast Asia, including Thailand, has witnessed a surge in renewable energy projects such as solar, wind, and hydropower, indicating a promising transition towards a more sustainable future. These renewable energy developments offer both economic and environmental advantages, creating new employment opportunities and fostering sustainable growth throughout the region. In line with this, Thailand has implemented the Feed-in Tariff (FiT) scheme and National Energy Plan (NEP) 2022 to accelerate the country's transition to clean and green energy, aligning with its net-zero emission goals.

From Thailand, Vietnam, Indonesia to Singapore, infrastructure building is also at the top of the agenda, including improvement works on national expressways, highways, airports, mass transit projects to infrastructure development on logistics and transport, public health, and information communication technology. On the global stage, Southeast Asia plays an increasingly important role and with the combined GDP of the ASEAN trading group, it is the 5<sup>th</sup> largest economy in the world.

The strategic timing of wire and Tube Southeast Asia 2023 will provide an excellent opportunity for companies in the wire, cable, tube, pipe, and related sectors to strengthen their footprint in Southeast Asia, particularly Thailand, and capitalise on these in-market business opportunities. Synergistically co-located are four other trade fairs: GIFA Southeast Asia, METEC Southeast Asia, PACK PRINT INTERNATIONAL, and T-PLAS.

Visitor pre-registration for wire and Tube Southeast Asia 2023 are now open. For details, go to: <https://www.wire-southeastasia.com/> | <https://www.tube-southeastasia.com/>

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**About wire and Tube Southeast Asia**

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 2023, 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 biennial specialist trade fairs' visitor profile includes manufacturers, suppliers and buyers from the wire, tube, iron and steel, automotive, chemical, building and construction, energy and electrical industries amongst others.



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