

## Press Release | October, 2016

wire & Tube China 2016  
Shanghai New International Expo Centre  
Shanghai, China, 26 - 29 Sep, 2016

### wire & Tube China 2016 concluded, surpassing expectations with 42,199 tradevisitors

As one of the Asia's most influential international trade platforms for wire, cable, tube and pipe industries, wire & Tube China successfully concluded in Shanghai New International Expo Center on September 29, 2016, facing transformations and changes together with the industry as a whole and showcasing the cutting-edge products, technologies and solutions from a new perspective.

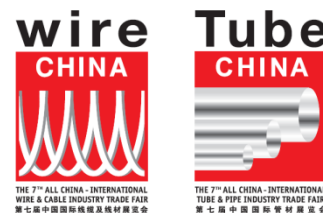
Bolstered by the trade fair's strong appeal and support from various organizations, wire and Tube China 2016 hosted a record-breaking number of 42,199 trade visitors from 94 countries and regions, an increase of 10.9% over the previous edition. In addition to the large number of local professionals, a growing presence of overseas buyers attended the fair. The top 10 source countries and regions of overseas visitors include South Korea, India, China Taiwan, Japan, Russia, Malaysia, Iran, Thailand, US, Indonesia and Vietnam.

By virtue of the newly upgraded Fasteners Shanghai Special Zone and two novel outdoor pavilions, the total exhibition area reached an unprecedented 97,000 square meters to accommodate 1,645 exhibitors from 31 countries and regions. In addition, many international pavilions from Germany, Italy, North America, Australia, France, South Korea, Japan and Taiwan provided increasing international participation enabling visitors to discover cutting-edge products from around the world without going abroad. The achievements from transformations by Chinese enterprises also made their stunning debut, as many domestic-produced equipment and technologies with independent intellectual property rights and brand influence became another highlight for overseas buyers.

### Exhibitors and visitors meet face to face, sparking business opportunities and cooperation

This year, wire & Tube China 2016 has made great progress in every aspect, reaffirming its leading position in Asia's wire and tube industry. Both exhibitors and visitors were greatly satisfied to achieve their business goals at the show.

Dr.-Ing. Christoph Müller-Mederer, CFO from Wafios AG, said: "The biennial Wire & Tube China brings together high-quality buyers from China and many surrounding countries, some of whom have already signed on-site letters of intent to purchase.



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This show has clearly become an important channel for Wafios to expand into the Asian market. I believe that with the advancement of Industry 4.0, the industry as a whole will become better and better.”

Mr. Zhao Jianyi, General Manager from Shanghai Kingstone Cable & Equipment Co., Ltd said:“We have witnessed the 12 years' development of this event. By virtue of this platform, we have been continually optimizing our company image and have succeeded in many business opportunities. In the future, we will make better use of this offline platform and showcase our cable manufacturing technologies to our global buyers.”

Mr. Xia Jianjie, Head of Sheet Metal Division of Han\*S Laser Technology Industry Group Co., Ltd said:“During the exhibition, we have met many professional buyers seeking for precision pipe cutting technologies, providing convenience for Han\*S Laser to obtain bigger market shares. I am satisfied with the exhibition and it brings us good results. I hope more friends from both upstream and downstream pipe industries will participate in the exhibition.”

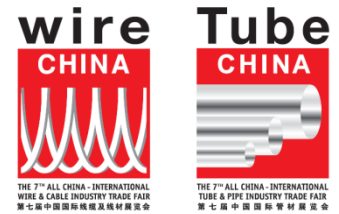
The exhibition has also been greatly rewarding to the buyers. Mr. Ander Garcia-Arino, purchase coordinator of VINCO from Spain, expressed:“I have attended wire & Tube China for many years. This is an excellent opportunity for us to secure new suppliers and better cooperation. During the 4-day show, I was acquainted with new suppliers from Europe and Mexica, which gives us the advantages for our global reach.”

President Mr. Alex Garcia from US ALYTA International Corporation said: “we are mainly engaged in production of carbon steel and stainless steel pipes. The exhibition is condensed, but I have successfully met with two Chinese suppliers via the wire & Tube China platform. I am satisfied with the results.”

In addition to overseas buyers achieving fruitful results, the domestic buyers also found suitable suppliers during the exhibition. Mr. Tian from BSH Electrical Appliances (Jiangsu) Co., Ltd told us:“As Asia’s largest professional wire and cable exhibition, wire & Tube China provides the visitors the opportunities to understand the development trends and cutting-edge products and technologies of the industry. We focus on wires and fasteners industries, especially on spring machinery and wire bending machines. During the exhibition, we were able to meet with many suppliers for relevant products – a really prolific experience. ”

**38 seminars offering in-depth and well-rounded analysis of industrial development**

Themed “Innovation, Optimization and Vitality”, the 2016 China Wire & Cable Industry Conference focused on exploring the innovative, optimized



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and vitality-reinforced road of development for China's manufacturing industry under the new normal economy. During the forum, the guests interpreted the 13<sup>th</sup> Five Year industrial development strategy and guiding opinions, providing insights for the wire industry to understand the future direction for the industry's adjustment, improvement and development.

In addition, the debut of Tube & Pipe Industry Development Seminar 2016 received positive feedback from the visitors which, through enlightening lectures, launched discussions on how to direct the pipe enterprises to transform and update product structures and adapt to market demands, how to improve technologies to meet with higher customer requirements and how to develop cross-border e-commerce of steel pipes in China.

The Executive Secretary Mr. Dietger Schrörs from ITA, a supporting organization of the event, pointed out: "Although the global tube and pipe market is facing downward pressure, we and our member units are actively looking for ways to stay competitive in the existing market and face new challenges. I believe that in the next 2 years, the pipe industry will present new opportunities."

The 12-year history of the exhibition acts as a microcosm of a sustainable and growing market. While the industry as a whole faces a bottleneck, wire & Tube China presents New Concepts, New Directions and New Transformations, and has driven the sustainable development of wire and pipe production, processing and trade. As the premier exchange platform, the exhibition brings together global industry professionals and, under the tenet of "Going Global and Welcoming In", the participants have found inspiration and creativity during the 4-day event to explore further development opportunities.

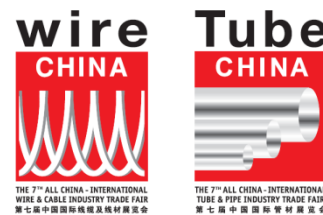
In closing, the next edition of wire & Tube China will be held from 26 to 29 September 2018 at Shanghai New International Expo Center, looking forward to your participation. See you then!

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**Organizer background information**  
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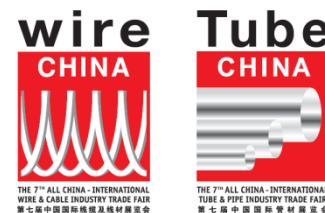
Established in 2009, Messe Düsseldorf (Shanghai) Co., Ltd. (MDS) is a subsidiary of MesseDüsseldorf GmbH, one of the world's top 5 exhibition organizers. MDS is committed to introducing world's No. 1 trade fairs to China and to providing Chinese and international customers with superior exhibition services. MDS is successfully holding more than 20 leading trade fairs and conferences in China, covering the industries of printing, packaging, wire and tube, plastics, renewable energy, medical devices, retail, safety and health, wine & spirits and caravanning. MDS runs branch offices in Shanghai, Beijing and Shenyang with a workforce of 70+ full time employees. The worldwide outbound exhibition business (trade shows in Düsseldorf, Germany and other leading Messe Düsseldorf Global Shows) is organized by Messe Düsseldorf China Ltd. (MDC), serving Chinese exhibitors and visitors with superior customer service from its Hong Kong branch office. Find out more at [www.mds.cn](http://www.mds.cn).

**Shanghai Electric Cable Research Institute**

Established in 1975, SECRI is the only research institution in China that incorporates R&D, testing & inspection services and engineering design of wire and cable, and exhibition and conference of the wire and cable industry. On behalf of the national and local authorities, it also do quality certification and make standard of wire and cable products. The capacity of staff has been over 500, in which one member of the Chinese Academy of Engineering, and over 90 senior engineers.

**Metallurgical Council of the China Council for the Promotion of International Trade**

Established in 1988 and under the direct administration of China Iron & Steel Association (CISA) and the China Council for the Promotion of International Trade (CCPIT), it is the most important organization for promoting international trade & economic cooperation in metallurgical field as well as the most influential organizer of international exhibition and conference in the metal industry. MC-CCPIT is engaged in providing an open and efficient path of communication for better exchange and cooperation for buyers and sellers home and abroad.



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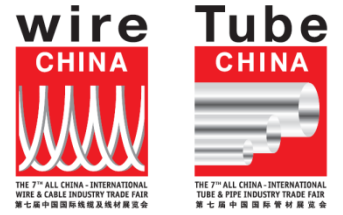
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**China Fastener Info**

Established in 1998, China Fastener Info ([www.chinaFastener.info](http://www.chinaFastener.info)) is the most popular and professional fastener media in China, carrying out its mission of “helping China’s fastener enterprises to accelerate development and go to the world”. China Fastener info has now grown into a three-dimensional media featuring “Website + Magazine + Trade Show”, with the number of registered membership surpassing 100,000, including more than 3,000 international buyers from over 160 overseas countries and regions.



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