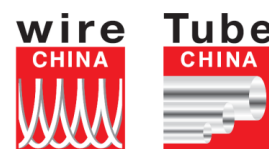


**Press Release | September 2024**  
**wire & Tube China 2024**  
**September 25-28, 2024**  
**Shanghai New International Expo Centre, China**



**wire & Tube China 2024 Concludes Successfully: Celebrating Two Decades of Excellence, Embarking on a New Chapter in the Industry**

On September 28, 2024, wire & Tube China 2024 successfully concluded at SNIEC (Shanghai New International Expo Centre). This year, wire & Tube China celebrated a significant milestone - its 20<sup>th</sup> anniversary. Over two decades, it not only witnessed rapid progress within the industry, but also established itself as a pioneering platform for global enterprises to engage and collaborate.

wire & Tube China 2024 occupied 109,250 square meters of exhibition space and featured nearly 1,500 corporate brands from around 30 countries and regions. It attracted 53,173 professional visitors from 99 countries and regions, with nearly 20% coming from overseas. On-site, exhibitors and buyers were engaged in deep discussions, exploring new opportunities for cooperation in the context of global supply chain transformations. As one of the members of wire & Tube Worldwide - a series of well-known wire and cable, tube and pipe industry exhibitions across Europe and the world, wire & Tube China has presented a high-level industry feast of intelligence and tube manufacturing for China's wire and tube industry and its upstream and downstream sectors.

The exhibition once again brought together leading global manufacturers, suppliers, and industry experts to unveil the latest technological advancements and market trends. Highlights included cutting-edge developments in automated intelligent manufacturing, green sustainable solutions, and new material applications, all of which propelled further transformation and upgradation of the wire and tube industry.

**wire China Highlights**

**- Five Thematic Tracks for an Immersive and Efficient Visiting Experience**

The exhibition featured five major thematic tracks: "Digital intelligence and Innovative Equipment" , "Green and Low-Carbon Solutions" , "High-Quality Wire and Cable Products" , "Technology Tools & Auxiliary Materials" , and "Precision Measurement and Control Technologies" . These tracks offer comprehensive solutions covering all aspects of wire and cable production, testing, and application, providing a one-stop platform for the industry' s procurement needs along with an immersive experience for visitors.

**- Nearly 60 Forums and Conferences, Creating a Platform for Mutual Success**

2024. 9. 25-28  
Shanghai New International  
Expo Centre (SNIEC)  
Shanghai, China  
中国·上海新国际博览中心

主办单位  
Organizers

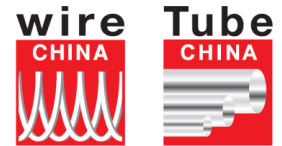
wire China  
线纜线材展



Tube China  
管材展



wire China 2024 serves not only as a showcase for products, but also as a meeting point for ideas. Throughout the exhibition, the organizers, together with multiple partners, carefully organized nearly 60 specialized forums and conferences. This effort aimed to foster communication opportunities and establish a platform for mutual success among global industry peers.



wire China consistently positions itself at the forefront of the wire and cable industry' s development. This year' s exhibition delved into the latest trends such as digital and intelligent transformation, and green, low-carbon development. Topics explored included industrial economics, intelligent equipment, innovations in wire and cable materials, high-quality specialty materials, energy-efficient electrical equipment, resource recycling technologies, and the growth of the cable manufacturing sector. These discussions provided an ongoing impetus and energy for innovation and growth within the wire and cable industry.

2024. 9. 25-28  
Shanghai New International  
Expo Centre (SNIEC)  
Shanghai, China  
中国·上海新国际博览中心

### Tube China Highlights

In the industrial manufacturing sector, Tube China is renowned for its professionalism and visionary approach. This year' s exhibition maintained this reputation, attracting exhibitors and visitors from across the globe. It featured highlights such as specialized zones - "Thermprocess China" and "Saw and Laser Cutting China" , which emerged as additional attractions at the event. Visitors unanimously regarded Tube China as their premier platform for grasping global market trends and exploring business opportunities.

Aligned with the global trends toward digitalization and intelligent manufacturing, Tube China focused on critical issues like carbon peaking, digitalization and intelligence-driven operations, and technological innovation within the tube industry. This focus facilitated international exchange and cooperation, propelled advancements in product structure and technological innovation, and provided essential support for achieving high-quality development across various applications in the tube and pipe sectors.

### -Industry Forums Spotlight Emerging Trends in the Tube Sector

- **China International Steel Tube & Pipe Summit**

The 2<sup>nd</sup> China International Steel Tube & Pipe Summit zeroed in on global development trends within the tube industry, thoroughly examining the current domestic landscape in China as well as worldwide, while exploring the evolution of downstream industries and their requirements. The conference addressed breakthroughs in tube production, processing technologies and equipment, the establishment of industry standards, and strategic improvements and innovations in the steel tube industry chain. It also focused on marketing innovations within tube production and trade businesses.

- **Third Session of the Ninth Shanghai Heat-Treatment Association Board of**

主办单位  
Organizers

wire China  
线纜线材展



Tube China  
管材展



### Directors Expansion Meeting

During the exhibition, the organizers collaborated with the Shanghai Heat-Treatment Association to host the "Third Session of the Ninth Shanghai Heat-Treatment Association Board of Directors Expansion Meeting". Mr. Yang Jianning, General Manager of Ares Furnace, delivered an in-depth analysis on the challenges encountered in the continuous heat treatment of precision automotive steel tubes. Additionally, Mr. Zhou Xiangjun, General Manager of FinancePro, presented strategies for managing enterprise credit risk and achieving high-quality safe development.

- **2024 Green Automotive and Tube Technology Innovation Forum**

"Automobile and Parts" Magazine collaborated with Messe Düsseldorf (Shanghai) Co., Ltd. to host the "2024 Green Automotive and Tube Technology Innovation Forum" alongside the event. This forum convened government officials, automotive industry associations, manufacturers, component suppliers, material companies, tube, wiring, and connector businesses, entities throughout the industrial chain, academic and research institutions, as well as investment and consulting firms. Discussions centered on key issues like innovations and trends in automotive tubes and connectors, thermal management systems, and advancements in material technologies.

- **Tube China 2024 New Products and New Technology Promotion**

This year, Tube China introduced "Tube China 2024 New Products and New Technology Promotion" at the exhibition's forum area. Throughout the four-day exhibition, participants engaged in technical seminars, new product launches, and product presentations, sharing their innovations and insights. They delved into pressing topics like intelligent manufacturing and green low-carbon production, fostering collaborations and exchanges within the industry.

### Overwhelmingly Positive Reception at the Fair

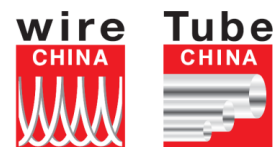
This edition of wire & Tube China offered exhibitors and professional buyers an expansive platform for collaboration and exchange, garnering widespread acclaim.

#### wire China Exhibitor Testimonial

Zhang Zhe, Deputy General Manager and Sales Director at Steuler-Bobby (Shanghai) Engineering Equipment Co., Ltd., commented: "The client turnout was exceptionally high during the first two days of the exhibition. This year, we've seen our order volume at the event surpass previous years, reflecting a robust and thriving trend."

#### Tube China Exhibitor Testimonial

Mr. Zhang Hongshuai, General Manager at Jiangsu Baodi Pipe Industry Co., Ltd. Stated, "This is our third time to participate in Tube China, and every year we are filled with new emotions. Our company's slogan is 'Meeting tube peers, sharing



2024. 9. 25-28  
Shanghai New International  
Expo Centre (SNIEC)  
Shanghai, China  
中国·上海新国际博览中心

主办单位  
Organizers

wire China  
线缆线材展



Tube China  
管材展



prosperity' . With this concept, we came to Tube China and met a lot of old friends as well as made new acquaintances from all over the world. We hope that through this exhibition we can once again give everyone a new understanding of Baodi's products, quality and service, and we also hope that the next Tube China will continue to expand its global influence."

### Tube China Associations Comments

Dr. Gunther Voswinckel, President of International Tube Association, commented, "Tube China has a long tradition here in China, and is an important partner for the entire tube industry along with its suppliers. Its slogan 'Join The Winner' is bang on point. With China accounting for about 56% of the entire global tubular goods market, it is very important that there is a good tube show here. Tube China in Shanghai has elevated this position and is the show that is giving suppliers and producers of pipes and machinery tube pipes, the opportunity to meet, exchange and develop sustainable business for the future."

### wire China Buyer Testimonial

Xie Wang of Qingdao Excellent Carbon Products Co., Ltd. shared with the organizers, "I make it a point to attend wire China regularly, each time with the intention to learn. This year, I was particularly impressed by the quality of the forums held concurrently with the exhibition, very inspiring indeed."

### Tube China Buyer Testimonial

Mr. Arce, Director of Pioneer House General Trading L. L. C, said: "This is my fourth visit to Tube China, and I came here to look for some pipe suppliers. I met some related companies yesterday and made connections. I think we are able to find lot of partners during the show. Tube China creates a good opportunity for manufacturers and buyers to meet each other, I like this exhibition very much."

As wire & Tube China 2024 concluded successfully, the wire and tube industry is set to move towards more efficient and environmentally friendly developments, driven by new technologies, new materials, and global cooperations. We anticipate that wire & Tube China will continue to inject innovative energy into the industry and foster the thriving growth of the global wire and tube sector.

### Join The Winner!

Looking forward to seeing you in Shanghai in September 2026.

### Media Contact:

#### Messe Düsseldorf (Shanghai) Co., Ltd.

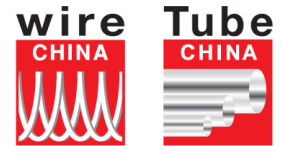
Ms. Huang / Ms. Shi

Phone: +86 21 6169 8317 / 8320

Fax: +86 21 6169 8301

Email: vivian.huang@mds.cn / charlotte.shi@mds.cn

Website: www.mds.cn



2024. 9. 25-28  
Shanghai New International  
Expo Centre (SNIEC)  
Shanghai, China  
中国·上海新国际博览中心

主办单位  
Organizers

wire China  
线缆线材展



Tube China  
管材展

