

# 5-7 October 2022

## Bangkok, Thailand

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

Post  
Show  
Report

14<sup>th</sup> International  
Wire & Cable Trade Fair  
for Southeast Asia



13<sup>th</sup> International  
Tube & Pipe Trade Fair  
for Southeast Asia

## An Upspring of Market Confidence at wire and Tube Southeast Asia 2022!


The 14<sup>th</sup> edition of wire Southeast Asia and 13<sup>th</sup> edition of Tube Southeast Asia delivered encouraging results, bridging closer network between some 6,000 global suppliers and regional buyers, whilst opening more doors for business cooperation to meet the robust demands for wire, cable, tube and pipe products and technologies across Southeast Asia's fast-developing markets.

Co-located with the inaugural GIFA and METEC Southeast Asia, the regional-focused trade fairs were Messe Dusseldorf Asia's first returning event in Bangkok since 2019, keeping exhibitor and visitor confidence up that the region is still hungry for business. The 3 day event saw lively interactions between the largely international exhibitors and regional visitors with many welcome-back greetings, smiles and handshakes exchanged as both sides sought to explore future partnerships.



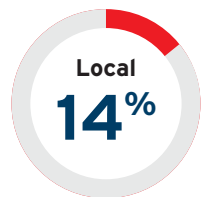
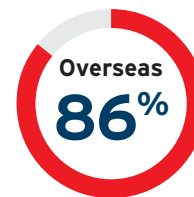
Size of show  
**5,500** sqm



  
Total exhibitors  
**244**

No of countries for exhibitors

**32**



Total visitors  
**5,765**

No of countries  
for visitors

**60**



\*Combined figures across wire, Tube, GIFA and METEC Southeast Asia

“ The energy on the show floor, the general sentiment of excitement that echoed throughout, and the quality of visitors from Thailand and nearby regions has proven that personal and face-to-face encounters are more valuable than ever. This is evident in the vibrant atmosphere, as well as the high-quality visitors throughout the three days. ”

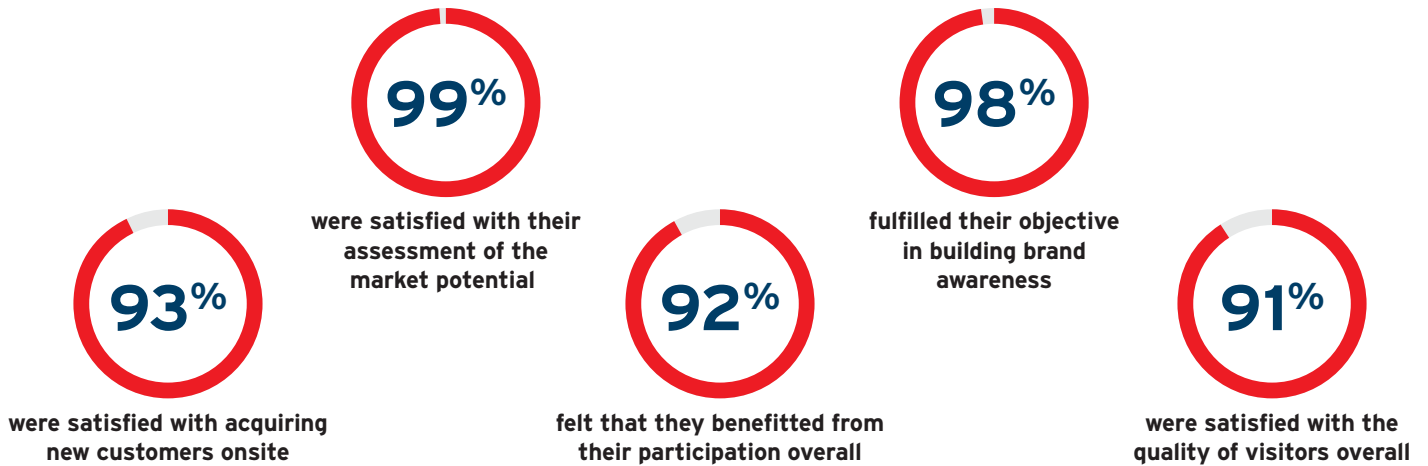
**Gernot Ringling**  
Managing Director, Messe Düsseldorf Asia

  
Messe  
Düsseldorf  
Asia

# Exhibitor Statistics

- ▶ **244** exhibiting companies from **32** countries
- ▶ **86%** of exhibiting companies coming from outside Thailand

## Positive Outcomes on the Engaging and Business-Ready Atmosphere



## Top Visitor Country Expected by Exhibitors



Thailand



Indonesia



Malaysia



Vietnam



India



Singapore



Australia

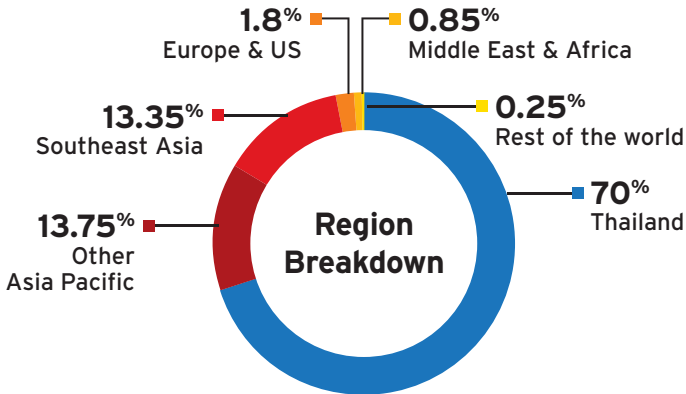


Philippines

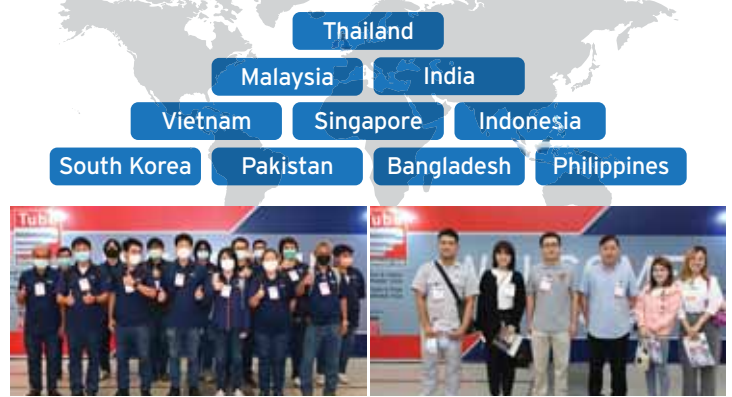
# Visitor Statistics

► **5765** visitors from **60** countries and regions

**70%** **4034**, Thailand **30%** **1731**, Overseas



## Top Visiting Countries



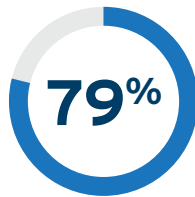
## Visiting Groups

- **30** Overseas Visiting Delegation and Groups from Australia, Bangladesh, India, Indonesia, Malaysia, Pakistan, Singapore, and Vietnam
- **52** Local Visiting Groups representing key target sectors from various industrial parks and across Thailand

## Visitor Satisfaction Outcomes



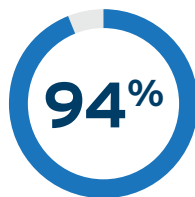
of visitors were satisfied that the exhibits met their product interest



of visitors indicated their company may buy or order products / technologies exhibited onsite



of visitors are satisfied with their visit



of visitors will return at the 2023 edition

## TOP 10 Visitor Industries

- Iron & Steel Production / Ironworks / Steelworks
- Electrical / Electronic Engineering
- Automotive / Transportation
- Machinery & Equipment Manufacturing
- Metal / Metallurgical & Fabrication / Forging / Metalworking
- Building / Construction
- Automation / Robotics Engineering
- Foundry
- Aviation & Aerospace
- Non-ferrous Metal

## TOP 5 Visitor Job Function

- Sales & Marketing
- Production / Manufacturing
- Senior Management
- Purchasing / Procurement
- Technical & Engineering

## TOP 5 Reasons for Visit

- Visit Suppliers
- Gather Information
- Purchase
- Seek Representation
- Evaluate for Future Participation

## Product Interest at wire Southeast Asia

• Wire Manufacturing / Finishing Machinery	23.78%
• Cable Machinery / Cable Products	12.69%
• Process Technology Tools	11.85%
• Materials, Special Wires & Cables	9.18%
• Insulating Materials	6.23%
• Fastener Machinery / Fastener	6.15%
• Auxiliary Process Technology Materials	6.15%
• Spring Making Machinery / Springs	6.09%
• Test Engineering	5.78%
• Measuring & Control Technology	5.71%
• Optical Fibre	3.64%
• Specialist Area	2.75%

## Product Interest at Tube Southeast Asia

• Tube Manufacturing Machinery	17.9%
• Tube Processing Machinery	10.15%
• Process Tools & Auxiliary Materials	8.7%
• Welding Machinery	8.28%
• Tube Accessories Manufacturing Machinery	6.17%
• Raw Materials, Tube & Accessories	10.36%
• Iron, Steel Tubes & Accessories	9.67%
• Stainless Steel Tubes & Accessories	7.14%
• Non-Ferrous Material Tubes & Accessories	4.55%
• Other Tubes (e.g. Concrete, Plastics, Stoneware)	3.1%
• Measuring & Control Technology	6.02%
• Test Engineering	5.35%
• Specialist Area	2.61%

## Exhibiting companies at both 2019 and 2022 editions

• AUGUST STRECKER GMBH & CO KG • AVERSION TECHNOLOGIES EUROPE S.L. • BLACHFORD CORPORATION • BLISS & REELS CO PTE LTD • BONGARD MACHINES GMBH & CO KG • BWE LTD • CANDOR SWEDEN AB • CONDAT SA • CONTINUUS PROPERZI SPA • DALIAN FIELD HEAVY MACHINERY MANUFACTURING CO LTD • DANGO & DIENENTHAL MASCHINENBAU GMBH • DEM SPA • EASTERN TRADE MEDIA PTE LTD • ENKOTEC A/S • ESTEVES (SHANGHAI) DIAMOND DIES CO LTD • EURODRAW WIRE EQUIPMENT SRL • FARBERWERKE HERKULA SA/AG • FEDERAL MINISTRY FOR ECONOMIC AFFAIRS AND CLIMATE ACTION - BMWK • FORT WAYNE WIRE DIE, INC • FUHR GMBH & CO KG • GIMAX SRL UNIPERSONALE • GUIDETTI ASIA CO LTD • HENRICH MASCHINENFABRIK GMBH • IIM AG MEASUREMENT+ENGINEERING • INTERNATIONAL INDUSTRIES LIMITED • INTRAS LIMITED • ITALIAN TRADE COMMISSION • IWMA (INTERNATIONAL WIRE AND MACHINERY ASSOCIATION) • JIAOYANG WELDING INDUSTRIES HEBEI CO LTD • KURRE SPEZIALMASCHINENBAU GMBH • LAMNEA BRUK AB • M+E MACCHINE + ENGINEERING SRL • MADEM SA • MAILLEFER EXTRUSION OY • MARIO FRIGERIO SPA • MARPOSS (THAILAND) CO LTD • MASCHINENFABRIK NIEHOFF GMBH & CO KG • MIKROTEK MACHINES LIMITED • NDT INSTRUMENTS PTE LTD • PAN CHEMICALS SPA • PIONEER MACHINERY CO LTD • PROTON PRODUCTS INTERNATIONAL • RAUTOMEAD LIMITED • REBER SYSTEMATIC GMBH • RICHARDSAPEX INC • ROSENDAHL NEXTROM GMBH • RSD TECHNIK GMBH • SAMP SRL • SCHLATTER INDUSTRIES AG • SCHNELL • SHANGHAI SHINERWORLD ENGINEERING CO LTD • SHENYANG CONTOR MECHANICAL & ELECTRICAL EQUIPMENT CO LTD • SIKORA AG • SKET VERSEILMASCHINENBAU GMBH • T.J. SOLUTIONS CO LTD • TECHNOLOGY PROMOTION ASSOCIATION (THAILAND-JAPAN) • TECNOVO SRL • TJK MACHINERY (TIANJIN) CO LTD • TRAXIT INTERNATIONAL GMBH • TULIP 3P MEDIA PVT LTD • UPCAST OY • VOGÉ COMPOSITES, LLC • WAFIOS AG • ZHEJIANG TENGLONG STAINLESS STEEL INDUSTRY CO LTD and many more.

## Quotes from Exhibitors

“ The sentiment on the show floor, from exhibitors to visitors to seminar attendees – it has been a long time coming and it is evident that everyone is happy to be back in-person. It is also clear that the dynamism of the market, willingness to invest and high-quality industry standards continue to make Thailand and Southeast Asia very important markets. ”

**Don Neville**

Chairman, IWMA (International Wire Machinery Association)

“ We had a very strong first day crowd that was repeated consistently throughout the three days. We are very hopeful for successful leads gained at the shows and see a lot of potential in Southeast Asia, which is why we chose to exhibit, and we hope to further strengthen our initiatives here. ”

**Jean-Luc**

Head of Sales, Buss AG



## Quotes from Visitors

“ The exhibitions proved a great way to gain up-to-date know-how on industry developments as well as the opportunity to meet new suppliers, gain new contacts and network with international suppliers. ”

**Nupol Mai-Ngam**

Siam Industrial Wire Company

“ The exhibitions have been a very good and positive experience for all involved – the high-quality and regular flow of visitors has been very impressive. It has been a good platform to showcase the very best Italian technology and solutions. We are very happy. ”

**Giuseppe Lamacchia**

Trade Commissioner of the Italian Trade Agency, Bangkok office

## Visiting Companies

• BANGKOK AUTOWIRE AND CABLE CO LTD • BANGKOK AUTOWIRE AND CABLE CO LTD • BANGKOK CABLE CO LTD • BANGLADESH ELECTRICAL CABLES MANUFACTURERS ASSOCIATION • CAMDEN INDUSTRIES INC. • CONTINENTAL INDUSTRIAL CORP SDN BHD • DAIWA LIGHT ALLOY INDUSTRY VIETNAM CO LTD • DEJINCHANG OPTOELECTRONICS TECHNOLOGY (THAILAND) CO LTD • ELECTRIC WIRE AND CABLE ASSOCIATION, HO CHI MINH CITY • FUTONG GROUP COMMUNICATION TECHNOLOGY (THAILAND) CO LTD • GLOBAL TYLER CO LTD • GRANDPART ENGINEERING CO LTD • HARACHU (THAILAND) CO LTD • HERO MOTORS THAI LTD • HIKARI (THAILAND) CO LTD • HONDA ENGINEERING ASIAN CO LTD • IRMCO SOUTHEAST ASIA (AUSTRALIA) • KOIDE (THAILAND) CO LTD • KUNIMINE (THAILAND) CO LTD • MAHAJAK KYODO CO LTD • MMK ENGINEERING SDN BHD • NHK SPRING (THAILAND) CO LTD • NMB-MINEBEA THAI LTD • NOVA INTER TECH CO LTD • PHELPS DODGE INTERNATIONAL (THAILAND) LTD • POWER PLUS CABLE CO. LLC (UNITED ARAB EMIRATES) • PT. ASAMA INDONESIA MANUFACTURING • SANKEN INDUSTRIAL FURNACE (THAILAND) CO LTD • SCHLUMBERGER (SINGAPORE) • SEI THAI ELECTRIC CONDUCTOR CO LTD • STEEL WIRE ASSOCIATION OF MALAYSIA • SUMITOMO ELECTRIC INTERCONNECT PRODUCTS (M) SDN BHD • TAKECO ENGINEERING (THAILAND) CO LTD • THAI HITACHI ENAMEL WIRE CO LTD • THAI SPECIAL WIRE CO LTD • THAI SUMMIT CABLE & PARTS CO LTD • THAI WIRE PRODUCTS PUBLIC CO LTD • THAI WONDERFUL WIRE CABLE CO LTD • THAI-YAZAKI ELECTRIC WIRE CO LTD • THE ELECTRICAL AND ELECTRONICS ASSOCIATION OF MALAYSIA • THE SIAM INDUSTRIAL WIRE CO LTD • TMC (REPUBLIC OF KOREA) • TSN WIRES CO LTD • UNION APPLY CO LTD • UNITED ELECTRIC WIRE (THAILAND) CO LTD • UNITED TUNGSTEN CO LTD • VENINE CABLE ELECTRIC WIRE CO LTD • VIETNAM ELECTRIC CABLE CORPORATION • VIGLACERA SANFI COMPANY (VIETNAM) • YAMAHA MOTOR VIETNAM CO LTD • YK STEEL CORP • YOSHITAKE WORKS (THAILAND) LTD and many more.

# Concurrent Events

Various exhibitor technical presentations, seminars and networking events by supporting associations provided the added-value experience for visitors to gain expert knowledge and industry insights up-close onsite.



## Exhibitor Technical Presentations



**DISA INDUSTRIES A/S**  
 Harnessing Data to Manage and Improve the Casting Process



**AMI AUTOMATION**  
 Artificial Intelligence Applications for EAF Optimization and AMI PXI Controller for FCR's Applications in Steel Industry



**MPM INFOSOFT PVT. LTD**  
 A Data Driven Approach to Predict Compactability Set-Point for Improved Casting Outcomes



**DALMIA OCL**  
 New Technologies with Changing Dynamics



**NDT INSTRUMENTS**  
 Eddy Current Testing Solutions for Tube, Wire and Bar Inspection

## Seminars by Supporting Associations



**The Technology Promotion Association (Thailand-Japan) Seminar**  
 Autonomous Maintenance (JISHU HOZEN) Course



**Industry Partnership Matching Event**  
 Hosted by Messe Düsseldorf Asia & The Thai Foundry Association



**The Thai Heat Treating Association Seminar**  
 Advanced hot zone and cooling gas steam design in vacuum furnaces

# Marketing Promotions and Press Engagement Efforts



**▲ 80**

press articles and media coverage across print, online, TV and radio - both local and international



Media tour on opening day of the trade fairs for over 20 media representing local media and trade publications, which included special introductions and demonstrations by exhibitors



Media partnership and collaboration with international publications including Fastening Journal (Japan), Foundry Planet, Industrial Automation Asia and others



Pre-show direct mailings, VIP invitations to over **10,000** identified buyers and decision makers



Pre-event media briefing on 24 August @ Sheraton Grande Sukhumvit Hotel with key speaker Mr Peeradej Trongkitpaisan, Chairman, Thai Foundry Association (TFA) - **attended by 12 top tier media**



From leading Thai media such as Matichon, Prachachat, Thansettakij, The Nation, Thairath, 102.0 FM, Thai PBS, TNN16 and more

Comprehensive paid and organic digital marketing campaign inclusive of social media content marketing and engagement, online advertising, banner placements, EDMs across 10 key targeted markets - Thailand, Indonesia, Vietnam, Malaysia, Philippines, Singapore, Australia, India, Cambodia, and Laos

## Concurrent exhibitions 2023:

**20-22 September 2023**  
Bangkok, Thailand  
[www.wire-southeastasia.com](http://www.wire-southeastasia.com) | [www.tube-southeastasia.com](http://www.tube-southeastasia.com)

**20-22 SEPTEMBER BANGKOK THAILAND 2023**  
**GIFA METEC**

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

## Industry partners: (wire Southeast Asia 2022)



## Supporting organizations:



## Officially supported by:



Messe Düsseldorf / Organizer of:



## For enquiries:

## Organized by:

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