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Press

TUBOTECH 2009 holds its ground as the largest trade fair of the pipe and tube industry in South America

Exhibitors praise the high level of qualification amongst the visitors and the high degree of innovation

Over 16,500 trade visitors came to see the latest innovations at TUBOTECH – Pipes Fittings and Components International Fair 2009. The fair in Sao Paulo from 6 - 8 October featured the latest products and services in the pipe, pipe making machines, raw materials, measurement and control technology as well as process technology tools, second hand machines and test equipment currently available.

Some 320 companies from 15 different countries participated in the trade fair. TUBOTECH offers Brazil and the surrounding countries an excellent opportunity to gather information in their own continent and also offers international exhibitors a gateway to the major and very interesting South American market. The fair's organisers, Grupo CIPA, Brazil, and Messe Düsseldorf GmbH, Germany, spoke unanimously of an upswing in the market. This was also apparent in the halls, which were full of high ranking trade visitors with whom the exhibitors could have many promising conversations as well as the very high quality stands and booths of the well-known companies that enthusiastically presented their latest innovations, creating a vibrant atmosphere.

Both the International Tube Association (ITA, based in the UK) as well as the exhibitors were very satisfied with the fair. TUBOTECH was praised as the best opportunity to maintain existing customer relationships in South America, talk directly to other companies in the industry and to make new contacts. All of the major companies in the industry had sent their experts to the fair, underlining how TUBOTECH is traditionally seen as the most important meeting in the industry in Mercosur. It is definitely worthwhile, the exhibitors said, to be present and pick up the gauntlet, even in the current

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difficult economic climate. Many of the exhibitors were positively surprised by the unbroken interest, and the lively conversations at the stands hold good promise for brisk post-fair business.

European exhibitors included companies from Germany, Italy, England, France, Ireland, Switzerland, Austria, Spain and Finland, and there were also exhibiting companies from China, Japan, Taiwan, India and South Korea. In total the non Brazilian exhibitors accounted for about 41 percent, having risen to 126 companies (in comparison to 2007). It was, first and foremost, the outstanding industry contacts of Messe Düsseldorf that boosted the internationalisation of TUBOTECH this year. Messe Düsseldorf is the organiser of the world's leading trade fair wire and Tube attracting some 2,157 exhibitors and 73,600 visitors in 2008. Moreover, it has been a partner of the Grupo CIPA since 2007 and is responsible for acquisition and care of the exhibitors from Europe, North America and Asia.

The visitor target groups included foundries, the machine supplier industry for foundries and smelting works, suppliers of raw materials and consumables, the electrical industry and the furnace industry, the iron & steel industry and the non-ferrous metal industry, manufacturers of refractory materials, the chemical industry, the tertiary sector as well as the R&D sector and scientists. Of particular interest was the fact that a visit to the fair could also be combined with the synergies of the other trade fairs that took place simultaneously: Metaltech, Expobombas (pumps and accessories) as well as Termotech, Techshow and Expovalvulas (valves).

The next TUBOTECH will take place from 4 - 6. October 2011, once again in Sao Paulo. For information, please visit www.tubotech-online.com or www.tubotech.com.br (in English and in Portuguese) or contact Marie-Luise Schläfke (Tel.: +49(0)211/45 60-7741, e-mail: SchlaefkeM@messe-duesseldorf.de) or Miriam Rüb (Tel.: +49(0)211/45 60-7739, e-mail: RuessM@messe-duesseldorf.de) at Messe Düsseldorf.

November 2009

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