

Press

**More successful and with a broader international reach than ever before: The Brazilian tube and pipe trade fair, TUBOTECH 2007, is the industry's principal gateway to the Brazilian and South American markets**

Jointly organised for the first time by Grupo Cipa and Messe Düsseldorf GmbH, TUBOTECH 2007, the international tube, fittings, pipes, valves and components fair staged in São Paulo from 2 to 4 October, proved just as successful as promised in the run-up to the event. Overall, 12,000 visitors attended, of them 11,400 were from Brazil and 600 from the rest of the world. Things on the exhibitor side also developed very positively. The number of Brazilian exhibitors alone climbed 49 percent from the previous event to 249 local exhibitors and the total exhibition space covered 12,000 square metres. Companies from abroad also made a stronger showing than ever before.

Visitors were able to take in products and services in the segments raw materials as well as tubes and accessories, tube manufacturing machines, used machinery, process technology tools and auxiliaries, measuring and control technology. What's more, test engineering as well as service offerings for the tube trade were on show. For the first time at TUBOTECH 2007, the two new sections for valves (Expovalvulas) and pumps (Expobombas) also welcomed visitors.

Spread across a net exhibition area of 920 square metres, 59 companies from 14 countries joined the Brazilians in showcasing their products and services. Europe was represented by German, Russian, Ukrainian, Italian, French, British and Austrian exhibitors. Canada and the USA also stepped out. Asian countries made their presence strongly felt with companies from Taiwan, Malaysia, China, India and South Korea. Never before has TUBOTECH featured so many big names and so broad an international reach as this year. This bears testimony to the great potential that

suppliers from around the world see in the Brazilian and South American markets.

This is not surprising considering that Brazil is second only to the USA among European companies' top trading partners. Over the past few years, Brazil has earned a global reputation in international trade as a leading raw materials supplier but also as a stable economic partner.

Phillip Knight, Executive Secretary of the International Tube Association (ITA), commented on the trade fair's run: "There is no doubt that Tubotech continues to demonstrate with each exhibition that it is the industry's most important gateway to the Brazilian and South American markets. Since the ITA decided to support the event for the first time in 2004 we have seen it grow from strength to strength and it was particularly pleasing this year to see a larger international exhibitor group and an increased number of trade visitors." Knight believes that through the cooperation between Grupo Cipa and Messe Düsseldorf as well as the support of the ITA, TUBOTECH will grow even further.

Many companies which exhibited for the first time at TUBOTECH felt right at home, thanks not only to the increasing market opportunities in the region but also the efficient organisation by Grupo Cipa and Messe Düsseldorf. The latter is responsible for staging Tube Düsseldorf, the world's No. 1 trade fair for tubes and pipes, which opens its doors on the Rhine every second year. Henning Behrens, head of international sales and marketing at exhibiting company Rosenberger AG said: "For a mid-sized company, exhibiting at a fair in Brazil is quite an adventure – which is why it's good to have a professional partner like Messe Düsseldorf at your side. It minimises the risks and increases the chances of success."

The next TUBOTECH will be staged in São Paulo from 6 to 8 October 2009.

Further information on the event can be found at [www.tubotech-online.com](http://www.tubotech-online.com) as well as [www.tubotech-online.de](http://www.tubotech-online.de) or obtained from Elke Moebius at Messe Düsseldorf GmbH (Tel.: +49/(0)211/45 60 -7707, e-mail: [MoebiusE@messe-duesseldorf.de](mailto:MoebiusE@messe-duesseldorf.de)).

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