

## Press release

### **WiCAB – the International Wire and Cable Fair – will be held for the first time as part of TUBOTECH 2011 in Sao Paulo, the largest trade fair for the pipe and tube industry in South America**

The conditions in Sao Paulo could hardly be more ideal for the topic. According to a report from *Germany Trade and Invest*, the ongoing boom in Brazil's construction, automotive and household electronics industries is causing a sharp rise in the demand for steel. Whereas the indigenous industry previously covered more than 90 per cent of the demand, a strong Brazilian currency, coupled with excess capacity on the global market, has increased the share of imports to 28 per cent in 2010. Also in 2010, the expansion of infrastructure, the boom in the construction industry, increasing investment in capital goods, and the lively market for consumer goods gave further impetus to the steel market, which grew by almost 30 per cent – and all the signs point toward further growth in 2011.

The trade fair organisers, Grupo CIPA, Brazil, and Messe Düsseldorf GmbH, are taking advantage of optimism in the sector: For the first time, WiCAB, the International Wire and Cable Fair, will take place simultaneously with TUBOTECH - 6th International Trade Fair for Pipes, Valves, Fittings and Components, from 4th to 6th October at the Imigrantes Expocoes exhibition centre in Sao Paulo. The exhibitors from countries like Belgium, China, Germany, France, the United Kingdom, India, Italy, Korea, Austria, Slovakia, Spain, and the United States are mainly concerned with wire and cable machines. A total of 380 exhibitors from 21 countries have already registered to attend the trade fairs, which will cover a surface area of 23,000 square meters. Visitors will be able to check out the latest products and services from sectors such as pipes, pipe making machines, raw materials, measurement and control technology as well as process technology tools, second hand machines and test equipment. There will be official national presentations by Italy and Austria at both trade fairs.

Both the organizers and the exhibitors are keen to take advantage of the current positive market conditions. Products from the wire, cable and wire-

working industries are indispensable in many sectors, as they are necessary for transmitting electrical energy, electronic data or mechanical forces. In order to meet the growing demands made on new products, there is a need for machines and plants which can be adapted flexibly to a variety of specifications and which conserve resources while maintaining consistently high levels of production quality.

WICAB and TUBOTECH offer Brazil and its surrounding countries an excellent source of information within their own continent and provide international exhibitors with a gateway to the important and exciting South American market.

A visit to the trade fair is made even more worthwhile by the synergies with other events taking place at the same time, including Metaltech, Expobombas, and Petrotech/Febraman as well as Termotech/Feigás and Expovalvulas. The exhibitions will benefit from the organisers' experience with the world's two leading trade fairs for this industry, wire - the International Wire and Cable Trade Fair, and Tube – the International Tube and Pipe Trade Fair, which will be held together for the 13th time, at the Düsseldorf Exhibition Centre from 26 to 30 March.

For further information, please visit [www.tubotech-online.com](http://www.tubotech-online.com) or [www.tubotech.com.br](http://www.tubotech.com.br) (in English and Portuguese) or contact Messe Düsseldorf, Claudia Wiechert (telephone: ++49/(0)211/45 60 -7700, e-Mail: [WiechertC@messe-duesseldorf.de](mailto:WiechertC@messe-duesseldorf.de)) or Ute Wynhoff (telephone: ++49/(0)211/45 60 -7779, e-Mail: [WynhoffU@messe-duesseldorf.de](mailto:WynhoffU@messe-duesseldorf.de))

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