

Stimulus for the global wire, cable and tube industry

Messe Düsseldorf organises top events around the world

Whether high-performance glass fibres, stainless steel or copper, cables and wires play a vital role in almost every aspect of industry and everyday life. Both in their instantly recognisable forms such as overhead power lines, lightning conductors and paper clips or as hidden workings such as lift cables, clutch springs, reinforcements for concrete constructions and ball bearings, wire and wire products are expected to meet ever tougher requirements.

And the same goes for tubes and tubing components, whether rolled, drawn, cast or welded – they are just as ubiquitous as wire and cables. Not only are they essential for transporting liquids, gases and or more solid substances but serve as construction components that boast stability matched only by their light weight. More than ever before, innovative manufacturing processes, intelligent solutions, advances in quality and high-tech products are in demand.

Sweeping changes are transforming the wire, cable and tube industries. Companies are increasingly turning their gaze to regions with substantial growth potential, such as the highly promising Asian markets and forward-looking economies in Eastern Europe. Given the tremendous emphasis placed on international contacts, the importance of global communications and information hubs has also intensified. Suppliers need a suitable platform in these attractive markets to showcase their capabilities in the most compelling way.

In Messe Düsseldorf, the industry has found a partner boasting expertise in skilfully coordinating top events around the globe. With its many years of experience, the trade fair professional is ideally

positioned to cater specifically to the needs of its clients in growth regions. Whether as sole organiser, together with its subsidiaries or in cooperation with local organisers, Messe Düsseldorf stages high-calibre regional fairs which have developed tremendous reputations as information and sales platforms serving the relevant catchment areas. Aside from the world No. 1 events, **wire Düsseldorf** and **Tube Düsseldorf**, set to open their doors from **March 31 to April 4, 2008**, other key events in various growth markets are also included in the portfolio.

What's more, Messe Düsseldorf has the cooperation of the key international and national industry associations to back up its efforts. Lending their weight to all of the wire and cable fairs mentioned here are, for instance, the International Wire & Cable Exhibitors Association (IWCEA), International Wire & Machinery Association (IWMA), Italian Wire Machinery Manufacturers Association (ACIMAF) and U.S.-based Wire & Cable Industry Suppliers Association (WCISA). Messe Düsseldorf's tube trade fairs are staged under the aegis of the International Tube Association (ITA).

For the Russian market, **wire Russia** and **Metallurgy-Litmash, Tube Russia, Aluminium/Non-Ferrous** have become firm fixtures. The June 2005 event welcomed a total of around 550 exhibitors from 28 countries who showcased the latest offerings from the wire, cable, metallurgy, tube and aluminium industries. More than half of the exhibiting companies arrived from outside the host nation's borders and included official participations from Germany, Italy, Austria, the UK and USA. The Russian Federation was equally well represented. Over 12,000 experts from all corners of the country attended the fair. Together with its Russian partners, the All Russian Cable Scientific Research and Development (VNIKIP) and Metall-Expo, Messe Düsseldorf succeeded in creating a perfect fit for the Russian market's needs with these events.

Companies planning on participating at **wire Russia** have also noted important dates in their diaries – 21 to 24 May 2007. This is when the international wire and cable industry will have a fresh opportunity to tap the potential of the up-and-coming Russian economy. In line with tradition, **Metallurgy-Litmash, Tube Russia, Aluminium/Non-Ferrous** will again overlap with **wire Russia 2007**.

In the light of the tremendous importance of the Chinese market, **wire China** and **Tube China** made their debuts in 2004. Right from the start, these events were a success. This year's edition takes place from 25 to 28 September 2006, the Shanghai New International Expo Centre will once again host both events. The fairs are being jointly coordinated by the Shanghai Electric Cable Research Institute (SECRI), Metallurgical Council of the China Council for the Promotion of International Trade (MC-CCPIT) and Messe Düsseldorf China Ltd.

Given the promising outlook for the wire, cable and tube industries in the Chinese market, **wire China** and **Tube China** are expected to experience growth on both the exhibitor as well as the visitor side.

From 13 to 16 January 2007, the doors of the Dubai International Exhibition Centre will open on the 8th International Trade Fair for Industrial Machines, Metalworking, Machine Tools, Tubes & Pipes, **TEKNO/TUBE ARABIA**. As co-organiser of the event with Al Fajer Information & Services, Messe Düsseldorf will take on the task of canvassing and supporting all exhibiting companies based outside the Gulf region. The aim of the partnership, which has already earned its stripes at the concurrently staged ARABPLAST, is to expand the fair in scale as well as in scope so that it includes the full spectrum of the tube producing and processing technologies sector. In addition, the international profile of the event is to be boosted. Hitherto, TEKNO has earned a reputation as a solid regional presentation platform for the general machine building industry in the Gulf.

The Gulf region and Middle East are proving increasingly attractive sales markets for the international tube industry. The chief growth markets are in oil and gas technology, petrochemicals, water and electricity supply as well as construction. Significant investments are in the pipeline for the coming years.

Messe Düsseldorf is making its first foray into the tube sector in the Latin American market as the co-organiser of **TUBOTECH 2007**, International Tube, Fittings, Pipes, Valves and Components Fair in São Paulo, Brazil. At the upcoming event, scheduled for 2 to 4 October 2007, the German trade fair professionals will take responsibility for canvassing and supporting exhibiting companies from Europe, North America and Asia, thus contributing to drawing international attention to the event, which has so far remained largely domestic in nature.

Next year's **TUBOTECH** will already mark the event's fourth staging by Brazil's Grupo Cipa. As a showcase for some 125 exhibitors, it welcomes 9,000 visitors and serves as a meeting point for the Brazilian tube industry. The focal product categories are raw materials for tubes, tube manufacturing and processing, tubes and connecting pieces, machinery for producing tubes and pipes as well as measuring and monitoring instruments.

Bangkok is the new home of the wire, cable and tube fairs for the Southeast Asian markets. Under the auspices of the region's central industry associations, **wire Southeast ASIA** and **Tube Southeast ASIA** will spring to life for the first time in the Thai capital from 16 to 18 October 2007.

Organised since 1995 and 1997 respectively, wire Singapore and Tube Singapore have gained a firm grip on the title of leading events for their industry in southeast Asia. Renamed **wire Southeast ASIA**

and **Tube Southeast ASIA**, the duo will now build on their status as top regional fairs and as the gateway to the Thai, Indochinese and neighbouring markets from their new venue in Bangkok.

Thanks not only to its broad manufacturing base but also to the country's encouragement of expansion of the infrastructure especially of transportation, telecommunications and basic service networks, Thailand is considered the central springboard to tapping the region's emerging economies, such as Vietnam. By holding both trade fairs in Bangkok, the region's rich potential is within immediate reach of the exhibiting companies. The opening up of the Thai and Vietnamese markets coupled with selective tax incentives for multinationals willing to relocate act as a potent tonic to the production-friendly environment.

The next **Tube India International** is scheduled to transform the Pragati Maidan trade fair complex in New Delhi into the industry's headquarters **from February 28 to March 1, 2008**. In February 2005, the 2nd All Indian Exhibition and Conference for the Tube and Pipe Industries (then still staged in Hyderabad) and its 110 exhibitors from 18 countries touted innovative products and processes to some 3,800 trade visitors.

At the stands and concurrently staged conference, numerous contacts were forged and strengthened between Indian and international market participants. Following the opening up of the Indian market and the government's liberalisation of import/export regulations, industrial sectors such as oil, gas, automotive engineering and construction have been the main beneficiaries of robust growth – a development which has been a real boon to the global tube industry.

Sharing the spotlight with **Tube India International 2008**, which Messe Düsseldorf coordinates with its Indian subsidiary CIDEX, will

be the welding technology fair, **Essen Welding India**, the International Joining, Cutting, Surfacing Trade Fair and Conference. The latter is also a jointly organised project that sees Messe Düsseldorf teaming up with Messe Essen.

Further information on all of the fairs described can be obtained by calling Jörg Dübelt of Messe Düsseldorf GmbH at +49 (0)211 / 4560-7729, e-mailing DuebeltJ@messe-duesseldorf.de or visiting www.messe-duesseldorf.de online.

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