

TUBOTECH represents the South American tube industry in Sao Paulo – a resounding success

What was once just part of WiCAB will become an independent fair for the wire and cable industry as of 2013

The atmosphere at the Imigrantes Exposicoes Exhibition Centre in Sao Paulo was excellent. Satisfied smiles reflect what had already been announced earlier, that the number of exhibitors had risen to 420 (from 320 in 2009). The industry is doing well in South America, and about 18,000 visitors attended the fair (up from 16,500 in 2009) which lasted from 4 - 6 October to discuss and close deals at TUBOTECH in Sao Paulo.

The statements heard in the halls speak for themselves:

“I think the event was very well organised. All of the key regional tube producers were there and there was a great atmosphere. In conclusion, I would say that it was an important event for the region and we will definitely be here again next time”, says Heinz Zacharia, Marketing Manager at SMS Meer GmbH.

“This year was the first time that we exhibited at TUBOTECH. One of the main reasons for this decision was the positive development of the fair in the last few years as well as the international focus. We are looking forward to being part of it again”, said Christoph M. Tirre, Senior Sales Manager at the Buhlmann Group for Asia & Latin America.

Colin Shaw, Executive Director of the Steel Tube Export Association South Africa and Steel Tube and Pipe Manufacturers of South Africa. (ASTPM/STEASA) summed up saying “It was a good trip and my members



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were happy with their exposure and contacts made. They would be happy to exhibit again at the next show in two years.”

The WiCAB fair, which represents part of the wire and cable industry at TUBOTECH, also enjoyed a promising launch. Messe Düsseldorf and its partner Grupo Cipa are developing a separate fair based on WiCAB, tailor made to cater for the region's specific needs and due to take place for the first time in 2013: **wire South America will take place for the first time in early October 2013 in parallel to the next TUBOTECH.** This is a decision that the organisers made at an ideal moment, as the industry in South America is clearly one of the strongest growth markets worldwide.

South American clients can obtain further information on the fair from Grupo Cipa (Luis C. Carmo; Tel. ++55 11 5585 4357, Lccippa@cipanet.com.br). Information for customers from other countries is available from Messe Düsseldorf (Claudia Wiechert, Tel.: ++49/(0)211/45 60-7700, e-mail: WiechertC@messe-duesseldorf.de) or Ute Wynchhoff (Tel.: ++49/(0)211/45 60-7779, e-mail: WynchhoffU@messe-duesseldorf.de) as well as Messe Düsseldorf's offices around the world.

Upon publication a reference copy would be appreciated.

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