

## wire 2014 und Tube 2014 in Düsseldorf: Strong Together for Future Markets!

### Düsseldorf, 11 April 2014

The upward trend continues: The more than 2,500 international exhibitors from the wire, cable and tube industries can look back on five successful trade fair days. Inspired by the upswing of the steel market, the exhibiting companies presented their product innovations at the Düsseldorf Exhibition Centre during the two leading trade fairs, wire 2014 and Tube 2014.

"The trade fairs took place at exactly the right time. Now several companies are planning on investing in order to position themselves for continued competition," explained Joachim Schäfer, Managing Director accountable for the fairs at Messe Düsseldorf. "Once again, wire and Tube recorded exhibitor growth as well as a significant increase in booked exhibition space," he continued with satisfaction.

Networked worldwide and globally active, the exhibitors presented themselves to the 72,000 trade visitors that travelled to the exhibition halls on the Rhine from 104 different countries. They came to learn about the latest machines, equipment and products for the wire, cable and tube processing industries at the no. 1 international trade fairs, wire – International Wire and Cable Trade Fair and Tube – International Tube Trade Fair.

"As world market leader in the steel tube industry with two plants in Düsseldorf, we believe it was the right decision to participate at Tube 2014 – for the second time in a row now after a long break," summarizes Norbert Keusen, CEO of Vallourec Deutschland GmbH, quite satisfied after five trade fair days.

"Our customers were especially interested in the offshore foundation system PREON marine, with which wind turbines can be anchored in the ocean significantly more quickly, cost-effectively and environmentally-friendly than with the methods commonly used today," Keusen continued.

International contacts, lots of conversations, healthy buying interest and actual closes, as well as the anticipation of interesting post-event business, characterised the mood at wire and Tube.



International Wire  
and Cable Trade Fair

Internationale Fachmesse  
Draht und Kabel

**7 – 11 April 2014**  
[www.wire.de](http://www.wire.de)



International Tube  
and Pipe Trade Fair

Internationale  
Rohr-Fachmesse

**7 – 11 April 2014**  
[www.tube.de](http://www.tube.de)

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The steel and NE metal industry has long been considered to be a reliable early indicator for all other industries. The entire economy benefits when this market is strong.

In total, about 98% of the exhibitors gave top scores for the way the two trade fairs went. The companies exhibiting at both fairs occupied a total of more than 108,000 square metres of net exhibition space.

### **wire 2014**

This year WAFIOS presented no less than 30 innovations at its two trade fair stands in halls 5 and 10. "That includes 15 new machines alone," Dr. Cristoph Müller-Mederer, Senior Executive President, Sales and Marketing for WAFIOS AG Reutlingen stated with pride.

"Leading the way are the new-generation FMU 15 and 26, that represent more power and ease of operation, and – at the same time – an improved price-performance ratio," the wire expert continues. The company from Reutlingen is extremely satisfied with the high percentage of trade visitors from all parts of the world.

More than 1,300 companies from 54 countries journeyed to Düsseldorf for wire 2014. They occupied approximately 58,500 square metres of space – a 2% increase compared with the square metre figures from 2012.

The offerings in exhibition halls 9 to 12 and 15 to 17 ranged from machines and equipment for wire production and processing to tools and auxiliary materials for process engineering to materials and specialty wires.

Innovations from the areas of cable, measurement and control technology, as well as test engineering, were presented. Special fields such as logistics, conveying systems and packaging rounded off the offerings. The mesh welding machinery domain was presented combined under one roof for the first time – roughly 20 companies showed their products in hall 16. The range of products was very well received by the visitors.

Current forming technologies were presented in hall 15, while the latest spring-making methods were featured in parts of hall 16.



All applications involving wire, cable and fibreglass machines, wire and cable production, as well as trade, were located in halls 9 to 12, 16 and 17.

Manufacturers of tools for process engineering, and companies that manufacture machines for wire production and processing, were also extremely pleased with the course of wire. Material producers and companies that supply specialty wire and cable also consider wire to have been a success. The exhibitors particularly appreciated the professional competence of the visitors and the high level of conversations at the stands. Almost all of the companies surveyed expect good post-event business.

## **Tube 2014**

Tube took place in halls 1 to 7 and in hall 7a. More than 1,200 exhibitors from 47 nations showed their innovations on approximately 50,000 square metres of total exhibition space. This represents a 3.1% increase in exhibiting companies and close to a 4% increase in booked space compared with the previous event in 2012.

Tube presented the entire spectrum – from tube manufacture to tube processing to tube reprocessing to tube trade. The offerings ranged from raw materials, tubes and accessories, machines for tube production and tools for process engineering to auxiliary materials, as well as measurement and control technology.

Test engineering and special areas such as warehouse automation and control systems rounded off the broad spectrum of offerings. Machines and equipment for the manufacture of profiles and their end products were presented in a variety of forms and materials. The areas of tube trade and OCTG (Oil Country Tubular Goods) technology covered a large area again.

Salzgitter AG presented itself at Tube 2014 under the motto "Mannesmann – the Pipe". "The positive feedback and the strong interest from the visitors show us that Mannesmann is a synonym for steel tubing of the highest quality worldwide," exclaimed Bernhard Kleinermann, Director of Communication and Investor Relations at Salzgitter AG, commenting on his company's successful participation. "We are upholding this long-standing success story at the Salzgitter enterprise," he continued.



Participation at Tube is also indispensable for STAPPERT Deutschland GmbH, a Düsseldorf exhibitor from the very beginning. "Tube is the most important trade fair for us in the stainless steel sector," confirms STAPPERT Brand Communication Manager Silke Löser. "Already on the first trade fair day our stand was heavily visited, and we were able to have high-level conversations," the PR expert concluded.

Overall, the trade fair visitors gave top scores for the quality of the exhibiting companies' offerings, and considered their trade fair visit to be completely successful.

### **wire 2014**

The percentage of international trade fair guests is traditionally high: 66% of the wire visitors travelled to Düsseldorf from abroad, representing a total of 70 countries.

The majority of all wire visitors came to Düsseldorf from the classic visiting nations India, the USA, France, Italy, Great Britain, Switzerland, Belgium, Spain, Sweden, Turkey, the Netherlands and Japan. The visitors came primarily from industry (75%), trade (11%) and craft (4%). Of primary interest to the visitors were machines for the processing of wire, steel bars and steel band (35%), machines for the fabrication of wire, steel bars and steel band (32%), end products (22%), assistive equipment (machines, devices, tools, consumables; 21%), forming technology (15%) and spring-making technology (11%).



### **Tube 2014**

The internationality of the visitors at Tube came in at 55%. Trade fair guests at Tube came from a total of 62 countries. Tube visitors came primarily from Italy, France, the USA, the Netherlands, India, Spain, Sweden, Turkey, Poland, Austria, the Czech Republic and Great Britain. 64% of all trade fair visitors came from industry, 18% from trade and 6% from craft. Visitors at Tube were primarily interested in tubes (54%), machines for tube processing (24%), machines for tube reprocessing (23%), raw materials (21%) and machines for tube manufacture (20%). 14% listed accessories, 12% profiles, and 6% machines for profile production as primary reasons for travelling to Düsseldorf for Tube 2014.

## **Forecast: wire 2016 and Tube 2016**

wire and Tube once again take place simultaneously from 4 to 8 April 2016 in Düsseldorf. Information on both trade fairs can be found on the respective websites at [www.wire.de](http://www.wire.de) and [www.Tube.de](http://www.Tube.de).

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