

## PRESS RELEASE

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# Advancing Metallurgy and Foundry Technology: Synergy at GIFA and METEC Southeast Asia 2023, co-located with wire and Tube exhibitions

**Singapore, 10 October 2023** - From 20-22 September 2023, BITEC, Bangkok was abuzz with industry professionals as the show floor put the spotlight on metallurgy and foundry technology alongside the wire, cable, tube, and pipe sectors at the co-located trade fairs: GIFA and METEC Southeast Asia, and wire and Tube Southeast Asia.

Over three days, some 91 exhibitors from 11 countries demonstrated their technology, machinery, and innovations across multiple application sectors from automotive, building and construction, energy and gas, to users from metal and steel plants. The two synergistic exhibitions of GIFA and METEC Southeast Asia successfully presented a comprehensive platform for over 4,200 trade visitors – with 25 percent coming from outside Thailand. Together with visitors for wire and Tube Southeast Asia, international visitors hailed from neighbouring Malaysia, Vietnam, Singapore, Philippines, as well as China and India, among others. On the local front, there were also 54 visiting groups representing the key target sectors of wire and cable manufacturers, iron and steel and non-ferrous metal industry and from upstream supplier industries. These included Bangkok Cable, Thai Summit Cable & Parts, The Siam Industrial Wire, Alphacast, PV Casting and Machine, TMT Steel Public and many others.

“While this year saw a more focused group of visitors, what truly stood out was the depth of engagement and the quality of discussions on the show floor. It was evident that participants came with clear objectives and a genuine interest in collaboration. The value of these interactions and the potential for lasting business relationships cannot be understated. We remain committed to providing a platform for meaningful exchanges for the industries we serve,” said **Gernot Ringling, Managing Director, Messe Düsseldorf Asia**.

For the SMS group, one of the world's leading companies in metallurgical machinery and plant engineering, it was the second consecutive participation after the successful premiere of METEC Southeast Asia last year. "This underlines our interest in the Asian market and we are pleased with our participation. We have made a number of business agreements with customers from Asia and look forward to further opportunities with new and old business partners in the region." On the occasion of the SMS group's 150th anniversary, we were able to celebrate "150 years of shaping the future" with customers and colleagues at our stand at the end of the exhibition," said **Dr. Pino Tese, Chief Sales Officer and Managing Director, India and Asia Pacific, SMS group**.

Echoing this sentiment was fellow colleague **Bernhard Steenzen, Chief Sales Officer, India, Asia Pacific (APAC) & Middle East, Africa (MEA) region, SMS Group**, who said METEC Southeast Asia was a significant platform to showcase expertise in the metallurgical industry and to “establish valuable connections in



2nd International Foundry Trade Fair and Forum for Southeast Asia



2nd International Metallurgical Trade Fair and Forum for Southeast Asia

**20 – 22 SEP 2023**

BITEC, Bangkok, Thailand

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the Southeast Asian market. Our participation proved to be highly successful, allowing us to engage with industry professionals, potential clients, and partners.”

As a first-time visitor, **Professor Dr. Suchatvee Suwansawat, former President of the Council of Engineers, Thailand**, was deeply impressed by the international representation, particularly from Europe, and the extensive display of machinery and solutions on offer. “Witnessing such global interest from the exhibitors, right here in Bangkok, with a vast range of machines, products, and solutions, also highlights how fortunate the Thai and regional industries are to be able to experience such exhibitions. This is not just a sourcing ground; it is also a unique opportunity for the local industry to learn, share, and embrace best practices.”

Reflecting a similar standpoint was Thai exhibitor **Pine-Pacific Corporation**, one of Thailand’s leading suppliers of both raw materials and equipment for the foundry industry, who remarked that this was also a good opportunity for the local industry to meet and network with an international audience. According to **Itthinai Yingsiri, Managing Director**, “for local companies, here you can explore more target groups and gain access to potential customers from other countries or from the Southeast Asian region without even having to travel abroad.”

Beyond showcasing innovations and solutions, the exhibitions were also about knowledge-sharing. The four co-located exhibitions included concurrent events such as conferences, technical presentations, and business matching activities. One standout was the 2-day international conference titled ‘*Towards a Sustainable Future – Transforming Challenges into Opportunities*’, jointly organised by Messe Düsseldorf Asia and the International Wire and Machinery Association (IWMA). Key topics revolved around sustainable growth and environmental responsibility, resonating with the region’s efforts towards economic growth paired with decarbonisation.

Among the distinguished speakers at the conference, **Septiyanto Catur, Secretary General of the Indonesian Foundry Association (APLINDO)**, emphasised this was an ideal platform for Southeast Asia and the international community to come together; “this is a good opportunity for the industry to share and learn from each other. Especially at a time like this where productivity and efficiency are key – material costs and labour costs have increased, so the industries need new technologies and solutions, and sustainability is a top priority.”

For **Nava Chantanasurakon, Chairman, The Federation of Thai Industries – Iron and Steel Industry Club**, and Keynote Speaker, stated that the conference was timely as Thailand is well on the way to moving modern energy and reducing CO2 emissions up the agenda, and to improve the production process for low-carbon manufacturing.

Reflecting on the conference, **Bernd Lohmüller, Managing Director, Maschinenfabrik Niehoff**, leading supplier of machinery for the non-ferrous, wire and cable industry, shared, “Positioning the conference on the show floor was a good addition and significantly enhanced the visitor experience. The content



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presented was insightful, especially the contribution from the Thai presenters who offered deep local insights. Discussions around CO2 emissions reduction and energy efficiency also resonated deeply, as lowering CO2 emissions invariably leads to reduced production costs. Overall, the concept of the conference greatly enriched the exhibitions.”

Amid rapid urbanisation, infrastructure development, and increasing internet penetration in Southeast Asia, the demand for wire, cable, tube, and pipes have been on upward trajectory. Notably, in 2022, the Asia-Pacific region held the largest revenue share in the wire and cables industry, with over 37 percent market share. With infrastructure development being the focal point for Southeast Asia on the back of the pandemic, the region continues to solidify its global significance. Wire and Tube, and GIFA and METEC Southeast Asia 2023 presented a timely opportunity for businesses in the relevant sectors to strengthen their foothold in the region.

For second-time exhibitor at METEC Southeast Asia, producer of refractories, ladle well fillers, and synthetic slags for the steel industry, **Purmetal Gmbh & Co**, “the experience has been very good, and having served the Thai market for almost half a century, the exhibition provides us the possibility to be at the doorstep of our customers and this really helps to reinforce our brand presence here in Southeast Asia,” said **Tim Breitzmann, Sales Manager**.

The next editions of GIFA and METEC Southeast Asia, alongside wire and Tube Southeast Asia, will return to a biennial cycle and will take place in 2025 at BITEC, Bangkok from 17 to 19 September.

A detailed post event report will be released soon, meanwhile for more updates go to [www.gifa-southeastasia.com](http://www.gifa-southeastasia.com) | [www.metec-southeastasia.com](http://www.metec-southeastasia.com)

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