

their participation in wire and Tube 2010. Overall, the attendees gave the products on exhibit top marks and rated their visit as successful.

“Every two years, Düsseldorf becomes the international platform for two key industry sectors. Global contacts are formed and orders placed here for the years ahead. The trade fairs are, therefore, taking place at precisely the right time. Companies are now investing again in order to get ready for future competition or to re-position themselves. In Düsseldorf the international key players of the wire, cable and tube industries meet with competent decision-makers from all over the world. It is a global industry forum where large enterprises, medium-sized companies and even small firms show what they have in store,” stated Joachim Schäfer, Managing Director of Messe Düsseldorf.

At wire 2010, 1,219 companies from 52 countries presented their innovations on 559,700 square feet of net exhibit space. This is an increase of 7.3% in exhibitor participation compared to the show's last staging in 2008. From the U.S., 78 companies exhibited at wire 2010, including 30 companies within the North American Pavilion, organized by Messe Düsseldorf North America (MDNA) and sponsored by the Wire and Cable Industry Suppliers Association (WCISA).

wire 2010 was attended by 35,000 trade visitors from 70 countries, 63% of which travelled to Düsseldorf from countries other than Germany. The majority of the visitors came from Great Britain, France, the U.S., Italy, India, the Netherlands and Spain as well as from Brazil, Turkey, Austria, Switzerland, Belgium and Poland. Visitors primarily represented the industry (81%) followed by trade (8%) and skilled crafts (3%).

The visitors were mainly interested in machinery and equipment for wire production and processing (44%), materials, special wires and cable (41%), test technology (22%), measurement, control and regulation technologies (19%) as well as in tools for process engineering (20%). A slight increase in the number of executives was recorded. Visitors again confirmed the trade fair's No. 1 status by giving it good to very good marks.

Egon Reich, Board Member in charge of Sales & Marketing at WAFIOS AG Reutlingen, commented: “The trade fair went remarkably well. Already on the first day we had a huge amount of visitors. Visitors at our stand came well prepared and were very international. We also attribute this to our targeted information mailing before the start of wire 2010. We are expecting interesting post-show business”.

“wire 2010 is going well and customer interest is high. Almost everyone feels that business is continually picking up,” added Benedikt Niemeyer, CEO of Schmolz + Bickenbach.

A total of 1,181 exhibitors from 52 countries showcased their products on 484,300 square feet of net exhibit space at Tube 2010. Compared to 2008, exhibitor participation rose by 13.1 %. Tube 2010 featured 40 U.S. companies, including 14 exhibitors within the North American Pavilion which was also organized by MDNA and co-sponsored by the Fabricators & Manufacturers Association, International (FMA) and the Society of Manufacturing Engineers (SME).

The internationality of the Tube 2010 visitors was also high: of the about 35,000 guests from 70 nations, 55% were from countries other than Germany. These visitors came primarily from the Netherlands, Italy, India, Spain, the U.S., Belgium, Switzerland, France and Great Britain. Overall, 63% of the attendees were from the industry, 22% from the trade and 4% from the skilled crafts sector.

The visitors' focus of interest was on tubes and accessories

continued on next page

QUICK LINK

Mallion Rapide

- Material Tested & Certified
- Superior Quality
- De-burred Thread
- EN1362 Certified

GET THE HOT FORGED ADVANTAGE

Wichard Products are Hot Forged for Superior Strength and Safety.

certified ISO 9001

Make Sure You Have The Mark Of Quality

wichard

All Forged & Hot

www.ThomasNet.com
www.wichard-usa.com

Tel: (401) 683-5055
Fax: (802) 655-4689
Email: Info@wichard-usa.com