

## **Bringing Together of Industrial Greats and Cutting-edge Technology**

### **wire and Tube China 2010 Successfully Concluded**

From 21 to 24 September, wire and Tube China 2010, considered to be the world's second largest and Asia's largest exhibition, successfully took place at the Shanghai New International Expo Center. The exhibition presented the cable, wire, and tube industry chain as well as the current industry development trend to the trade visitors. Still experiencing the influence of the post-financial-crisis, the exhibition reported a remarkable success. The four-day exhibition attracted 26,035 trade visitors (including 3,473 visitors from abroad), and its size hit a historic high with an exhibition area totaling 74,500 square meters, up 30% from the previous exhibition. To be specific, the exhibition area of wire China 2010 amounted to 40,000 square meters, and that of Tube China 2010 totaled 34,500 square meters. It attracted more than 1300 exhibitors worldwide. This certainly makes wire & Tube China into a specialized platform for commerce and trade.

With the recovery of the global economy and facing a potential Chinese cable, wire, and tube market, a great number of renowned national and international companies developed new strategic layouts. They presented themselves at the exhibition to take advantage of the great opportunities offered here.

Exhibitors stated that they received many orders and were very successful at the exhibition. They also confirmed many business opportunities resulting from the exhibition. In particular, some pavilions and exhibitors mentioned that they would expand their stand space at the next trade fair in order to increase their business.

It is noteworthy that this trade fair presented three major special exhibition areas, namely, the "chemical area", "wire area" as well as the area for "wire products and spring fasteners". Furthermore, the exhibition has become even more well-known internationally: Pavilions from 10 major countries and regions (Austria, UK, France, Germany, Italy, Spain, North America, Taiwan, Japan, and South Korea) joined the exhibition to centrally display their sophisticated technologies, techniques, and products.

A great number of visitors from Japan, Korea, the Taiwan Region, Malaysia, India, Nepal, Thailand, Indonesia, Philippines, and Vietnam, etc. participated in the exhibition. Trade visitors rated this exhibition highly, and they expressed their satisfaction with the services provided by the organizers. Many intend to participate again in the next trade fair.

wire and Tube China 2010 is not just an exhibition with unlimited business opportunities, but it is also a platform for communication and interaction: Simultaneously featured conferences and events also received much attention from the visitors.

wire China 2010, jointly organized by Shanghai Electric Cable Research Institute (SECRI) and Messe Düsseldorf China Ltd., and Tube China 2010, jointly organized by Metallurgical Council of the China Council for the Promotion of International Trade (MCCCPIT) and Messe Düsseldorf China Ltd., profited from the great performances of the previous three exhibitions. wire and Tube China 2010 has become Asia's largest and the world's second largest professional exhibition in the industry, and it is considered to be the optimal platform for communication and for insiders to develop the Chinese market as well as Asian trade opportunities.

wire China 2012 and Tube China 2012 will take place again at Shanghai New International Expo Center from 25 September to 28 September 2012.

For more information, please visit [www.wirechina.net](http://www.wirechina.net) and [www.tubechina.net](http://www.tubechina.net).

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