



In cooperation with
wire Southeast Asia 2025,
Bangkok, 17 – 19 Sep 2025
www.wire-southeastasia.com

8:30 – 17:00
Wednesday, July 2, 2025
Grand Mekong Ballroom
1st Floor, New World Saigon Hotel
76 Le Lai Street, District 1
Ho Chi Minh City

Especially

Lucky draw 🎁 Chance to win a trip to Bangkok 🇹🇭 at the end of the program !

Please remember to bring your business card!

Invitation

Technical seminar for Wire and Cable industries

BUILDING ASEAN'S INDUSTRIAL BACKBONE INNOVATION – CONNECTIVITY – GROWTH



16th INTERNATIONAL
WIRE & CABLE TRADE FAIR
FOR SOUTHEAST ASIA



15th INTERNATIONAL
TUBE & PIPE TRADE FAIR
FOR SOUTHEAST ASIA

17-19 SEP 2025

BITEC, Bangkok, Thailand
www.wire-southeastasia.com
www.tube-southeastasia.com

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Tentative agenda

08:30 – 09:00	Check-in
09:00 – 09:05	Opening remarks and intro by Messe Düsseldorf Asia
09:05 – 09:30	Welcome message and industry update by Electrical Wire and Cable Association of Ho Chi Minh City
09:30 – 09:45	Coffee break (15 min)
09:45 – 10:30	New generation of NIEHOFF Rod Breakdown Lines, NIEHOFF Multiwire Lines, NIEHOFF Lifecycle <i>Han Chong Kee, Junior Managing Director, NIEHOFF Singapore</i>
10:30 – 11:15	Drawing dies, a key factor to improve the wire drawing process <i>Alex Casanovas, Managing Director, Esteves (Shanghai) Diamond Dies Co., Ltd</i>
11:15 – 12:00	RESY optimized filtration solutions for reduced production costs and flexible machine use <i>Klaus Eichelmann, Managing Director, Reber Systematic GmbH + Co. KG</i>
12:00 – 13:15	Lunch
13:15 – 14:00	Presentation by Eder Engineering GmbH
14:00 – 14:45	Innovative extrusion technology <i>Viacheslav Zabaluev, Sales Manager, Rosendahl Nextrom GmbH</i>
14:45 – 15:15	Innovation, Creativity and Growth through wire Southeast Asia <i>Beatrice J Ho, Project Director, Messe Düsseldorf Asia Pte Ltd</i>
15:15 – 15:30	Coffee break (15 min)
15:30 – 16:15	Presentation by CRU
16:15 – 16:45	Panel discussion
16:45 – 17:00	Lucky draw
17:00	End of seminar

We look forward to welcoming you at the seminar.

Beatrice J. Ho
Project Director, Wire & Tube Southeast Asia
Messe Düsseldorf Asia Pte Ltd.

Phuong Doan
Local coordinator Vietnam
Messe Düsseldorf

Industry Partners (wire):



Italian Wire Machinery
Manufacturers
Association (ACIMAF)



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