



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

8:30 – 14:30

Friday, July 4, 2025

Long Bien Ballroom,

Mövenpick Hotel Hanoi Centre,
83A Ly Thuong Kiet Street,
Hoan Kiem District, Hanoi

✳️ 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

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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 – 09:20	Welcome message and industry update by leading enterprise from Hanoi
09:20 – 09:50	New generation of NIEHOFF Rod Breakdown Lines, NIEHOFF Multiwire Lines, NIEHOFF Lifecycle <i>Han Chong Kee, Junior Managing Director, NIEHOFF Singapore</i>
09:50 – 10:05	Coffee break (15 min)
10:05 – 10:30	Drawing dies, a key factor to improve the wire drawing process <i>Alex Casanovas, Managing Director, Esteves (Shanghai) Diamond Dies Co., Ltd</i>
10:30 – 11:00	Presentation by Eder Engineering
11:00 – 11:30	RESY optimized filtration solutions for reduced production costs and flexible machine use <i>Klaus Eichelmann, Managing Director, Reber Systematic GmbH & Co. KG</i>
11:30 – 12:00	Innovative extrusion technology <i>Viacheslav Zabaluev, Sales Manager, Rosendahl Nextrom GmbH</i>
12:00 – 13:15	Lunch
13:15 – 13:45	Presentation by CRU
13:45 – 14:15	Panel discussion
14:15 – 14:30	Lucky draw
14:30	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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