

Worldwide energy transition determines investment climate for leading trade fairs for wire, cable, tubes and pipes in Düsseldorf

wire and Tube 2022 – sustainability a much-debated topic in the exhibition halls

Economically challenging times and geopolitical crises on the one hand, and the longing for personal encounters and expert conversations, on the other – against the backdrop of this global climate the world's leading trade fairs for the wire, cable and tube and pipe industries, wire and Tube, have closed their doors after five successful trade fair days in Düsseldorf.

1,822 exhibitors from over 50 countries came to Düsseldorf from 20 to 24 June 2022 to present technology highlights from their industries on 93,000 square metres of exhibition space.

“Düsseldorf is and will remain the place to be for these weighty industries. Especially in times of sustainable change it is more important than ever to be represented here in Düsseldorf and in direct exchange with the players in these industries,” stressed Bernd Jablonowski, Executive Director at Messe Düsseldorf, and went on to say: “Düsseldorf has paid off again – was the feedback from the well-attended exhibition halls. Most companies plan to return again in 2024.”

“In-depth conversations about the current challenges associated with the global energy transition, new requirements made on machines and equipment – and all of this considering sustainability aspects – the need for discussion among exhibitors and visitors in the exhibition halls was enormous,” confirmed Daniel Ryfisch, Project Director of wire/Tube and Flow Technologies commenting on the successful re-start of the trade fairs.

Alongside many machines and plant facilities in action there were impressive trade fair launches to be seen in the exhibition halls: the wire exhibitors in the Fastener and Spring Making Technology segments also presented **finished products** such as fastener components and industrial springs – an absolute novelty. Technical conferences, expert meetings



International Wire and Cable Trade Fair
Internationale Fachmesse Draht und Kabel



International Tube and Pipe Trade Fair
Internationale Rohr-Fachmesse

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and guided ecoMetals Tours of the exhibition halls enhanced the exhibitors' ranges of the two trade fairs in 2022.

This was the first time for the players in the wire, cable, pipe and tube industries to join Messe Düsseldorf's ecoMetals Campaign. A transformation of these energy-intensive industries towards more sustainability has already been actively supported by Messe Düsseldorf for years now. Because the **ecoMetal-trails** demonstrated live that the exhibitors at wire and Tube are not only innovative but are also increasingly producing in an energy-efficient and resource-saving way.

Opportunities for, and avenues towards a green transformation were discussed at the wire and Tube **Expert Meeting** in Hall 3 over two days. Here such key industry players as Salzgitter AG, thyssenkrupp Steel, thyssenkrupp Material Services Processing, ArcelorMittal, Heine + Beisswenger Gruppe, Klöckner + Co SE, Swiss Steel Group, SMS Group GmbH, Wirtschaftsvereinigung Stahlrohre e.V., Voß Edelstahlhandel GmbH + Co. KG and Stahlmarkt Consult shared their roadmaps for **Green Transformation**. They reported of exciting transformation processes in their companies.



wire 2022 presented 1,057 exhibitors from 51 countries on some 53,000 square metres of net exhibition space showcasing wire making and wire processing machines, wire, cable, wire products and manufacturing technology, fasteners and spring making technology including finished products and grid-welding machinery. In addition to this, innovations from the measuring, control technology and test engineering were on display.

“We were all looking forward to wire, we have missed the personal contact in recent years and have learned to appreciate the value of direct customer talks at trade fair events such as wire and Tube,” says Dr.-Ing. Uwe-Peter Weigmann, Spokesman of the Board at WAFIOS AG, in an initial statement. “We have deliberately chosen our trade fair motto ‘Future Forming Technology’ and thematically found the sweet spot for productivity leaps, ground-breaking new technologies and automation solutions that will enable even more sustainable business in the future. For WAFIOS, innovations have always been in the forefront and we have once again clearly underlined this with our trade fair programme.

Customer response was excellent and our stands, both at wire and Tube, were very well attended on all days of the trade fair,” said Dr. Weigmann, giving a positive summary of the event.

On over 40,000 square metres of net exhibition space with 765 exhibitors from 44 countries the international tube and pipe trade fair Tube showcased the complete bandwidth from tube manufacturing and finishing to pipe and tube accessories, tube trading, forming technology and machinery and plant facilities. Process technology tools, auxiliaries and measuring and control technology as well as test engineering also rounded off the ranges here.

The importance of individual, highly specialised requirements for tubes in industries as diverse as oil and gas, heavy and waste water, food and chemicals was demonstrated by Salzgitter AG, which placed its product Mannesmann at the heart of its presence at Tube 2022.

“Mannesmann is synonymous worldwide with steel tubes of the highest quality,” said Frank Seinsche, Head of Corporate Design & Events Group Communications at Salzgitter AG and responsible for trade fair appearances. “In addition to presenting our products, Tube 2022 is a perfect communication platform for us to liaise with customers and partners,” the trade fair expert was pleased to say. “Moreover, with Mannesmann H2 Ready we are already presenting solutions for the hydrogen transport and storage sector,” added Seinsche.



With strong contingents at wire and Tube were exhibitors from Italy, Turkey, Spain, Belgium, France, Austria, the Netherlands, Switzerland, Great Britain, Sweden, Poland, the Czech Republic and Germany. From overseas, companies from the USA, Canada, South Korea, Taiwan, India and Japan travelled to Düsseldorf.

All these industry players received excellent ratings from the international trade visitors who travelled to Düsseldorf from more than 140 countries. At around 70%, the proportion of international trade fair visitors was once again very high.

Around 75% of trade fair visitors were executives with decision-making powers. Overall, the willingness of the industries to invest, especially in challenging times, was high. There was also an increase in first-time visitors, a clear sign that wire and Tube fully reflect the international market with their offerings and thus meet the expectations of the industries. 70% of the visitors surveyed said they would come to Düsseldorf again in 2024.

wire visitors were primarily wire and cable manufacturers and came from the iron, steel and non-ferrous metal industry or from the vehicle and upstream supplier industry. They were interested in wire and wire products, machinery and equipment for the production and processing of rods, wire and strip as well as test engineering, sensor technology and quality assurance for the wire and cable industry.

In addition to tubes, tube products and accessories for the tube trade, visitors from the tube industry were interested in machinery and equipment for the production and processing of metallic tubes, in tools and auxiliaries for the production and processing of metal tubes and in testing technology, sensor technology and quality assurance for the tube industry.



2024 will see wire and Tube held concurrently again from 15 to 19 April at Düsseldorf Exhibition Centre.

More information on exhibitors and products as well as latest industry news can be found on the Internet portals at www.wire.de and www.Tube.de.

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