

Tube & Wire 2008

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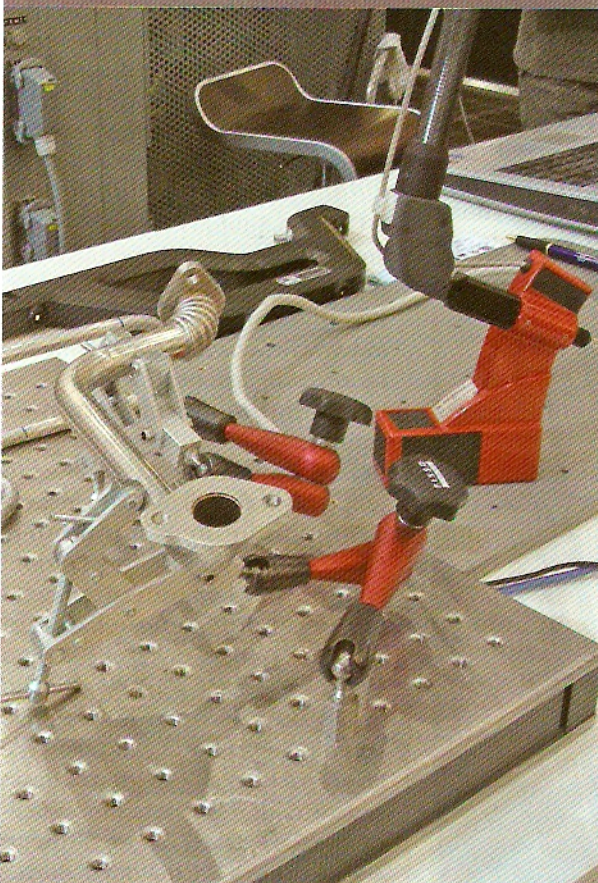
A cura dell'ufficio Stampa: R.T.S.

Just under 2,200 exhibitors at wire (1,129 companies) and Tube (1,028 companies) populated the rows of Messe's halls during the five fair days in Düsseldorf. The companies at both trade fairs together occupied a display area of more than 95,000 square metres. All in all, 73,600 trade visitors from more than 90 countries visited the trade fairs wire 2008 and Tube 2008 in Düsseldorf.

"Once again, Düsseldorf has proven to be the number one platform for the wire and tube industries," said Joachim Schäfer, who is the Managing Director of Messe Düsseldorf in charge of the trade fairs. "The exhibiting companies and visiting trade fair guests were truly enthusiastic with the results of the fair. Many large and also medium-sized businesses have told me of new, promising business contacts," Schäfer continues. The enthusiasm of Joachim Schäfer is comprehensible at all, looking to the same stunning data collected from Tube2008: 2,200 exhibitors and 73,600 visitors are the new record of one of the biggest exhibitions on world scenery: in 2006 they were respectively 1,933 and 65,000. A great increase, due first of all to wire sector, but also tubes one played its role.

Some particulars at TeZet stand.

Alcuni particolari dello stand TeZet.



Exhibitors of Tube2008 were satisfied, as ever: great German organization, precise and regular, incredible flow of visitors, a lot of contacts. But all that glitters is not gold: when the business cycles is not positive at all, also exhibitions suffer of hidden sense of discontent that makes more evident some little lacks. And exhibition really are dispersive, with many visitors but not all interested in acquiring, not so much visitors coming from the host country, Germany, that is one of the first target for non-German companies. Asking to some operators one month after the exhibition, a great majority of comments collected by editorial staff remains positive. Quite all recognize the increased number of visitors and the efficient organization by Messe Dusseldorf, even if many exhibitors denounce the lack of interest in visitors, evaluating around 25% the real interest of the visitors in their stand. Around 75% of exhibitors contacted from our magazine declares that the goals planned for the exhibition have been entirely realized. Some comments are really enthusiastic, not only for the number of people that visited the stand but also for commercial contacts, some other are more circumspect, first of all about the opportunity of joining Metav2008 to Tube and Wire, a choice that made more dispersive at all the event, according to many exhibitors.

A great majority, however, is still considering Tube as the better place to improve contacts and stimulate business: Tube Dusseldorf is still the most important exhibition in the world for Tube sector.