

## **FOCUS ON SOUTHEAST ASIA:**

### **Rapid urbanisation, increased infrastructure spending heightens demand in the wire, cable, tube and pipe industries**

*Riding the wave of opportunity, wire and Tube Southeast Asia 2019 returns to the Bangkok Trade & Exhibition Centre (BITEC), Thailand from 18 – 20 September*

Cities all over Southeast Asia are on a growth trajectory, as industry projections indicate about 100 million people in ASEAN are expected to migrate from the countryside to cities from now through to 2030. From an economic standpoint – urbanisation which generally brings about improved productivity, better incomes, education, healthcare and transport, also comes with its own set of challenges. Hence the need for 'smart cities', where information and communications technologies are integrated to improve operations across traffic flows, public transportation, energy and water usage and even healthcare services. In the case of Thailand, the country plans to transform its economy into a digitally powered ecosystem – creating no less than 100 "smart cities" over the next two decades.

The set-up of the ASEAN Smart City Network (ASCN) to support urbanisation will serve as a common platform for each of the region's countries to share best practices, link member cities with private investment and secure funding. The effect of ASCN was seen in March this year, where the Australian government pledged A\$30 million (\$\$30.3 million) into ASEAN smart cities. While in June last year, the World Bank and the Swiss government established the US\$13.4 million (\$\$18 million) Indonesia Sustainable Urbanisation Multi-Donor Trust Fund to ensure the country's urbanisation process is economically, socially and environmentally sustainable.

In tandem, Southeast Asian nations are expected to spend US\$323 billion on infrastructure developments, from clear water, clean air, energy, roads, ports, railways, to education and healthcare – promising business prospects for the region's construction companies. In Thailand, its government has pledged 1.5 trillion baht (\$\$62 billion) over the next five years to boost growth and develop its three eastern provinces as the Eastern Economic Corridor, with infrastructure spending to remain a key driver for the economy and new development projects.

These market opportunities led by rapid urbanisation coupled with Southeast Asia's booming infrastructure developments will undoubtedly trigger higher demand for wire, cable, tube and pipes thanks to its versatility and rising application across a myriad of industries, from upstream, to midstream and downstream. Likewise, its use in end-use industries from automotive, household appliances to consumer electronics will further bolster demand.

Against these robust industry outlook and trends, wire and Tube Southeast Asia 2019's timely staging provides companies the opportunity to step up on the main stage of the industry. In making a foray into the emerging Southeast Asian markets, and specifically Thailand, businesses will get to present new products, meet decision makers, discover new opportunities and build strong and reliable partnerships through their participation at the trade fairs.



13TH INTERNATIONAL  
WIRE & CABLE TRADE FAIR  
FOR SOUTHEAST ASIA



12TH INTERNATIONAL  
TUBE & PIPE TRADE FAIR  
FOR SOUTHEAST ASIA

**18 - 20 SEP 2019**

BITEC, Bangkok, Thailand

[www.wire-southeastasia.com](http://www.wire-southeastasia.com)

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