

**PRESS RELEASE**  
For immediate release

## Heating it up in Southeast Asia: GIFA and METEC trade fairs to stage inaugural editions in 2021 on foundry, casting and metallurgy technology in Bangkok

**Singapore, 27 October 2020** – In a strategic expansion into the growing foundry systems, die casting technology and metallurgy sectors, [Messe Düsseldorf Asia](#) will present two new specialist exhibitions to the Southeast Asian market - [GIFA](#) and [METEC Southeast Asia](#) dedicated to these industries and catering to the region. The biennial exhibitions will take place from 22 to 24 September 2021 at BITEC, Bangkok, Thailand.

The two exhibitions will present a comprehensive spectrum of products and solutions from additive manufacturing, casting machines to processing equipment and new technology for the user industries – from automotive, building and construction, energy and gas, to users from metal and steel plants.

### Launch into Southeast Asia

The move to introduce GIFA and METEC to Southeast Asia come against the backdrop of a revitalised steel industry in 2021 with V-shape recoveries in economy growth expected – as well as steel consumption<sup>1</sup> - together with demand for foundry solutions and metallurgical technologies in the region. According to the World Steel Association, steel demand in 2021 is expected to recover to 1,717 Mt, an increase of 3.8 % over 2020 with Southeast Asia steel consumption forecast rebounding strongly to 83.2 Mt<sup>2</sup> and renewed focus in infrastructure investment making the fall in steel demand less acute<sup>3</sup>.

As capital projects and priority infrastructure expansions in the region are predicted to stay on schedule, “GIFA and METEC Southeast Asia are ideally timed and will stimulate investment decisions in the region, which is exactly what the industry needs, as economies make progress and pent-up demand is expected to gain momentum next year,” said Mr Gernot Ringling, Managing Director, Messe Düsseldorf Asia.

“Thailand has a strong and resilient market particularly for the automotive sector, though recovery to pre-crisis levels may take some time, safety concerns could boost demand for passenger cars and the move to electric vehicles is likely to continue post-pandemic - consequently the die casting technology market has significant growth potential, and similarly for emerging economies such as Vietnam and Indonesia with major infrastructure projects underway,” said Mr Ringling.

The conditions are favourable: Neighbouring country Vietnam continues to be a bright spot for Asian steel supply growth, helped by new capacity start-ups. Following a 30% rise in 2019, the first four months of this year saw crude steel output advance

<sup>1</sup> [ASEAN steel industry coping with COVID19 - SEASI Steel Conference 30 Jun 2020](#)

<sup>2</sup> [ASEAN steel industry coping with COVID19 - SEASI Steel Conference 30 Jun 2020](#)

<sup>3</sup> [World steel Short Range Outlook June 2020](#)



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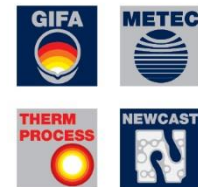


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by 4.7% year over year. While Southeast Asian steel supply growth is expected to remain broadly flat in 2020, with lower output forecast in Malaysia and Indonesia; this will be offset by increases in Vietnam and Thailand according to the World Steel Association. The most important sectors contributing to the region's steel consumption are energy generation, transport, construction/civil engineering and steel/metal packaging, making the demand for metallurgy and casting technology particularly strong in Southeast Asia.

"Held alongside wire and Tube Southeast Asia – the two events have been anchored in Thailand since 2007. We believe that the synergies will give the industries in the construction and the automotive production the impetus to grow. These added segments will offer a more complete showing of technology for these industries which will rebound after 2020." shared Mr Gerrit Nawracala, Project Director, GIFA, METEC, THERMPROCESS, and NEWCAST - Düsseldorf.

### What to expect at GIFA and METEC Southeast Asia 2021

A total of 110 foundry and metallurgy companies are expected to participate at GIFA and METEC Southeast Asia 2021 to present business opportunities, downstream perspectives, and new applications. The first edition of GIFA and METEC Southeast Asia is expected to bring together the industry – which includes specialists from Thailand and the region who will provide the know-how and technology transfer among international and regional producers, processors, and technology companies.

The GIFA and METEC Southeast Asia team are also in talks with associations and industry-experts to introduce a series of industry-led forums and presentations at the first edition of the show which will be announced at a later date.

The two exhibitions are powered by ['The Bright World of Metals'](#) portfolio of trade fairs under the Messe Düsseldorf group in Germany which include the long-established metal trade fair quartet of GIFA, METEC, THERMPROCESS, and NEWCAST.

GIFA and METEC Southeast Asia will co-locate with the well-established [wire](#) and [Tube](#) Southeast Asia exhibitions already into their 14<sup>th</sup> and 15<sup>th</sup> editions respectively, gathering a synergistic supply chain under a single roof.

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#### **About GIFA Southeast Asia**

As the specialist trade fair for casting technologies and innovation – GIFA Southeast Asia – 1<sup>st</sup> International Foundry Trade Fair and Forum for Southeast Asia brings together a showcase in foundry systems, including casting machines and technologies, pouring equipment and more.

#### **About METEC Southeast Asia**

METEC Southeast Asia 1<sup>st</sup> International Metallurgical Trade Fair and Forum for Southeast Asia is the region's niche trade fair focused on metallurgy, steel castings and steel products. Beyond a sourcing platform, METEC Southeast Asia will offer a high-quality programme focusing on a myriad of areas from metallurgical issues, trends in the steel industry, to innovations in the energy and resource efficiency fields.



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### **About Messe Düsseldorf Asia**

Messe Düsseldorf Asia is a subsidiary of Messe Düsseldorf in Germany, one of the world's leading trade fair organisers responsible for organising more than 20 global No. 1 exhibitions held in Düsseldorf, Germany; across various sectors such as medical and healthcare, workplace safety, security and health, packaging, printing, plastics, rubber, wire and tube, and wine and spirits. With extensive expertise in organising trade fairs in Southeast Asia, Messe Düsseldorf Asia has developed a portfolio of well-established trade fairs in the region since 1995.

For more information, visit <http://mda.messe-dusseldorf.com/>

### **About "The Bright World of Metals"**

The GIFA (International Foundry Trade Fair), METEC (International Metallurgical Trade Fair), THERMPROCESS (International Trade Fair and Symposium for Thermo Process Technology) and NEWCAST (International Trade Fair for Castings) are a set of four international technology trade fairs and will be held across 14 halls from 12 to 16 June 2023. It is expected that they will receive some 2,300 exhibitors and around 78,000 visitors. Casting products, foundry technology, metallurgy and thermo processing techniques will be shown to the world over the course of five days in the capital of the Rhine region. The trade fairs are accompanied by a high-quality program including seminars, international congresses and series of lectures.

For more information, visit

[www.gifa.de](http://www.gifa.de), [www.metec.de](http://www.metec.de), [www.thermprocess.de](http://www.thermprocess.de) and [www.newcast.de](http://www.newcast.de) or [www.tbwom.com](http://www.tbwom.com).

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