



ASEAN WIRE AND CABLE EXHIBITION TOUR



**OFC-ICTE
PHILIPPINES**
ASIA PROFESSIONAL OPTICAL FIBER COMM. AND ICT EXHIBITION

2024 WIRE & CABLE SHOW

LARGEST AND MOST PROFESSIONAL WIRE AND CABLE EXHIBITION IN PHILIPPINES

OPTICAL FIBER COMM. & ICT SHOW

ASIA PROFESSIONAL OPTICAL FIBER COMM. AND ICT EXHIBITION IN PHILIPPINES

Date: 4-6 July 2024

Venue: SMX Manila



2024 POST SHOW REPORT

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Owned & Produced by:

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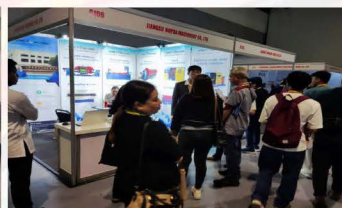
Exhibition Review

The 2024 Philippines Wire, Cable, and Optical Communication Technology Exhibition took place from July 4-6, 2024, at the SMX Convention Center. This year's event attracted over 120 international brands from more than 10 countries, drawing more than 7530 buyers and industry professionals from over 20 countries and regions, marking it as a significant event for the industry.

Event Highlights

International Brand Showcase The exhibition featured numerous renowned international companies in the wire, cable, and optical communication sectors. Exhibits showcased a diverse range of products, including power cables, communication fibers, and smart home solutions, highlighting the latest technologies and innovations.

Strong Buyer Participation With over 8,630 buyers from more than 20 countries and regions, the event provided an excellent platform for direct engagement between suppliers and buyers. This facilitated numerous business negotiations and collaborations, enhancing brand visibility and strengthening the supply chain.



Insightful Seminars The exhibition hosted several informative seminars where industry experts shared insights on the latest market trends and technological advancements. Notably, the seminar on "Integration of Smart Grids and Optical Fibers" drew significant interest, offering attendees valuable perspectives on the future direction of the industry.

Interactive Networking Opportunities Attendees took advantage of Q&A sessions and networking activities during breaks to engage in productive discussions and exchange industry experiences. This interaction fostered important connections and laid the groundwork for future collaborations.

Future Perspectives This exhibition not only showcased new technologies but also served as a vital opportunity for driving industry growth. As the wire and cable market continues to evolve, the communication and collaboration fostered at this event will pave the way for future innovations.



Key Highlights

At the 2024 Philippines Cable, Wire, and Optical Communications Exhibition, we were delighted to host several engaging seminars. Experts, industry leaders, and participants gathered to explore cutting-edge technologies, market trends, and development opportunities. Below are the highlights from these seminars:



1. Keynote Speech

The opening ceremony featured a keynote speech by renowned expert Richard Hosier, titled "Trends and Challenges in Future Communications." The presentation provided an in-depth analysis of the development direction of optical communication technologies and their applications across various industries.

2. Roundtable Discussion

During the roundtable discussion, representatives from different companies engaged in a lively conversation about "Smart Cities and Optical Fiber Infrastructure." Participants shared their experiences and insights, exploring how optical fiber technology can enhance the intelligence of urban infrastructure.

3. Technical Presentations

Various technical presentations showcased the latest cable manufacturing technologies and optical communication solutions. The technical team from MIRDC demonstrated their newly developed optical fiber transmission system, attracting significant attention from attendees.

4. Interactive Q&A

Following each seminar, participants actively posed questions, engaging in in-depth interactions with the experts. This exchange not only enhanced understanding of the industry but also laid the groundwork for potential collaborations in the future.

5. Networking Opportunities

During breaks, attendees seized the opportunity to network, establishing connections and sharing resources, which is crucial for future collaborations.

The seminars at the 2024 Philippines Cable, Wire, and Optical Communications Exhibition provided a valuable platform for professionals in the industry to connect and exchange ideas. Through in-depth discussions and sharing, participants gained clearer insights into the future of the industry. We look forward to witnessing more innovation and collaboration in upcoming events!

Exhibition Data

Highlights from

WCSP-OFC&ICTS Philippines 2024



Onsite



5000m²

Exhibition Area



120+

Exhibitors



7530

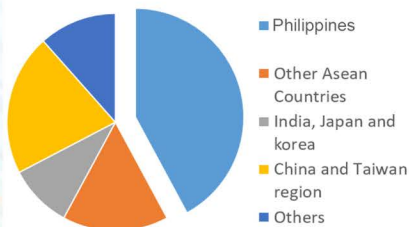
Total Visits



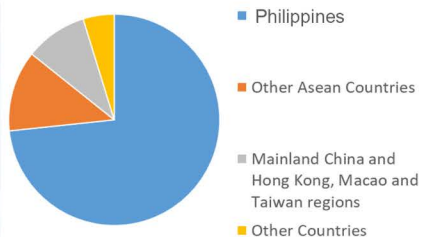
85%

Asean buyers and
Native buyers

Exhibitor Data



Buyer Data



86% of exhibitors said: this has effect of professional wire and cable, is one of the best platform in the development of Vietnam and ASEAN market.

77% of the exhibitors in the exhibition can find agents and partners.

75% of the exhibitors in the exhibition meeting local agents and distributors to promote exchanges and cooperation.

Golden Supporters:



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See you next year, see you Manila 2025

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