WIRE & CABLE SHOW VIETNAM 2027 | OPTICAL FIBER COMM. AND ICT SHOW VIETNAM 2027 | TUBE & PIPE SHOW VIETNAM 2027

25 – 27 NOVEMBER 2027

Saigon Exhibition and Convention Center (SECC), Hall B2
Ho Chi Minh City, Vietnam



EXHIBITOR BROCHURE

International Wire & Cable Show
Optical Fiber Communication & ICT Show
Tube & Pipe Show Vietnam 2027

A Leading Asian Professional Exhibition in Vietnam

25th - 27th November, 2027

Saigon Exhibition and Convention Center (SECC), Hall B2
Ho Chi Minh City, Vietnam

www.wirecableshow.com | www.tubepipeshow.com

ORGANIZED BY

INCORPORATED WITH

Hosted by HECA and CEG Vietnam Group

Welcome to Vietnam 2027

Welcome to the Wire & Cable Show, Optical Fiber Comm. & ICT Show and Tube & Pipe Show Vietnam 2027!



ABOUT THE EXHIBITION

The Wire & Cable Show & Optical Fiber Comm. ICT Show Vietnam 2027 is entering its **11th edition**, following editions at I.C.E. Hanoi (20-22 Nov 2024) and SECC Ho Chi Minh City (19-21 Nov 2025), and the 2026 edition at VEC, Hanoi (25-27 Nov 2026). The exhibition is organized by the Ho Chi Minh City Electrical Wire & Cable Association (HECA) and CEG Vietnam Group, with support from the Mainland China and Taiwan Wire & Cable Associations.

In 2027 the exhibition returns to **SECC, Hall B2, Ho Chi Minh City**, from **24-26 November 2027**, together with the Tube & Pipe Show Vietnam. Featuring exhibition zones, business matching and professional seminars, it provides a platform for companies to showcase technologies, find partners and expand business opportunities in the electrical equipment, wire & cable, optical fiber communication and tube & pipe sectors in Vietnam.

AT WIRE & CABLE VIETNAM YOU CAN:

The exhibition attracts thousands of international visitors, providing opportunities for companies to find distributors, new partners and establish joint ventures. During the 2024 and 2025 editions, experts from 63 regions in Southeast Asia attended.

- **42%** of visitors came to Wire & Cable Vietnam for the first time
- **81%** found new suppliers. Visitors have a direct influence on purchasing decisions and highly appreciate the products and technologies showcased.

Visitor interest in the next edition:

- **58%** attend Wire & Cable Vietnam exclusively among similar exhibitions in Asia
- **52%** stay updated on new products and services
- **81%** find suitable suppliers or business partners

Key outcomes for exhibitors:

- High satisfaction with the quantity and quality of visitors
- **76%** of companies met current customers and partners
- **95%** of visitors are satisfied with CEG's services

BENEFITS

Why Exhibit & Visit

Find new customers

Attract new customers from different countries, find distributors and establish joint ventures to increase sales.

Meet industry experts

A unique opportunity to meet a large number of industry experts in Southeast Asia and find new partners and customers.

Three shows, one visit

Wire & Cable, Optical Fiber Comm. & ICT and Tube & Pipe under one roof at SECC Hall B2, Ho Chi Minh City.

PREVIOUS EDITION HIGHLIGHTS

5,000 sqm	150+	20+	7,580
Exhibition space	Exhibitors	Countries & regions	Professional visitors

Exhibitors came from over 20 countries and regions, including Germany, the Middle East, India, Vietnam, China, Taiwan, South Korea, Japan, the Philippines, Indonesia and Malaysia. Well-known enterprises on display included CADISUN, Rosendahl Nextrom, UNTEL Cable, RAINBOW, MCMA, Nhat Huy Group, Thinh Phat, YUHUI Cable, FAN FAST CABLE, DBTEK, UMEC, KEBAO, Z43-CTICOM, LAIDU Terminals, WANMA Cable, LONGTAI, ANGREEN, NIEHOFF, GL Cables and others.











GENERAL INFORMATION

Exhibits' Profile & Organizer

Exhibited products

Wire and Cable: power cables, special cables, HV/EHV XLPE cables, new energy cables, solar and wind power cables, submarine cables, communication cables, fire-retardant wires and cables, railway signal cables, nuclear cables, RF coaxial cables, marine and vehicle cables, shielded cables, control cables, data signal cables.

Fiber Optic Cable: power and communication cables, indoor and outdoor fiber optic cables, cable fittings, optical equipment, single-mode and multi-mode fibers, specialty optical fibers and components, fiber optic patch panels, transceivers, adapters, media converters, network equipment, cabinets and integrated wiring products.

Electronic Wire: power cords, audio and video cables, data cables, magnet wires, sheathed cables, wiring harnesses.

Cable Accessories: heat-shrink and cold-shrink cable accessories, pre-branch cable accessories, cold joints, insulators and composite insulators, circuit security devices, high-voltage circuit breakers, surge arresters, isolating switches, connectors, tap boxes, power protection kits, cable terminals, resistors, condenser bushings.

Equipment and Materials: machinery for cable manufacturing and finishing, testing equipment, wire and cable materials, electrical equipment and other power-related products.

Tube & Pipe: steel, stainless and alloy tube and pipe, seamless and welded pipe, fittings, flanges and valves, tube & pipe machinery, processing and testing equipment.



Organizer - CEG

Century Exhibition Group (CEG) is a professional exhibition company headquartered in Hanoi, Vietnam. We provide comprehensive services for conferences, meetings, trade fairs and large-scale events. CEG's experienced management team and specialists support companies with business consulting, exhibition booth setup, trade fair promotion and related services, helping businesses select the optimal exhibition programs and commercial activities while effectively accessing key global markets.

VENUE
Saigon Exhibition and Convention Center (SECC), Hall B2, Ho Chi Minh City, Vietnam

DATES
24 - 26 November 2027

COMPANY ADDRESS
No. 4, LK 3, Thanh Ha Urban Area, Binh Minh Commune, Hanoi, Vietnam

century expo group

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TUBE & PIPE SHOW VIETNAM 2027

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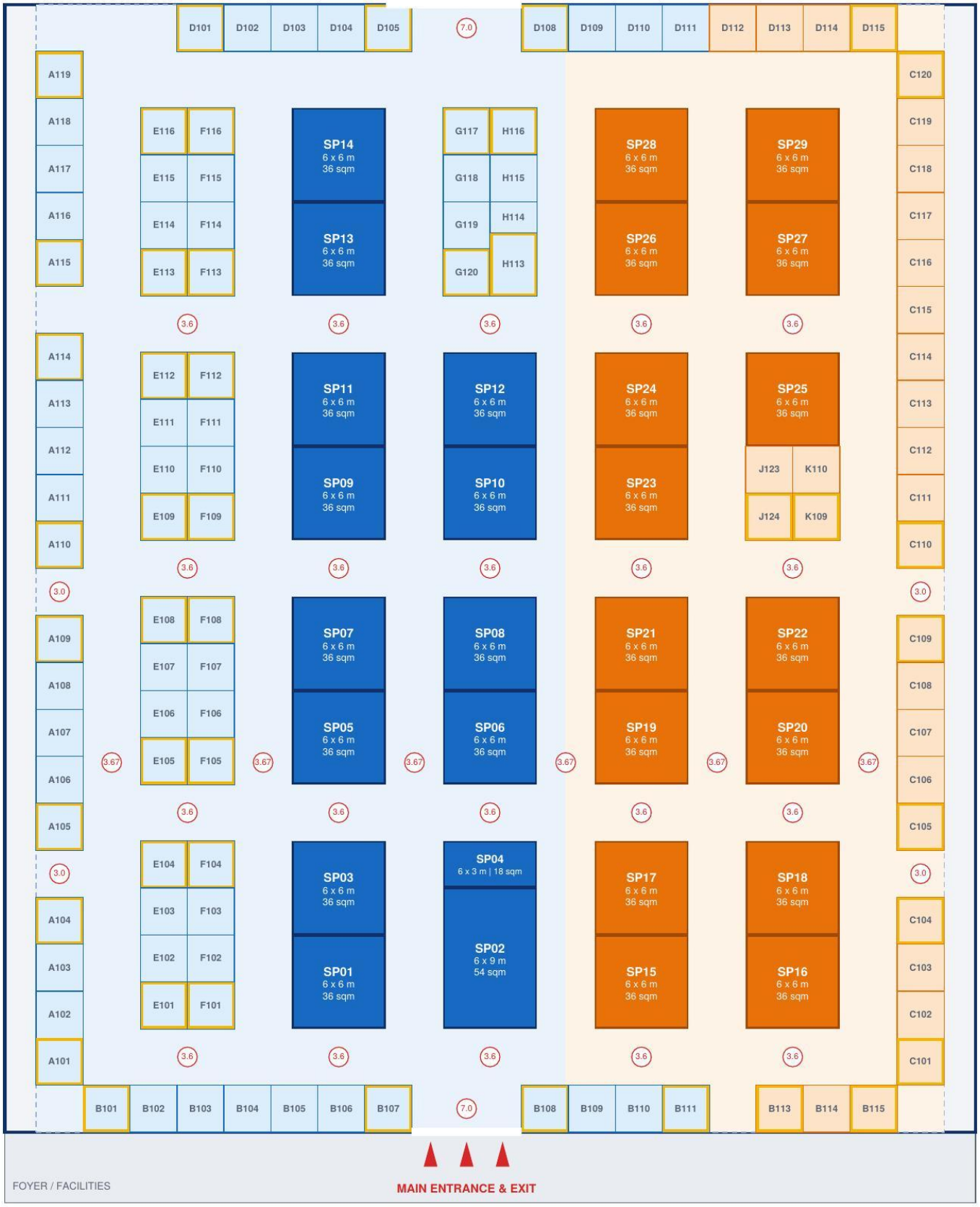
Saigon Exhibition and Convention Center (SECC), Hall B2
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EXHIBITION FLOOR PLAN | HALL B2

Wire & Cable | Optical Fiber Comm. & ICT | Tube & Pipe - SECC, Ho Chi Minh City

WIRE & CABLE SHOW + OPTICAL FIBER COMM. & ICT SHOW | **TUBE & PIPE SHOW**

WEST GATE



LEGEND

Custom-build space (space only, 18+ sqm)

Standard shell booth, 3 x 3 m (9 sqm)

Corner booth (open end)

PARTICIPATION (INTERNATIONAL EXHIBITORS, USD)

Stand Rates

A Space Only

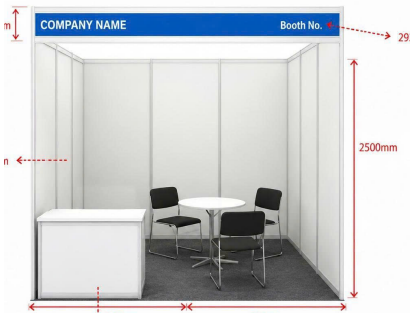


USD 350 / sqm

Minimum 18 sqm

Raw exhibition space for custom-built stands and larger brand displays. Includes flexible booth design.

B Standard Shell Scheme



USD 380 / sqm

Minimum 9 sqm

3 m x 3 m x 2.5 m high. Fascia name board, reception counter, round table with 3 chairs, power strip, carpet and lighting.

C Deluxe Shell Scheme



USD 450 / sqm

Minimum 9 sqm

Premium shell with logo banner, LED name board and reception counter, with enhanced structure and presentation.

Registration fee: USD 350 per company
Compulsory for all exhibitors (international).

Vietnam-registered (local) companies

Space only	**USD 150 / sqm**
Standard shell scheme (9 sqm)	**USD 1,500**
Deluxe shell scheme (9 sqm)	**USD 2,200**
Registration fee (per company)	**USD 100**

Rates are per sqm unless stated. Booth allocation, location and inclusions are subject to the Organizer's final confirmation. Request the booking form, availability and floor plan at **info@wirecableshow.com**.

PREVIOUS EDITIONS

Sponsors, Exhibitors & Contact

Platinum Sponsors (previous edition)

Exhibitors' logos (previous editions)



EXPRESS ENQUIRY FORM

Contact Name: _____

Company: _____

Phone: _____

Email: _____

Our sales team will endeavour to visit you at your stand. To fast-track your enquiry, bring this form to the Organizer's Office or contact us directly.

CENTURY EXHIBITION GROUP

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