



2010 POST SHOW REPORT

PS Asia and HVAC & Refrigeration Asia 2010

The Leading International Industrial Exhibitions in Asia

Opening Ceremony of PS Asia and HVAC & Refrigeration Asia 2010



The 10th edition of **PS Asia 2010**, the international exhibition on fluid, air and gas handling systems in Asia and the 8th staging of **HVAC and Refrigeration Asia 2010**, the leading international exhibition on heating, ventilation, air-conditioning, air-filtration and purifications and refrigeration **kicked off successfully** on 1 September 2010 with the opening ceremony graced by *Her Excellency Dra. Masnellyarti Hilman, M. Sc, Deputy Minister of Nature Conservation Enhancement and Environmental Degradation Control, Ministry of Environment Indonesia.*

This Asia's leading event held from **1 – 3 September 2010** at the new Sands Expo and Convention Centre concluded with over 170 exhibitors and represented companies from 29 countries. The 3 day exhibition attracted some **5326** quality visitors with 23% coming from overseas, many of whom are leaders in their respective industries.

This major event was filled with a myriad of activities, with the successful interactive networking sessions from Technical Seminars, Country Industry Forums, and Career Opportunities Talk to the high level Process Systems and HVAC Conferences. Most of the Technical Seminars attracted full-house attendance. The well received Country Industry Forums offered first hand information on key market developments and policy movements in China, Indonesia, India, Korea and Philippines. The Career Opportunities Talk attracted a big crowd of future promising engineers.

“With the success of PS Asia and HVAC Asia 2010, IIR Exhibitions is confident to bring its next series of shows to a new height and will continue to anchor the show as Asia’s leading international industrial exhibition where buyers and sellers meet,” stated Ms Theresa Gan, Group Exhibitions Director of IIR Exhibitions.

From left: **Ms Rosalind Ng**, Managing Director (Asia), IIR Exhibitions, **Doctnanda Masnellyarti Hilman**, Deputy Minister for Natural Resources, Conservation Enhancement & Environment Degradation Control, State Ministry of Environment, Indonesia, **Mr John Hassett**, Group Regional Director Asia Pacific, IIR Exhibitions

Featuring:



Supporting Organizations:



Organized By:



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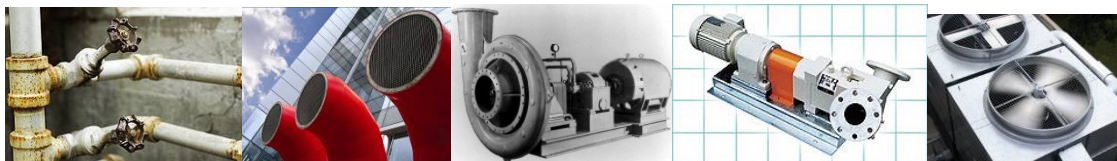
Event Facts

| | |
|--------------------------------|------------------------|
| Event Show Dates | : 1 – 3 September 2010 |
| Floor Space (Gross) | : 5140 sqm |
| No. of Participating Companies | : 170 |
| Exhibiting Countries/Regions | : 29 |
| Total No of Visitors | : 5326 |



About the Market

In Asia, energy intensive industries like the petroleum refining, petrochemical, electronics, pharmaceutical and building industries account for more than half of total energy consumption. More companies are now adopting cost-effective energy efficiency solutions by investing in energy efficient equipment and technologies, which contribute to maintaining the overall economic competitiveness. PS Asia 2010 and HVAC & Refrigeration Asia 2010 recognizes the **green technologies** movement sweeping across these industries and gaining momentum in Singapore and is timely organized to cater to the high demand for such energy efficient equipments resulting from this green movement.



About the Organizer

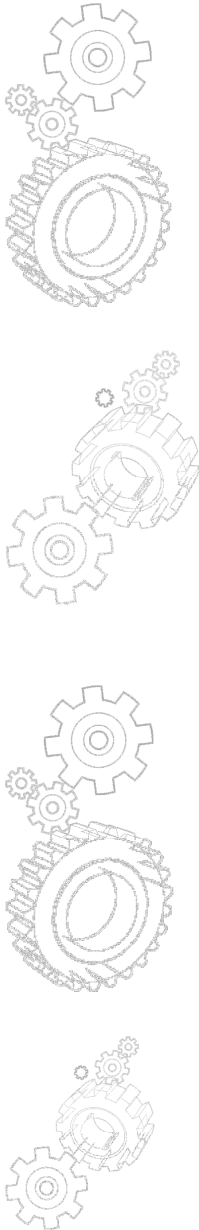


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For more information, please visit www.iirx.com.sg / www.informa.com

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EXHIBITORS' ANALYSIS

Major Exhibitor Profile

- Process Systems (PS)**
- ❖ Pumps & Systems
 - ❖ Valves & Actuators
 - ❖ Pipes & Tubes/Pipelines
 - ❖ Air & Gas Compressors
 - ❖ Fluid Power
 - ❖ Control & Instrumentation
 - ❖ Water Treatment Systems
 - ❖ Waste Water Treatment Systems
 - ❖ Environmental Protection
 - ❖ Chemical Processing
 - ❖ Filtration Products
 - ❖ Components/Parts

- HVACR**
- ❖ Air Conditioning Equipment
 - ❖ Chillers & Condensers
 - ❖ Cooling Towers
 - ❖ Boilers/Heat Exchangers & Heating Equipment
 - ❖ Fans & Ventilators
 - ❖ Refrigeration Equipment
 - ❖ Refrigerants
 - ❖ Blowers
 - ❖ Filtration Products
 - ❖ Clean Room Equipment
 - ❖ Humidifiers/Dehumidifiers
 - ❖ Sheet Metal Machineries



"We are very impressed and happy to be participating at PS Asia 2010. We have successfully showcased our new products and have received many good responses. Many overseas customers and distributors have shown interest in our products."

Mr Max Chiew
General Manager
Euroflo Pumps International Pte Ltd



"Participating in HVAC Asia 2010 was truly a great experience for us. Not only did we generate a lot of keen interest for our products, we also appreciate the opportunity to interact with so many industry experts."

Mr Jason Kuah
Assistant Manager/Engineer
Seng Choon Engineering Pte Ltd



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EXHIBITORS' ANALYSIS

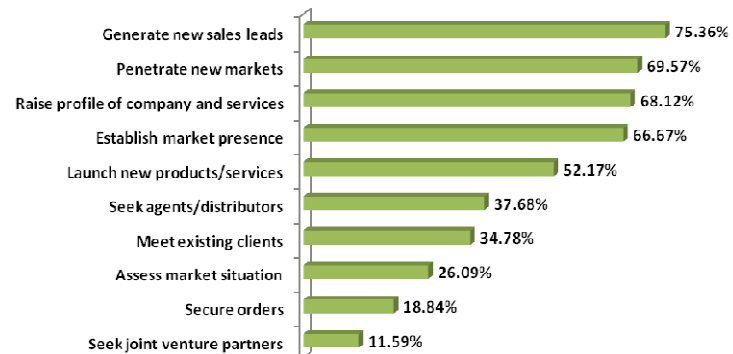
Exhibitors' Success

- 82%** of exhibitors met returns of investment / surpassed their expectations
- 94%** of exhibitors agreed quality of visitors met / surpassed their expectations
- 77%** of exhibitors indicated that quantity of visitors met / surpassed their expectations
- 94%** of exhibitors were successful in meeting their overall objectives at the show
- 83%** of exhibitors made new business contacts

"We are happy to participate in PS Asia 2010 and will definitely be back again in its next show in year 2012."

Mr Cheoh Kim Yam
Managing Director
ACME Pump (Asia) Pte Ltd

Reasons for Exhibiting*

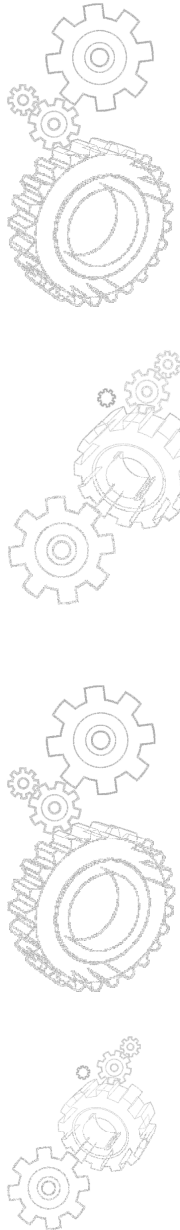


"We have met potential customers at HVAC Asia 2010. The organizer has provided excellent support and we are pleased with the leads generated from the show."

Mr CF Lew
Senior Manager - Product
Dpstar Thermo Control Electric Sdn Bhd

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VISITORS' ANALYSIS

5326 trade visitors attended the event from **43** countries and areas

Visitor Profile by Industry Sectors*

| | | | |
|------------------------------------|--------|--------------------------------|-------|
| Air-conditioning | 26.62% | M & E Consulting | 2.68% |
| Agriculture | 1.48% | Oil & Gas | 8.05% |
| Automation | 5.15% | Onshore & Offshore | 3.00% |
| Automotive | 1.79% | Petrochemical | 2.33% |
| Building & Construction | 11.59% | Power Generation | 1.70% |
| Chemical Processing | 4.12% | Power Tools | 1.39% |
| Engineering | 19.96% | Plumbing | 2.24% |
| Environment & Pollution Protection | 5.73% | Power Generation | 1.07% |
| Electronics | 4.16% | Property Development | 2.06% |
| Fire Safety | 3.45% | Public Utilities | 0.85% |
| Fire Protection | 4.61% | Pulp & Paper | 1.03% |
| Food & Beverage | 2.55% | Refinery & Petroleum | 1.07% |
| Food & Drink Processing | 1.57% | Refrigeration | 6.00% |
| Government Agencies | 0.98% | Retail | 1.39% |
| Hospital | 1.16% | Shipbuilding & Maintenance | 2.33% |
| Hotel | 1.74% | Sewage & Waste Water Treatment | 2.42% |
| Information System & Technology | 1.12% | Trade Associations | 1.07% |
| Import & Export | 2.82% | Trading | 6.67% |
| Interior Design/Renovation | 1.07% | Ventilation | 4.88% |
| Manufacturing & Process Industries | 7.11% | Water Supply & Treatment | 3.89% |
| Marine & Ship Building | 2.73% | Water Treatment | 3.98% |
| Medical | 1.12% | Other Industry Sectors | 9.04% |
| Mining | 0.81% | | |

"I am very pleased with PS Asia 2010. The quality of visitors is first rate and my company has picked up several promising opportunities."

Mr Ross Bertoli
General Manager, Australia and South East Asia
Hydro Australia Pty Ltd



"HVAC Asia 2010 visitors have been of high quality. The outcome from the exhibition is expected to contribute to our growth in Singapore and Malaysia market."

Mr Peter Klyver
Marketing Director
Östberg Group AB



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VISITORS' ANALYSIS

Visitor Profile by Job Function*

| | | | |
|---|--------|---|--------|
| Architect | 2.37% | Manufacturing/Production Director/Manager | 5.06% |
| Building/Property Developer/Owner | 4.70% | Mechanical & Electrical Director/Manager | 3.62% |
| Business Development Director/Manager | 9.22% | M&E Consultant | 2.06% |
| Chairman/CEO/President | 4.03% | Operations Director/Manager | 1.79% |
| Cold Room Professional | 1.61% | Plant Director/Manager | 0.45% |
| Consultant | 5.28% | Procurement Director/Manager | 2.33% |
| Contractor | 9.75% | Project Director/Manager | 2.51% |
| Design/Research Development | | | |
| Director/Manager Engineer | 3.22% | Repair & Maintenance Director/Manager | 1.21% |
| Engineer | 20.67% | Quality Control Director/Manager | 0.31% |
| Environmental Specialist/Consultant | 1.79% | Sales & Marketing Director/Manager | 14.77% |
| Facilities Manager | 1.79% | Systems Management Director/Manager | 0.54% |
| Green Building Professionals | 1.48% | Technical Director/Manager | 1.48% |
| HVAC Service Director/Manager | 4.34% | Water Treatment Specialist | 0.72% |
| Information Technology Director/Manager | 1.12% | Others | 13.02% |



"PS Asia 2010 has helped us raise the awareness about ITT being the leader of energy efficient pumping systems with our introduction of our eSV pumps. Response from visitors about our solutions was good and we have generated several positive leads."

Mr Eddie Tan
General Manager Asia Pacific Residential & Commercial Water
ITT Fluid Technology Asia Pte Ltd

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VISITORS' ANALYSIS

Visitor Product Interest*

PS Asia 2010

| | |
|--|--------|
| Air Compressors | 30.60% |
| Chemical Processing Equipment | 12.35% |
| Control Instrument | 24.07% |
| Disinfectant | 6.26% |
| Drilling Equipment | 7.65% |
| Electrical & Mechanical Power Transmission | 13.33% |
| Engines | 5.28% |
| Filtration Products | 8.01% |
| Gas Compressors | 5.68% |
| Hydraulic & Pneumatic Equipment | 6.71% |
| Laboratory Equipment | 3.58% |
| Motion control | 11.23% |
| Pipes/Pipelines | 19.37% |
| Pumps | 28.01% |
| Sanitary & Water Equipment | 12.98% |
| Tubes | 8.19% |
| Valves & Fittings | 15.30% |
| Waste Treatment Systems | 8.01% |
| Water Treatment Systems | 8.05% |
| Environmental Management System | 6.35% |
| Others | 22.42% |

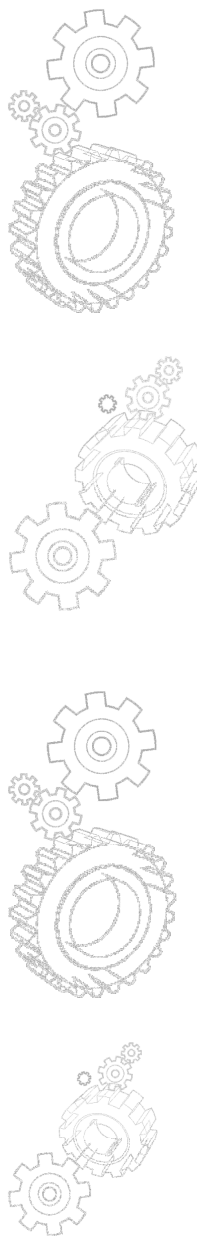
HVAC & Refrigeration Asia 2010

| | |
|--|--------|
| Air Conditioning | 40.27% |
| Air Filtration & Purification & Equipment | 11.14% |
| Assembly Supplies for Refrigeration | 3.53% |
| Blowers | 10.47% |
| Chillers | 17.00% |
| Cleaning Equipment | 6.58% |
| Cold Rooms | 8.19% |
| Cold Storage | 5.73% |
| Compressors | 11.10% |
| Condenser | 9.04% |
| Cooling Towers | 11.77% |
| Display Cases | 2.73% |
| Duct Cleaning Equipment | 6.40% |
| Freezers | 7.02% |
| Heating Equipment & System | 8.77% |
| Humidifiers | 5.06% |
| Insulators | 4.43% |
| Leak Detectors | 5.23% |
| Parts/Components | 4.61% |
| Refrigeration Products & Accessories | 6.67% |
| Refrigeration Equipment For Transport | 3.94% |
| Refrigerators | 4.30% |
| Tools & Equipment for Refrigeration & Air Conditioning | 6.80% |
| Ventilation Plants | 5.59% |
| Others | 34.45% |



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VISITORS' ANALYSIS

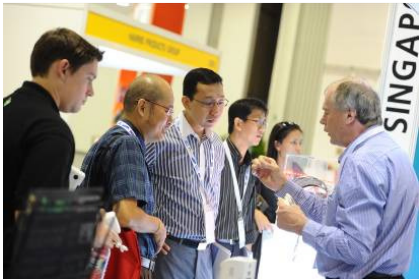


Level of Visitor's Satisfaction

| | |
|-----|--|
| 95% | of visitors were successful in meeting their overall objectives at the show |
| 73% | of visitors are very satisfied with the product range. |
| 77% | of visitors wish to visit next year's show |
| 75% | of visitors are responsible for making purchase decisions or influence purchase. |

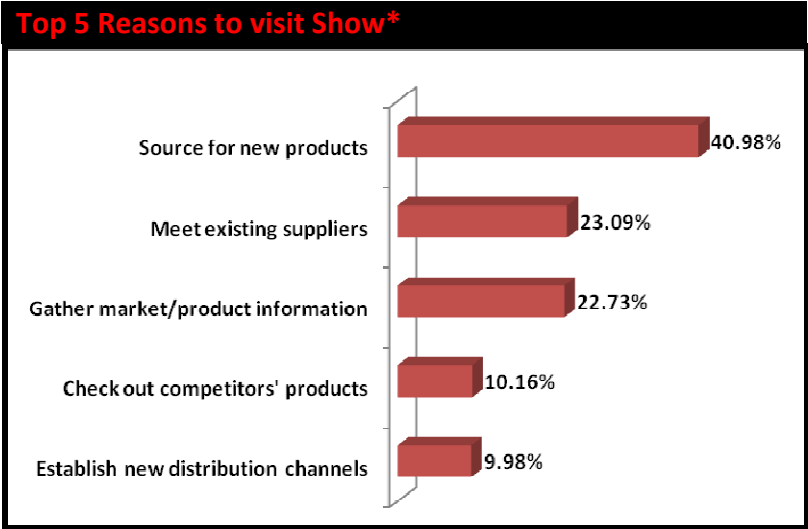
"I would like to thank IIR Exhibitions for the organization of PS Asia 2010 and also the excellent location at the new Sands Expo and Convention Centre. We have met the right contacts at the show and have successfully introduced and showcased Enolgas products to the Asia market."

Mr Vittorio Bonomi
Export Area Manager
Enolgas Bonomi S.P.A.



"The management is pleased with the quality of visitors at HVAC Asia 2010 and also with all the organizing work that was furnished to make this event a successful one."

Mr Esmond Leong
Marketing Manager
JL Marine & Engineering Pte Ltd



* Total does not add up to 100% due to multiple selections.

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EXCITING SHOW ACTIVITIES

The well received **Country Industry Forums** offered first hand information on key market developments and policy movements in China, Indonesia, India, Korea and Philippines.



Most of the knowledge sharing **Technical Seminars** attracted full-house attendance. Many attendees benefited from the latest updates and advice from leading industry experts.

The **Site Tour** provided a great learning experience with a 2-hour visit to the NEWater Visitor Centre. Participants were fascinated by the Video Presentation at “Water of Singapore” Auditorium and IPU Centre and the interactive gallery which showcases NEWater and its uses.



Industry Cocktail Reception is a fun and lively gathering of exhibitors, industry professionals, VIPs and regional buyers with abundant networking opportunities.

“I would like to extend my sincere appreciation for the hospitality we received during the exhibition and **Career Opportunities Talks**. Both the talk and the exhibition have impacted our students some of whom have never been to trade shows. They were delighted to see such a wide variety of equipment, machineries and accessories etc. They were also surprised to see the area transformed into such a wonderful sight.
Mr Tan P Daniel, Lecturer - Mechanical Engineering, School of Engineering, ITE



High Level Conference on Process System & HVAC



“I was impressed by the targeted and high quality mix of industry professionals at the **Process System Industry Conference** at PS Asia 2010 in Singapore. The topics discussed were highly relevant and thought provoking to many. A great event to learn and network with those who are serious about the industry.”

Mr Simon Henschel, Project Manager, Sunlabob International Pte Ltd



“The **HVAC Industry Conference** at HVAC Asia 2010 successfully brought together senior-level decision-makers from across the industry and provided a great platform to share views pertaining to the industry.”

Mr Philip Chan, Section Manager, Air-conditioning & Building Facilities Div., Hitachi Plant Technologies, Ltd.



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Why IIR Exhibitions...

We are rated for "Excellence in Service" by **80%** of exhibitors.

"We are pleased with the overall result of PS Asia 2010. The venue and the visitors were great. We hope to work with IIR Exhibitions again in the near future,"

**Mr Clark Anthony Dumalaon, Applications Engineer-Fans and Acoustic Department
Mecomb Singapore Ltd**

"We are pleased with HVAC Asia 2010. The venue and atmosphere were great. The organizer is helpful and has provided excellent support in all aspects."

**Mr Benjamin Tan, Sales Engineer
ACTech Products & Equipments (S) Pte Ltd**

"The Process System & HVAC Industry Conference at PS & HVAC Asia 2010 was very well-organized. We had a wonderful session with the leading experts in the Process System & HVAC industry who came to share their views and outlook for the market. It was truly beneficial and insightful. We look forward to attending future events organized by IIR Exhibitions."

**Mr Lim Sin Nin, Manager, Facilities & Maintenance
Amtek Precision Technology Pte Ltd**

MARK your calendar and make PRIORITY booking

See you @

**PS Asia 2012 & HVAC Asia 2012
Sept 2012, Singapore**

For space bookings & information, please visit www.psseries.com/asia | www.hvacrseries.com/asia or contact the PS Asia and HVAC Asia Team:

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