

PS, HVAC & Refrigeration and Watertech Vietnam 2011

The Leading International Industrial Exhibitions in Vietnam

POST SHOW REPORT 2011

PS (Process Systems), HVAC & Refrigeration and Watertech Vietnam 2011 were successful staged from 16 – 18 March 2011 at *Tan Binh Exhibition & Convention Centre, Ho Chi Minh City, Vietnam*. The event, showcasing the latest products and technologies from over 130 exhibiting companies from 17 countries and regions, was officially opened by HE. Mrs Ho Thi Kim Thoa, Vice Minister of Vietnam’s Ministry of Industry and Trade. It was well attended by various distinguished guests from government organizations, associations, trade consulates, exhibitors, VIP guests, key buyers and media.

Watertech Vietnam 2011 had its inaugural launch with a showcase of the latest water and wastewater management systems and technology. Together with PS (Process Systems) Vietnam 2011 and HVAC & Refrigeration Vietnam 2011, these three concurrent shows stay strong as the only event in Vietnam that comprises all Industrial Systems under one roof. They are timely organized providing an excellent platform for industrial professionals to capitalize on Vietnam’s massive industrialization wave and penetrate into its buoyant market opportunities.

The 3 day exhibition attracted some **4323** quality visitors, a **30%** increase in visitorship from the last staging. Held alongside the exhibition were over 10 knowledge sharing technical seminars, 2 comprehensive site visits, 3 high level conferences, investors networking session and the industry cocktail reception.

“With the positive feedback and abundant business opportunities, we believe PS (Process Systems), HVAC & Refrigeration and Watertech Vietnam will jointly continue to be the key buyer and seller meeting place and also the leading industrial event in Vietnam together with the rest of the PS, HVAC and Watertech Series of shows in Indonesia and Asia.” stated Ms Theresa Gan, Group Exhibitions Director of IIR Exhibitions.

Strongly Supported by

Ministry of Science & Technology, Vietnam
 Ministry of Industry & Trade, Vietnam
 Ministry of Construction, Vietnam
 Ministry of Planning & Investment, Vietnam



From left: **Ms Rosalind Ng**, Managing Director (Asia), IIR Exhibitions, **HE. Mrs Ho Thi Kim Thoa**, Vice Minister of Vietnam’s Ministry of Industry and Trade, **Mr Trinh Xuan Tuan**, Vice General Director of Vinexad

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Event Facts

Event Show Dates : 16 – 18 March 2011	No. of Participating Companies: 133
Floor Space (Gross) : 3625 sqm	Exhibiting Countries : 17
	Total No of Visitors : 4323

About the Event



The PS (Process Systems) series portfolio covers Pumps and Systems, Valves and Piping, Compressors and Systems Vietnam and Fluid Power. The HVAC & Refrigeration series covers Heating, Ventilation, Air-Conditioning, Air-Filtration, Air-Purification and Refrigeration Systems. The Water and Wastetech series covers Water, Wastewater and Waste management systems and technology. IIR Exhibitions Pte Ltd runs a series of PS, HVACR, Watertech and, Wastetech exhibitions and conferences around the region including Singapore, China, Indonesia and Vietnam. These exhibitions have been accorded the distinction of being UFI-awarded events.

About the Market



Vietnam's economic outlook continues to be promising with the massive industrialization plan which creates abundant business opportunities for industrial systems in Vietnam. The Vietnamese government sets 2011 goals for GDP growth at 7.5%. With 2010 positive results, it is forecast that FDI disbursement is likely to reach US\$11-12 billion this year with a registered capital reaching around US\$20 billion. There have been plans to focus on attracting large-scale projects with major partners, creating favourable conditions for Vietnam to increase added value and get involved in the global value chain. HCM City itself has granted investment licenses to 39 new foreign direct investment projects capitalized at a total investment capital of US\$333.4 million and five with additional investment capital. This exhibition provides an excellent platform for industrial professionals to capitalize on this massive industrialization wave and penetrate into Vietnam's buoyant market opportunities.

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Exhibitors' Analysis

Major Exhibitor Profile		
PS (Process Systems)	HVAC & Refrigeration	Watertech
<ul style="list-style-type: none"> ❖ 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 	<ul style="list-style-type: none"> ❖ 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 	<ul style="list-style-type: none"> ❖ Biochemical Processes ❖ Chemical-Physical Processes ❖ Cleaning ❖ Maintenance ❖ Manholes ❖ Mechanical-Physical Processes ❖ Outlets & Fittings ❖ Pipe Laying & Repair ❖ Pipe/Well ❖ Pipes ❖ Presses & Centrifuges ❖ Pumps & Lifting Tackle ❖ Separators ❖ Sewer Inspection ❖ Treatment of Sludge & Residues ❖ UV Technology ❖ Valves and Fittings ❖ Water Disposal Medicaments & Materials ❖ Water Extraction ❖ Water Pipes



"This is our first time at PS Vietnam 2011 and we are extremely pleased with the quality business contacts and sales leads generated from the show. Special thanks to the organizer, IIR Exhibitions for the great job in organizing PS Vietnam 2011."

Mr Stanley Cher, Product and Marketing Manager, Consys Enterprise Pte Ltd



"We are pleased with the quality of visitors at our booth at HVAC & Refrigeration Vietnam 2011. We had a lot of enquiries about our products and we look forward to participating at the next HVAC & Refrigeration show in Vietnam."

Mr Jonathan Sinar, Regional Sales Manager, Xtralis Pty Ltd



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Exhibitors' Analysis

91% of Exhibitors stated that their Return on Investment were met and surpassed their expectations.

92% of Exhibitors were successful in meeting their overall objectives at the show.

Exhibitors' Success

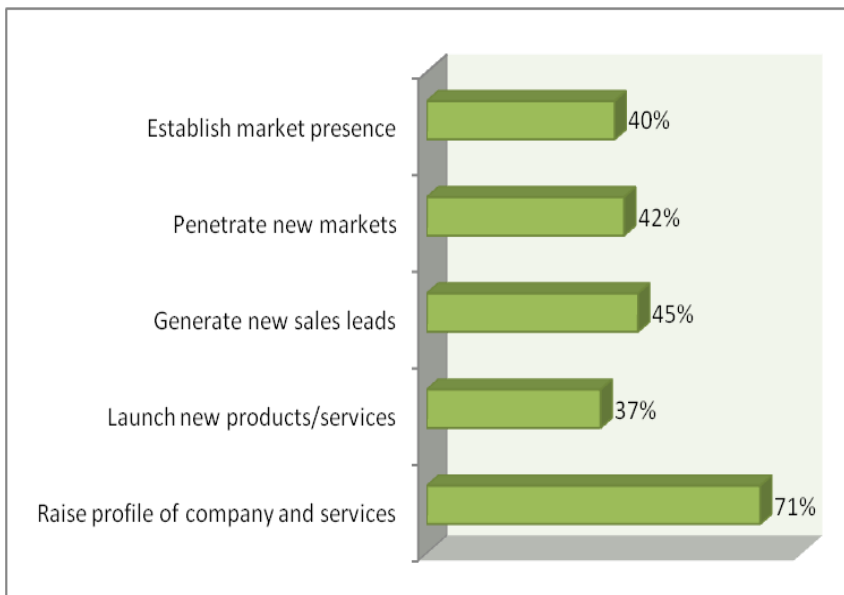
92% of Exhibitors were successful in meeting their overall objectives at the show.

85% of Exhibitors indicated quantity of visitors met/surpassed their expectations.

99% of Exhibitors agreed quality of visitors met/surpassed their expectations.

96% of Exhibitors stated that the services of the organizer were excellent.

Top 5 Reasons for Exhibiting*



"We had made many new business contacts and secured deals at HVAC & Refrigeration Vietnam 2011. There were many requests to be our local distributors which have met our objectives of establishing market presence and seeking agents and distributors in Vietnam. HVAC & Refrigeration Vietnam 2011 was a successful show with great hospitality support from the organizer, IIR Exhibitions."

Mr CH Chew, Sales & Marketing Director, ASPT (Singapore) Pte Ltd



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Visitors' Analysis

4323 visitors from over **16** countries namely China, France, Italy, Indonesia, Korea, Malaysia, Singapore, Sweden, USA, UAE and with strong support from local Vietnamese visitors who made up the majority number.

Visitor Profile by Job Function*

Account Manager / Director	10.95%	Head of Administration	0.30%
Architect	2.03%	Head of Research & Development	0.79%
Area / Regional / Branch Manager	4.01%	Information Systems / Technology	0.40%
Assistant / Deputy General Manager	3.56%	Key Account Manager	0.50%
Assistant Manager	5.20%	Maintenance	3.36%
Associate/Principal	3.36%	Manager	2.92%
Brand Manager	1.63%	Managing Director	1.23%
Business Manager	6.24%	Marketing Executive/ Co-Ordinator	0.94%
Chairman	1.73%	New Business Development Manager	0.99%
Channel Manager	0.69%	Operations	0.59%
Chief Executive Officer – CEO	1.48%	Partner / Owner	0.64%
Chief Operating Officer – COO	2.18%	President	0.29%
Commercial Manager	2.13%	Process Engineer	7.33%
Communications Manager	0.99%	Product Manager	1.33%
Company Secretary	1.33%	Project Manager	6.68%
Consultant	3.41%	Project Manager – Marketing	3.17%
Corporate Manager	2.27%	Public Relations Mgr / Director	0.89%
Dept / Divisional Manager	7.48%	Purchasing	3.27%
Design	5.94%	Quality Control	1.63%
Director	0.22%	Sales Executive/Co-Ordinator/Representative	2.57%
Director General	1.48%	Sales Manager / Director	2.08%
Distribution Manager	1.28%	Secretary	4.75%
Events Manager	0.50%	Senior Manager	0.54%
Export Manager	0.84%	Strategic Planning	1.23%
General Manager	1.33%	Technical	6.09%
Head / Director / Manager of Business Development	2.47%	Trade Manager / Supervisor	11.24%
Head / Director / Manager of Marketing	1.48%	Vice President	0.44%
		Others	2.13%

“HVAC & Refrigeration Vietnam 2011 has generated many business leads for us and help in establishing our presence in Vietnam. We are happy with the results from HVAC & Refrigeration Vietnam 2011 and will continue to participate in other HVACR series of shows in Asia organized by IIR Exhibitions.”

Mr Don Cauble, International Sales Manager, Harris Product Group



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Visitors' Analysis

Visitor Profile by Types of Organizations

Architectural	5.04%	Mechanical & Electrical	27.64%
Agriculture	2.91%	Mining	1.76%
Aviation	1.21%	Oil & Gas	4.55%
Automotive	2.61%	Paint	1.88%
Building & Construction	13.36%	Petrochemical	2.49%
Building Services & Maintenance	7.10%	Pharmaceutical	2.91%
Cement	1.33%	Plastic	3.82%
Chemical Processing	3.88%	Power	3.52%
Electronics	7.59%	Public Utilities	0.91%
Engineering Services	19.01%	Pulp & Paper	1.70%
Environmental Protection	12.15%	Public Work Department	0.42%
Equipment Suppliers/Agents/Distributors	9.41%	Refineries	1.21%
Fertilizers	2.00%	Rubber	1.85%
Food & Beverage	5.460%	Steel	2.30%
Government Agencies/Authorities/Bodies	1.27%	Sugar	1.03%
Hospitals	1.09%	Textile	1.21%
Hotel, Resort & Club	2.36%	Trade Association	2.24%
Property Developers/Owners/Management	1.45%	Textile	1.21%
Manufacturing / OEM	5.95%	Water Authorities / Municipals	2.18%
Marine & Shipbuilding	3.82%	Water Planners	0.85%
		Others	3.03%



"Thank you for the opportunity given to participate in Watertech Vietnam 2011. We had lots of business leads and enquiries, and were happy with the results from the show. We feel comfortable throughout all period for preparation and show with the excellent hospitality, support, and energy from the organizer, IIR Exhibitions."

Mr Nobuyuki Miyatani, Sales Manager, Ebara Corporation Japan

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Visitors' Analysis

Visitor Product Interest*					
PS (Process Systems)		HVAC & Refrigeration		Watertech	
Air Compressors	27.06%	Air-conditioning Equipment & Components	37.60%	Bottled Water	11.66%
Environmental Protection Equipment	26.00%	Ventilation Equipment & Components	28.03%	Computer Hardware & Software	5.13%
Filtration Products	15.66%	Heating Equipment & Components	18.36%	Consultancy & Design Offices	4.53%
Gas Compressors	16.69%	Air Filtration & Purification Equipment	17.55%	Data Processing	3.51%
Hydraulic & Pneumatic Equipment	20.09%	Ammonia Refrigerating Equipment	15.34%	Education & Research	3.02%
Instrumentation	12.58%	Chillers	15.39%	Home & Industrial Water Purifiers	11.61%
Motion Control	16.74%	Clean-room equipment	10.58%	Home Drinking Water Equipment	9.88%
Pipes & Tubes / Pipelines	23.44%	Cold Stores, Frozen Food Stores	14.58%	Measurement, Process Control & Laboratory Techniques	8.48%
Pumps & Systems	30.47%	Cooling Units	14.80%	Membrane & Fittings	5.99%
Valves & Fittings	29.28%	Frozen Food Processing Equipment	10.96%	POU Filters	3.34%
		Heat Pumps	15.28%	Interrelated Water Equipment & Technologies	12.26%
		Ice & Ice Flake Makers	9.67%	Irrigation	2.80%
		Parts & Components	9.07%	Swimming Equipment & Waterscape	5.29%
		Refrigerated Cabinets	9.83%	Tanks & Silo(s)	4.37%
		Refrigeration Systems	15.45%	Water & Sewage	10.37%
		Refrigerators	8.37%	Water Coolers	5.34%
		Refrigerated Containers	8.75%	Water Industrial Unit	9.18%
		Refrigeration Systems for Transportation	8.53%	Water Operation & Management	7.45%
		Screw Compressors	13.12%	Water Supply & Sewage Disposal	11.34%
		Tools	10.58%	Others	3.34%



"HVAC & Refrigeration Vietnam 2011 has met our objectives. We are pleased with the quality of visitors at our booth and had a lot of potential new customers. We look forward to participating at the next HVACR & Refrigeration Vietnam 2013 show. Special thanks to the organizer who make this exhibition possible in Vietnam."

Mrs Chau Le Hang, Deputy Director, Yantai Moon

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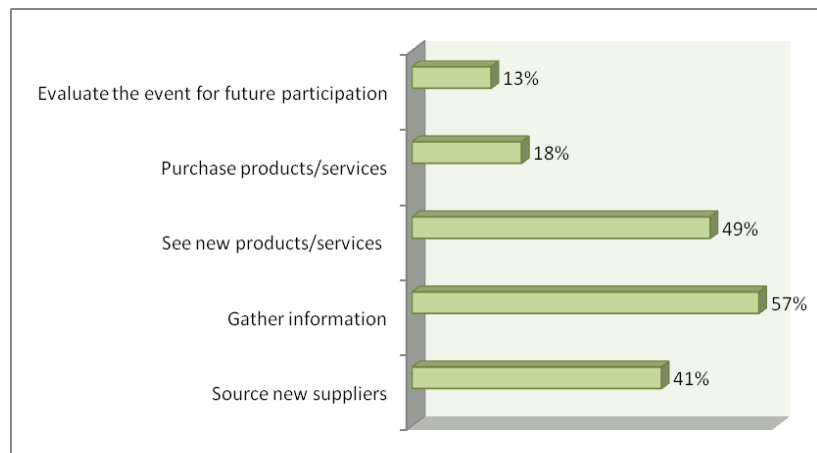
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Visitors' Analysis

93% of Visitors wish to visit the next PS, HVAC & Refrigeration and Watertech Vietnam 2013 show.

Top 5 Reasons to Visit Show*



Level of Visitors' Satisfaction

79% of Visitors were successful in meeting their overall objectives at the show.

67% of Visitors are responsible for making purchase decisions or influence purchases.

85% of Visitors rated the quality of the show as excellent.

84% of Visitors are satisfied with the products range.

"We had many good enquiries at HVAC & Refrigeration Vietnam 2011. The show is a good investment and excellent platform for anyone who wishes to penetrate into the Vietnam market. Special thanks to the organizer, IIR Exhibitions for the great hospitality support during the show."

Mr K M Lee, Managing Director, Airverclean Pte Ltd



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

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Exciting Show Activities

Technical Seminars

Over 10 knowledge sharing Technical Seminars have benefited many attendees from the latest updates and advice from leading industry experts.



Site Visit

The Site Visit was comprehensive with a 4-hour visit to the Vietnam Singapore Industrial Park (VSIP), an integrated industrial township with separately zoned industrial, commercial and residential areas and detailed presentation by Sembcorp Parks Management.



Conferences

3 high level conferences were held in conjunction with the exhibitions: Green Building Conference, Energy Efficiency, Conservation and Technology Conference and Energy, Water and Wastewater Conference. High powered executives convened together for stimulating presentations by international industry experts.



Investors Networking Session

These exclusive sessions by invitation only featured the foreign players in keen and interactive discussion of the key investment issues in various areas. It served as a power networking session for the major investors, leading players and specially invited government officials



Industry Cocktail Reception

Co-sponsored by Mapletree Investments, it was an evening of fun and exclusive networking opportunities with specially invited leading industry players



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**MARK your calendar
& Make PRIORITY booking**

See you @
PS (Process Systems) Vietnam 2013
HVAC & Refrigeration Vietnam 2013
Watertech & Wastetech Vietnam 2013
13 -15 March 2013
Ho Chi Minh City, Vietnam

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