

PRESS RELEASE

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RESOUNDING SUCCESS AT POOL & SPA EXHIBITION ASIA 2011

New and innovative products and technology launched at this inaugural trade show for the pool and spa industry.

BANGKOK, 3 October 2011 - The Pool & Spa Exhibition Asia 2011 was successfully concluded on 23 September 2011 at IMPACT Exhibition & Convention Centre, Bangkok. The event opened with a strong showing of local and international industry players, entrepreneurs and media.

Pool & Spa Exhibition Asia 2011 featured 89 exhibitors and brands from Australia, China, France, Germany, India, Indonesia, Malaysia, Philippines, Singapore, Thailand, UK and Vietnam. More than 90% of the exhibitors had very positive results from the show and indicated that they will return next year.

Mr. John Hassett, Chief Operating Officer, Informa Exhibitions Asia, in his opening address, acknowledged and thanked all sponsors, exhibitors and supporting associations, as well as the Thailand Exhibition and Convention Bureau for their invaluable support.

Ms. Supawan Teerarat, Exhibitions Director, Thailand Convention and Exhibition Bureau said that the show brings together and delivers business contacts for the industry throughout the region. Mr. Sombat Kurupham, Permanent Secretary of Ministry of Tourism and Sports, highlighted in his speech that the tourism industry generates billions of dollars to Thailand annually and "Pool & Spa Exhibition Asia 2011 is the perfect platform for Thai as well as regional hoteliers and spa operators to search for and learn about new technology and innovation for their operations."

Showcased at the event were the latest in swimming pool and deck equipment and accessories, spa equipment and accessories as well as landscaping services and facilities. Exhibitors leveraged on Pool & Spa Exhibition Asia as the de-facto platform to announce their new services and products.

There were various activities organized for visitors and delegates. The **Innovation Gallery** showcased the latest and unique spectrum of products which have not been launched in Asia. Maytronics introduced their Dolphin robotic pool cleaner which comes with a new waterline scrubbing feature. PoolRx showcased their pool pump system featuring new state of the art brushless motor with a unique controller which harnesses energy from the sun.

The **Pool & Spa Technology Seminars** featured case studies and market insights that helped participants gain an edge over the competition. Industry experts from Australia, Canada, Malaysia, Thailand and USA, converged together to share their insights in leading edge construction design, successful case studies in the international market, and the latest innovations and design considerations for green pools and spas. 30-year veteran Barry Justus from Canada shared his insights on Green Pool Design and Construction, and how pool owners could maximize energy efficiency in the daily maintenance of their pools. Shane Ince, Director of Aquatics Information Australia, elaborated on the four key elements in maintaining water quality in a swimming pool and how the chlorination, filtration, pH level and saturation index could affect the water quality.

The 2-day **National Swimming Pool Foundation Certified Pool Operator Course** was fully attended with participants from India, Malaysia, Philippines and Singapore. The delegates acquired the skills and knowledge to better manage their pool and spa facilities, and successfully obtained certification as a Certified Pool Operator, after passing the written examination.

Exhibitors, delegates, industry experts and trade professionals converged to network, exchange views and update themselves on the latest industry trends and technologies at the two **Networking Receptions** that were held on 21 and 22 September.

The event ended on a positive note with many accolades received from exhibitors. The next edition of Pool & Spa Exhibition Asia will be held from 19 to 21 September 2012.

About Pool & Spa Exhibition Asia 2011

[Pool & Spa Asia 2011](#) is a targeted event aimed only at those directly involved in the planning, design, build, operations, maintenance and management of pool & spa facilities. Participants will have access to important relevant sector of the market with buyer power. Organized by [IIR Exhibitions Pte Ltd](#) (part of the [Informa group](#)) and [IMPACT Exhibition Management Co. Ltd](#), two of the leading event businesses in the region, Pool & Spa Asia 2011 is the destination for the International market, to meet and do business.

About IIR Exhibitions Pte Ltd

IIR Exhibitions Pte Ltd, established since 1973, is part of Informa Plc, the world's leading international provider of specialist information and services for the academic and scientific, professional and commercial business communities via publishing, events and performance improvement. Informa, a public listed Company quoted on the London Stock exchange and ranked amongst the FTSE-250 list, has a global network of over 150 offices in more than 45 countries employing over 9,500 staff around the world.

Informa produces over 10,000 events and training courses, 40,000 book titles and 2,000 subscription-based information services in 70 countries. Our portfolio of events comprises of conferences, exhibitions, large scale events, managed events, partner events, and seminars, covering an enormous range of subjects and serve industry sectors including aviation, agriculture, electrical & electronics, energy, entertainment, environment, food, lifestyle, healthcare, industrial, life sciences, maritime, telecommunications, travel & tourism, medical, printing, publishing, commodities, safety, security, transport & infrastructure etc.

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About IMPACT Exhibition Management Co. Ltd

IMPACT Exhibition Management Co., Ltd is the leading exhibition organiser in Thailand. IMPACT organises and manages professional trade and public exhibitions, conferences, meetings and trainings, working in hand with international trade associations, organisers and corporations across a board spectrum of industries. We create effective market platforms and offer a comprehensive range of turn-key event management solutions ranging from market research, exhibition and visitor promotion and sales, advertising and promotion, public relations, operation to on-site logistic management for exhibitions and conferences of all sizes and industries.

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