

South East Asia's Most Established International  
Exhibition on Air-Conditioning, Heating &  
Ventilation, Air-Filtration and Purification



*Held in conjunction with PS ASIA 2010*

**PRESS RELEASE**  
**FOR IMMEDIATE RELEASE:**

**FLOURISHING ASIAN CONSTRUCTION INDUSTRY  
TO GENERATE A WAVE OF DEMAND TOWARDS HVACR EQUIPMENT!**

SINGAPORE, 9 APRIL, 2010 – With economies around the world beginning to recover from the dire aftershocks of the 2009's global financial meltdown, the major players of the property & construction industry are slowly turning their attention towards the Asian region, diverting resources away from the meltdown epicenter of USA and Western markets, so as to source for greater & fresher market opportunities<sup>1</sup>. As a result, construction developments are still spreading rapidly across the whole of Asia, notably, the South-East Asian region, with accelerated growths in projects for areas such as the residential, retail & industrial sectors. The 8<sup>th</sup> edition of HVAC Asia, South-East Asia's most established international exhibition for the Air-conditioning, Heating, Ventilation, Air-filtration & Purification community, is therefore timely organized to meet this surge of demand for HVACR equipment.

The previous edition of HVAC Asia held in 2008 was an astounding success, with it not only having attracted well over 5000 quality trade visitors' visitations from more than 42 countries, but yet also offered exhibitors many valuable opportunities to engage in key business discussions that eventually increased their pool of potential business prospects. "There are currently few decisive platforms in South-East Asia whereby HVACR related-industry professionals, leaders, buyers and decision makers can converge to discuss current industry sentiments, opportunities & challenges in an organized manner, which therefore makes HVAC Asia 2010, together with Refrigeration Asia 2010, such an indispensable part of the yearly events calendar," said Ms. Rosalind Ng, Managing Director for IIR Exhibitions Pte Ltd Asia.

To be held from the 1<sup>st</sup> – 3<sup>rd</sup> September 2010 at the newly-built Marina Bay Sands™ Singapore, and hosted alongside the vertical event of Refrigeration Asia 2010, HVAC Asia 2010 will therefore present the best business solutions, products and services to drive forward the South-East Asia's HVACR industry. Dedicated to address the needs of the HVACR industry business, both events will provide trade visitors with all the latest industry's

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facts, knowledge, insights and contacts to exploit & capitalize on the many business opportunities that are becoming increasingly available.

Globally, the outlook for the HVACR and her related industries remain favourable, with the demand for HVACR equipment expected to increase by at least a conservative estimate of 5% annually through 2010. This has a largely positive impact on the profitability of the HVACR industry, with value of the industry expected to exceed its initial forecast of USD\$70 billion by 2012<sup>2</sup>. On a more regional point of view, the dynamically growing South-East Asian countries such as Indonesia, Malaysia & Thailand are experiencing massive development growths. The increase in developments has given HVACR manufacturers and suppliers great opportunities & new business avenues to better venture into these booming markets.

“The HVACR series of events have firmly established themselves as South-East Asia’s regional leading platform for the HVACR and her related industries,” said Ms. Theresa Gan, Group Exhibitions Director, IIR Exhibitions Pte Ltd Asia. “Interest for both HVAC Asia 2010 & Refrigeration Asia 2010 has been outstandingly higher than expected. The strong interest can be attributed to the rapid growth of the regional construction industry, which no doubt points to a potentially massive market opportunity that HVACR-related manufacturers can exploit of and gain an advantage over competitors by exhibiting at HVAC Asia 2010 & Refrigeration Asia 2010 today.”

As of today, HVAC Asia 2010 & Refrigeration Asia 2010 have already acquired strong overwhelming trade media support, and key industry associations backing, such as ASHRAE Singapore Chapter and Engineering Industries Association (EIA). Media partners that have already confirmed their partnership include the following:

- China Economic News Service (CENS) • The Green Book • IndiaMART.com • Source Singapore
- Allianz Network Group • Industrial Guide Asia • Space Product Finder • Cosmos Online • XinB2B.com

For more information, please visit [www.hvacrseries.com/asia](http://www.hvacrseries.com/asia)

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<sup>1</sup> CB Richard Ellis Research Asia

<sup>2</sup> Reportlinker.com – World HVAC Equipment Market Research

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**FACTS AT A GLANCE:**

Event: HVAC Asia 2010 / Refrigeration Asia 2010

Venue: Marina Bay Sands™, Singapore

Date: 1<sup>st</sup> to 3<sup>rd</sup> September 2010

**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-Group produces over 10,000 events and training courses, distributes 40,000 book titles, 2000 subscription-based information services and serving several industry sectors.

IIR Exhibitions Pte Ltd, the leading exhibition organizer in Asia, acquired the business assets of HQ Link Pte Ltd, a Singapore-based leading international organizer, with effect from July 2007. These exhibitions include the PS/HVAC show series – PS Asia, PS Vietnam, HVAC Asia and HVACR Vietnam. PS Asia, PS China and HVAC Asia have been accorded the distinction of being UFI-awarded events.

For more information, please visit [www.informa.com](http://www.informa.com) / [www.iirx.com.sg](http://www.iirx.com.sg)

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