

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



Held in conjunction with PS ASIA 2010

FOR IMMEDIATE RELEASE:

TWIN DRAGONS OF ASIA: HVAC AND REFRIGERATION ASIA 2010 POISED TO TAKE THE STAGE WITH THE REGION'S BIGGEST INDUSTRIAL SHOWCASE

SINGAPORE, 3 DECEMBER, 2009 - Reputed to be the leading exhibition in South East Asia on Air-Conditioning, Heating & Ventilation, Air-Filtration and Purification, **HVAC Asia 2010** will be held from 1st – 3rd September 2010 at Marina Bay Sands™ (Singapore) to provide exhibitors, sponsors and visitors with the largest showcase of the latest HVAC and refrigeration systems in Asia. This will be an effective Asian networking platform for international manufacturers and suppliers to launch new products, reach out to buyers, appoint agents and distributors, build brand awareness and also establish important regional business networks.

This large-scale exhibition highlights the latest technologies for equipment and systems available to end-users seeking innovative products to enable them to effectively reduce costs and as well as meet new and higher levels of energy efficiency and environmental standards. Also, rapid economic growth in Asia especially with Hong Kong, Indonesia, Malaysia, the Philippines, Singapore and Thailand experiencing massive construction development growth translates to a booming demand for HVAC equipment in spite of the current global economic climate.

To strengthen the profile of HVAC Asia 2010 which mainly serves the building and construction industry, **Refrigeration Asia 2010** is launched to strategically address the growing demand for refrigeration equipment to cater for the huge market potential and changing urbanization patterns in Asia.

Powered by the synergy of Refrigeration Asia 2010 in the HVAC Series of events, these industrial events will provide global industry players with an unsurpassed platform to strategically position themselves in both the HVAC and Refrigeration space.

In addition, in conjunction with the 8th anniversary show, HVAC Asia 2010 will also host a two-day high-level conference within the exhibition program for executives to explore, in detail, strategies and best practices to achieve business growth and overcome unique market challenges.

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For more information, please visit www.hvacrseries.com/asia

ABOUT IIR EXHIBITIONS:

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IIR Exhibitions, 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 / www.iirx.com.sg

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