



1- 3 September 2010
Marina Bay Sands™
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MEDIA RELEASE

For Immediate Release:

**HVAC Show Gains Increasing Interest & Participation as Industry Demand Hots Up
Green Technology Features Highly at HVAC Show in Singapore**

Singapore, June 2010: HVAC Asia 2010 is all set to return from 1 – 3 September, 2010 at the newly-built Marina Bay Sands™ Singapore, for its 8th staging. It is highly regarded, by the industry, as South East Asia's key international exhibition on air-conditioning, heating, ventilation, air-filtration & purification systems and technology. This leading trade show has time and time again proven itself to be the fertile ground for launching new products, reaching out to buyers, appointing agents & distributors, building brand awareness and establishing business networks in South East Asia's once again booming economy!

HVAC Asia 2010, held in conjunction with Refrigeration Asia 2010 aims to present the best business solutions, products and services to propel business and ventures for the South-East Asia's HVACR industry. HVAC Asia 2010 and Refrigeration Asia 2010 mark a timely return in September 2010 in view of the recent geopolitical changes and trends that indicate that green building is here to stay. Never before in the history of mankind have leaders of the world from New York, Copenhagen, Kyoto to Macau gathered with such urgency, ambition and purpose for seeking consensus in the application of their respective influences in political and economic geography for the cooperative development of national and foreign policies for driving forward critical issues of climate change and industrial development.

As much as climate change is a hot issue, the burgeoning human populations that places greater pressures on the ecosystem, have reached a scale where abrupt global environmental change can be expected and that demands solutions. And in all of this, the role that the built environment exerts becomes ever more crucial. It is one of the manmade environments, along with agriculture, that most alters Earth's geophysical processes. With all the changes afoot today in both the real estate economy and national governments, the question in the minds of many is on how to develop and cater for emerging sustainable development issues.

These issues would be discussed by leading experts and industry captains at the **HVAC Asia 2010 Industry Conference**. The conference is all geared to address three significant sectors covering sustainable development issues i.e. (a) current developments, (b) efficient use of energy and (c) performance optimisation alternatives that include topics such as building green cities – a reality in the making, how the \$54 billion HVAC industry supply chain affects climate change, integrating HVAC



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structures between contractor and the builder, the IECC (International Energy Conservation Code – what it means to the industry and businesses, maximizing value and minimizing costs in green buildings, HCFC22 phase out, retrofit and the future of refrigerants and much, much more.

Exhibitors, trade visitors, and delegates can expect to achieve the highest exposure possible at the event with manufacturers and suppliers having good opportunities to reach out to targeted groups of keen buyers for products, services and technology in the HVAC industries.

Ms Theresa Gan, Group Exhibitions Director, attributed the rapidly growing interest from HVAC companies to participate in the show as being largely due to “companies are now more aware of the urgency and importance of climate change and its effects. They also realize how serious governments worldwide are on this issue and of the possible ramifications to their equipment, products and services. HVAC industries are ready to face these challenges. They are striving to re-engineer more environmentally suitable products as well as quickly reach out to their markets. And HVAC Asia 2010 therefore provides them the ideal marketplace gateway to showcase their latest and best technology, equipment and products”.

Complementing HVAC Asia 2010 is Refrigeration Asia 2010 which is geared to meet the high demand for refrigeration and cooling equipment at both the consumer and industry sectors. Climate change wreaking heat waves in many parts of the world is a major contributor to this situation. People need and naturally look for comfortable temperatures, humidity, and air conditioning and also circulation in their homes, offices, stores, and even factories. In other words, both residential and non-residential buildings require appropriate heating, ventilating, and cooling.

The market for refrigeration, whether at consumer or industrial levels, has grown substantially over the years. The huge growth and changing patterns of urbanization in Asia requires new equipment and technology to meet this constantly growing demand. Areas of substantial growth include the food and beverage industry in terms of food handling, food processing, food packaging, food storage and cold chain equipment. Food storage and transportation applications are highly necessary for Asian countries which export food as the main industry sector. Refrigeration Asia 2010 is also aimed at meeting the high demand for refrigeration equipment from the regional food and beverage industry.

There is an enormous potential in supplying refrigeration equipment solutions and applications to these industries and countries/regions. Global industry buyers across all food manufacturing, processing and hospitality industries are expected to attend Refrigeration Asia 2010 for all their sourcing needs.



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Endorsing this view is Ms Rosalind Ng, Managing Director of IIR exhibitions, who commented, "Climate concerns, new government regulations, new industry directives, new energy efficient technologies and applications, higher consumer demands, increased competition and greater professional accountability are behind an unprecedented change in HVAC, refrigeration and related industries and I am glad that the Industry Conference held in conjunction with the Exhibition will address these issues".

HVAC Asia 2010 and Refrigeration Asia 2010 are the ideal marketing platforms to launch and expand business in Asia's heating, ventilation, air-conditioning & refrigeration and cooling industries." Dedicated to addressing the needs of the HVACR industry business, both events will provide trade visitors with all the latest in industry's facts, knowledge, insights, networks and contacts to exploit & capitalize on the many business opportunities that are becoming increasingly available.

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



ABOUT IIR EXHIBITIONS:

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 runs a series of PS/HVAC exhibitions and conferences around the region including Singapore, Indonesia and Vietnam for 2010/2011. These exhibitions 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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