



Held along with:



22<sup>nd</sup> – 24<sup>th</sup> July 2010

Saigon Exhibition & Convention Centre. Ho Chi Minh City, Vietnam

Press Release

For Immediate Release

## **All signs point to the Most Comprehensive INSTALL ever in 2010!**

With Q4 2009 not even at its halfway point, the INSTALL team has already planned a host of activities for both exhibitors and visitors for next year's exhibition to capitalise on the present market opportunities in the Indochina. New show dates for INSTALL Vietnam are 22<sup>nd</sup> – 24<sup>th</sup> July 2010, with the exhibition taking place in Ho Chi Minh City at the Saigon Exhibition & Convention Center (SECC).

There is a wide spectrum of intriguing features held in conjunction with the exhibition aimed at drawing more visitors and inspiring them on what the technological solutions from the show's exhibitors can do. "The many features planned in the pipeline serve to take advantage of the current positive upswing in the Indochina market, in particular Vietnam where buyers from this region will be able to see the latest products and systems available." said Ms. Anna Cheong, Exhibitions Director of INSTALL Vietnam.

According to PricewaterhouseCoopers, Vietnam is currently the world's fastest growing entertainment and media market, and is expected to surpass USD 2.3 billion in 2013. In addition, as currently the fastest growing economy in Asia, Vietnam's GDP is at \$84.98 billion, with its growth expected to be 6.5 to 7 percent in 2010 and between 7 and 8 percent from 2011 to 2015. 2010 also marks Hanoi's 1000th year anniversary with 80 over fringe events such as performances, ceremonies and activities leading up to 10 Oct 2010, which will culminate with a grand ceremony taking place to commemorate this milestone.

Amongst the activities in the pipeline include Technical Workshops by manufacturers and distributors presenting their latest cutting-edge technologies, State-of-the-art Video Conferencing and Classroom Technology Showcases at INSTALL Vietnam, Educational Seminars conducted by industry leaders targeting those in professional sound & lighting, professional recording, rental & staging, sound reinforcement, broadcasting technology, live sound, architectural/disco/theatre lighting, special projects, visual and sound communications for the entertainment, presentation, project installations, music and other related industries (Refer to ANNEX 1 for details).

Besides these, there will also be "Purchasing Mission Groups" at INSTALL Vietnam. These consist of key committee members from current and forthcoming projects in Cambodia, Laos and Vietnam who will be scheduled to meet up with exhibitors. INSTALL Vietnam therefore presents a conducive

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networking platform for buyers and sellers and allows manufacturers an opportunity to penetrate deeper into the Indochina market.

With these plans in the works, all signs point to possibly the most invigorating INSTALL ever in 2010 for both exhibitors and visitors.

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## ANNEX 1 - ACTIVITIES IN THE PIPELINE

### Video Conferencing showcase – CONNECT WITH THE WORLD!

Video conferencing has become an important tool in today's technological world. Video conferencing allows companies to reduce travel cost while providing the visual capacity for proper interactive discussions. This feature allows visitors to learn what kind of video conferencing technologies are being used world-wide now.

### Classroom Technology Showcase – LEARNING HAS NEVER BEEN SO EASY!

Vietnam boasts the highest percentage of education enrollment in the world! The Classroom Technology Showcase features how technology is incorporated in today's classroom that allows teaching to be carried out beyond the classroom walls. This showcase enables visitors to see how the experts integrate projectors, screens & interactive touch technologies in today's classroom.

### Seminars @ INSTALL Vietnam - LEARN FROM THE LEADERS! (\*Seminar topics to be advised)

Dynamic seminars targeted at the Rental & Staging, Control Technology, AV Consultants, System Integrators, Architects, Lighting Designers and targeted end users eg. Building Owners. Learn and acquire practical tips from renowned speakers. Be updated and enriched on the latest technologies and applications from a panel of speakers who are highly acclaimed leaders in their respective fields.

### Technical Workshops – WHAT'S NEW?

Many manufacturers and distributors will be conducting their Product Workshops featuring their innovative solutions and cutting-edge technologies. Interested buyers will obtain a greater appreciation on the products and services available from the various exhibitors.

### Purchasing Missions Group

- \* Projects that are taking place in Indo-China within the next few years will be reviewing their specs.
- \* Key committee members of current and new projects will meet up with exhibiting companies in INSTALL Vietnam without the need to travel to Europe or US.
- \* Allow exhibitors to meet buyers purchasing products/equipments in the immediate future.

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