



Held along with:



22nd – 24th July 2010

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

Press Release

For Immediate Release

INSTALL enters Vietnam for the first time

Next stop Vietnam. The 2010 edition of INSTALL Asia will take place from 22nd – 24th July 2010 in Ho Chi Minh City, Vietnam. After Singapore, the next stop for INSTALL will be in Vietnam to allow our customers to penetrate deeper into the Vietnam and Indochina market. This event will take place simultaneously with another vertical called PALME Vietnam.

According to the Asian Development Bank, the forecast for Vietnam's GDP growth rate is expected to pick up from 2010 and plan to achieve a GDP growth of 6.5-7%. Hanoi has also set an economic growth target of between 7 and 8 percent a year between the 2011-2015 period. Vietnam's economic policies are aimed at making the country a fully industrialised nation by 2020. Its fastest growing sectors are tourism, telecommunications, logistics, infrastructure and construction. Vietnam's membership in the ASEAN Free Trade Area (AFTA) and entry into WTO in 2001 have led to even more rapid changes and development in Vietnam's trade and economic regime.

Over 80% of the respondents in a survey conducted with both exhibitors and visitors, has indicated an overwhelming support for the Vietnam event.

From the ground level, many potential exhibitors have responded very positively to this news. Said Ms. Rosalind Ng, Managing Director (Asia) of IIR Exhibitions Pte Ltd, "Our foray into Vietnam next year is a strategic decision, as the Indochina market is a virgin market with an enormous growth potential. It is envisioned that INSTALL Vietnam and PALME Vietnam will assist new developers in the market source for their required entertainment technologies and serve the Audio Visual needs of Multi-National Corporations expected to infiltrate its shores with the expected economic boom."

Vietnam's exponential growth in the entertainment and media industries creates high business opportunities for INSTALL industry players. In its 10th Global Entertainment & Media Outlook report, PricewaterhouseCoopers said the value of Vietnam's entertainment and media market approximately tripled in five years from 2004 to 2009 and is expected to exceed USD 2.3 billion in 2013. Advertising is expected to increase by 10.9% with consumer spending expected to grow by 16.1%.

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Part of this growth is fuelled by the many provinces in the country, which have enormous potential for development. A good example is Vietnam's "China Beach", which has investors lining up for a piece of prime coastal real estate, which industry players say could become a tourism hotspot to rival Bali or Phuket. According to the China Post, tourism and investment officials in Danang list several developments that are already underway along the beach. Further research from property consultants CB Richard Ellis reveals that an astonishing 70% of beachfront villas with price tags of up to \$1 million are bought before they are completed, a scenario that has not been seen in world property markets for some time. In total, more than 8,200 beachfront villas and apartments are expected to be built over the next two to three years with the majority being bought by property investors.

With this in mind, the event organiser, IIR Exhibitions Pte Ltd, will be having a VIP programme to attract top decision-makers from developing provinces of the country, like the Tourism Real Estate Investors of the forthcoming projects in the 'China Beach, as well as for key public office-bearers and trade visitors from Hanoi, the Public Administration and Broadcast hub of Vietnam to attend INSTALL Vietnam.

"We are especially excited about the new opportunities we could offer to our exhibitors for the Indo China market and greater South East Asian region", said Ms Anna Cheong, Exhibitions Director. "Interest has been high and we really look forward to facilitate and assist our valued exhibitors to penetrate this new market. One of the key highlights for the event also includes educational program/seminars to update industry players of the latest technologies and trends."

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