



Asia's Most Established International Exhibition on
Fluid, Air & Gas Handling Systems

Held in conjunction with HVAC ASIA 2010



FOR IMMEDIATE RELEASE:

PS ASIA ENTERS 2010 WITH ITS MOST AGGRESSIVE SHOW ON ITS 10TH ANNIVERSARY

SINGAPORE, 3 DECEMBER 2009 - Back from the highly-successful run in 2008, PS Asia 2010 will be leading 2010 with an even bigger show at a new venue on its 10th anniversary. Encompassing four related component shows, *Pumps & Systems Asia 2010*, *Valves Asia 2010*, *Compressors & Systems Asia 2010* and *Fluid Power Asia 2010*, PS Asia 2010 will be held from 1st to 3rd September 2010 (Marina Bay SandsTM, Singapore), providing exhibitors, sponsors and visitors with a synergistic display of fluid, air and gas handling systems in Asia. Together, they provide the largest networking platform for the process engineering industry, offering international manufacturers and suppliers an excellent business platform to reach out to new markets, secure new businesses and participate in a biennial Asian platform to foster knowledge exchange and solutions for the Fluid, Air & Gas Handling Systems industry.

Reported as the leading and most established exhibition in Asia for the fluid, air & gas handling systems sector, PS Asia 2010 is anticipated to be one of Asia's principal industrial marketplaces for international manufacturers and suppliers to launch new products, reach out to buyers, appoint agents and distributors, build brand awareness and also establish important business networks in Asia. As a first, PS Asia 2010 will incorporate innovative, value-adding event features to boost and maximize business opportunities for both buyers and sellers alike in this highly anticipated trade show.

This large scale exhibition highlights the latest technologies for equipment and systems which serves a wide array of industrial sectors with a focus on Asian markets poised for a swift rebound from the economic downturn. In conjunction with its 10th anniversary, PS 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.

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

ABOUT IIR EXHIBITIONS:

IIR Exhibitions, established since 1973, is part of Informa Plc, the world's leading international

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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, 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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