



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

Held in conjunction with HVAC ASIA 2010



PRESS RELEASE
FOR IMMEDIATE RELEASE:

ASIA'S PROCESS ENGINEERING INDUSTRY TO COME OF AGE AT PS ASIA 2010!
- Post recession, investors are expected to flock to Asia for more new market opportunities...

SINGAPORE, 9 April 2010 – To commemorate the 10th anniversary staging of Asia's most established international exhibition on Fluid, Air & Gas Handling Systems, PS Asia 2010 will be fully geared up to provide an idealistic & central platform whereby abundant opportunities will be made available for networking and converging for all stakeholders involved in the process engineering industry. Continuing to forge ahead as the superior trading arena for all influential industrial buyers & sellers, the successful staging of PS Asia in 2008 had seen overwhelming visits of more than 5000 international trade visitors, many who had participated in high-volume business to business exchange opportunities found at the event. Seeking to surpass expectations in 2010, the event organizer aims to obtain higher rates of participation from key industrial decision makers, while ensuring that the event still remains fully relevant for the process engineering community.

To be held from the 1st to 3rd September at the newly built Marina Bay Sands™ Singapore, PS Asia 2010 will also be held alongside HVAC Asia 2010, South-East Asia's most established event for the Air-Conditioning, Heating & Ventilation, Air-Filtration and Purification community. "We are hosting this event at the prestigious Marina Bay Sands™ Singapore as we firmly believe that the venue will be able to meet the needs of an extensive exhibition, especially one that is of a renowned stature such as PS Asia," said Ms. Rosalind Ng, Managing Director for IIR Exhibitions Pte Ltd Asia

Showcasing innovative & state-of-the-art technological developments, industry best practices and top insights from high level industrial leaders, this highly anticipated event will be dedicated to addressing the needs and requirements of the processing industry community as a whole. Organized by IIR Exhibitions Singapore, the event has firmly established its reputation as the industry's must-attend trade show for the Fluid, Air & Gas Handling Systems sector.

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As the economies around the world displayed signs of recovery, investors are gradually turning their attention to the Asian region to uncover more new opportunities in the regional investment landscape; this despite the fact that many of Asia's main financial markets are also not spared from the global downfall themselves. Witnessing a recovery of external demand and fast-improving business sentiment, economic recovery in most Asian countries continued to gather pace, with several Asian markets starting to report positive growth during the later part of the last financial year. Due to largely unchanged monetary policies by Asian governments, interests rates by financial institutions remains low. Many commercial organizations such as REIT(s) have thus started new developments that directly resulted in a present ever-growing demand for fluid, air & gas handling equipments¹. From the ground level, many potential exhibitors have already responded positively to the latest global developments. PS Asia 2010, in particular has already gained increasing worldwide attention & recognition as an effective channel to deliver product information and promotional messaging.

"The economic outlook is getting better, with international & regional demand for PS-related products growing at a steady rate. We are therefore excited about the new opportunities that we could offer to our exhibitors for the greater Asia region. Interest to exhibit is high, and we are really looking forward to expediting and assisting our exhibitors to better penetrate or grow in this region." said Ms. Theresa Gan, Group Exhibitions Director, IIR Exhibitions Pte Ltd Asia.

Up to date, PS Asia 2010 has also already secured tremendous backing and support from various key industry associations, such as the Engineering Industries Association (EIA) and the Singapore Exhibition & Convention Bureau. Media partners that have already confirmed their partnership include the following:

- China Economic News Service (CENS) • Chemical Industries Purchasing Guide • IndiaMART.com
- 3R Magazine • Industrial Guide Asia • 高工在线 • 亚洲流体网 • XinB2B.com

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

¹ CB Richard Ellis Research Asia



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FACTS AT A GLANCE:

Event: PS Asia 2010

Venue: Marina Bay Sands™, Singapore

Date: 1st to 3rd September 2010

ABOUT IIR EXHIBITIONS PTE LTD:

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, 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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