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1 - 3 September 2010 • Sands Expo & Convention Centre • Singapore

FOR IMMEDIATE RELEASE

**PS ASIA 2010 AND HVAC & REFRIGERATION ASIA 2010 ENJOYS RESOUNDING KICK-OFF SUCCESS
WITH SHOWCASE OF LATEST TECHNOLOGIES FROM 29 COUNTRIES**

SINGAPORE, 14 September 2010 – The 10th edition of PS Asia 2010, the international exhibition on fluid, air and gas handling systems in Asia and the 8th staging of HVAC and Refrigeration Asia 2010, the leading international exhibition on heating, ventilation, air-conditioning, air-filtration and purifications and refrigeration kicks off successfully on 1 September 2010 with the opening ceremony graced by Her Excellency Dra. Masnellyarti Hilman, M. Sc, Deputy Minister of Nature Conservation Enhancement and Environmental Degradation Control, Ministry of Environment Indonesia. This Asia's leading event held from **1 – 3 September 2010** at the new Sands Expo and Convention Centre concluded with over 170 exhibitors and represented companies from 29 countries.

This major event was filled with a myriad of activities, with the successful interactive networking sessions from Technical Seminars, Country Industry Forums, Career Opportunities Talk to the high level Process Systems and HVAC Conferences. Most of the Technical Seminars have attracted full-house attendance and the well received Country Industry Forums have offered first hand information on key market developments and policy movements in China, Indonesia, India, Korea and Philippines. The Career Opportunities Talk attracted a big crowd of future promising engineers. "Participating in HVAC Asia 2010 was truly a great experience for us. Not only did we generate a lot of keen interest for our products, we also appreciate the opportunity to interact with so many industry experts", confirmed Mr Jason Kuah, Assistant Manager/Engineer of Seng Choon Engineering Pte Ltd.

PS Asia 2010 and HVAC & Refrigeration Asia 2010 attracted some 5326 quality visitors from 43 countries. Mr Ross Bertoli, General Manager, Australia and South East Asia of Hydro Australia Pty Ltd said with satisfaction, "I am very pleased with PS Asia 2010. The quality of visitors is first rate and my company has picked up several promising opportunities." Mr Esmond Leong, Marketing Manager of JL Marine & Engineering Pte Ltd, added, "The management is pleased with the quality of visitors at HVAC Asia 2010 and also with all the organizing work that was furnished to make this event a successful one." Mr Peter Klyver, Marketing Director of Östberg Group AB quoted, "HVAC Asia 2010 visitors have been of high quality. The outcome from the exhibition is expected to contribute to our growth in Singapore and Malaysia market." Mr Vittorio Bonomi, Export Area Manager of Enolgas also commented, "I would like to thank IIR Exhibitions for the organization of PS Asia 2010 and also the excellent



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location at the new Sands Expo and Convention Centre. We have met the right contacts at the show and have successfully introduced and showcased Enolgas products to the Asia market.”

Many exhibitors have successfully showcased their products and received great response from the floor. They have expressed interest to participate in the next show in year 2012. “We have met potential customers at HVAC Asia 2010. The organizer has provided excellent support and we are pleased with the leads generated from the show,” stressed Mr CF Lew, Senior Manager – Product of dpstar Thermo Control Electric Sdn Bhd. Mr Cheoh Kim Yam, Managing Director of ACME Pump (Asia) Pte Ltd, added, “We are happy to participate in PS Asia 2010 and will definitely be back again in its next show in year 2012.” “We are pleased with the overall result of PS Asia 2010. The venue and the visitors were great. We hope to work with IIR Exhibitions again in the near future,” added Mr Clark Anthony Dumalaon, Applications Engineer of Mecomb Singapore Ltd. “PS Asia 2010 has helped us raise the awareness about ITT being the leader of energy efficient pumping systems with our introduction of our eSV pumps. Response from visitors about our solutions was good and we have generated several positive leads”, said Mr Eddie Tan, General Manager Asia Pacific Residential & Commercial Water of ITT Fluid Technology Asia Pte Ltd.

“With the success of PS Asia and HVAC Asia 2010, IIR Exhibitions is confident to bring its next series of shows to a new height and will continue to anchor the show as Asia’s leading international industrial exhibition where buyers and sellers meet,” stated Ms Theresa Gan, Group Exhibitions Director of IIR Exhibitions.

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Heavy Trade Visitors Traffic at PS Asia and HVAC & Refrigeration Asia 2010





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About PS Asia 2010 and HVAC & Refrigeration Asia 2010:

PS Asia 2010 is the 10th Asia's international exhibition & conference on fluid, air & gas handling systems. HVAC Asia 2010 incorporating Refrigeration Asia 2010 and held in conjunction with PS Asia 2010, is the 8th Asia's international exhibition & conference on heating, ventilation, air-conditioning and refrigeration.

- For more information, please visit:
1. www.psseries.com/asia
 2. www.hvacrseries.com/asia

ABOUT IIR EXHIBITIONS:

IIR Exhibitions is part of Informa Plc, one of the world's leading international providers of specialist information for the academic and scientific, professional and commercial business communities. Informa is ranked among the FTSE-250 list with a global network of 150 offices in more than 45 countries employing over 9,500 staff around the world. The group produces 12,000 events and training courses, 45,000 book titles, and over 2,000 subscription-based information services including academic journals, magazines, newsletters, real-time information and news services, unparalleled performance improvement solutions, and hundreds of exceptional brands in 80 countries. Informa serves many industry sectors including aviation, agriculture, energy, commodities, education, environment, electrical & electronics, entertainment & leisure, healthcare, industrial, infrastructure, food, lifestyle, life sciences, maritime, medical, real estate, printing, publishing, telecommunications, safety, security and transport, etc.

Besides IIR, Informa also owns some of the world's biggest information brands, including Datamonitor, Euroforum, IBC, ICBI, Taylor & Francis, Forum, Informa Global Market, and Lloyd's List to name but a few.

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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