



Incorporating



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

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Concurrent Event



South East Asia's Leading International Exhibition on Heating, Ventilation, Air-Conditioning, Refrigeration, Air Filtration and Purification Systems

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1 September 2010 • Marina Bay Sands™ • Singapore

FOR IMMEDIATE RELEASE

GREEN ADVOCATES FROM AROUND THE WORLD TO CONVERGE AT ASIA'S LEADING INDUSTRIAL EXHIBITION IN SEPTEMBER

SINGAPORE, 30 August 2010 – Two of Asia's leading industrial events, PS Asia 2010 and HVACR Asia 2010, will be staged from 1 to 3 September, 2010 at the Marina Bay Sands boasting the participation of a whole host of green advocates from the Asia Pacific who champion the green cause at both government and corporate levels

PS Asia 2010 is the 10th international event for the process & systems industry covering pumps, valves, compressors, fluid, air and gas handling systems. HVAC Asia 2010, the 8th of its kind is highly regarded, by the industry, as South East Asia's key international exhibition on heating, ventilation, air-conditioning, air-filtration & purification, refrigeration systems and technology. With both held in conjunction with each other, PS Asia 2010 and HVAC Asia 2010 are set to provide a one-stop shop for visitors from a myriad of industries from environment & water technology; to building & construction as well as infrastructure development, agriculture, food processing, oil & gas, pharmaceutical and chemical industries.

Gracing the event as the Guest of Honour is Her Excellency Mdm. Dra Masnellyarti Hilman (Ibu Nelly), Deputy Minister for Nature Conservation Enhancement and Environmental Degradation Control. Besides representing the Republic of Indonesia in international environmental meetings, Ibu Nelly also lectures and is consulted on several environmental and climate change issues including Convention on Biological Diversity (CBD), Clean Development Program (CDM), Ozone Depleting Substances on Montreal Protocol, Acid Deposition Monitoring Network in East Asia (EANET), Regional Cooperation for Sea and Coastal in East Asia, Coordinating Body Seas of East Asia (COBSEA) and ASEAN Agreement for Transboundary of Haze Pollution.

Ibu Nelly will also be presenting at the Country Industry Forum whereby she will demonstrate, using actual case studies in Indonesia the benefits to ROI organizations enjoyed as a result to government policies on climate change. The Country Industry Forum will also feature similar case studies from across Asia for example The Philippines, India and China.

Also supporting the exhibition this year will be a number of action-packed events which includes a 2-day Industry Conference on 1-2 September fronted by a series of prolific speakers from government officials to CEOs in the private



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sector who have championed the green movement in their respective fields. The primary aim of this 2-day sub-event, based on the apt theme – “Green Energy Systems for Tomorrow” is to uncover strategies, innovations, technologies and possible efficiencies resulting from the green movement that is sweeping across these industries.

“There has been an urgent action taken to improve energy efficiency with the emphasis on buildings and equipment due to the construction boom all across Asia which will eventually directly impact climate change. We are proud that PS Asia 2010 and HVAC Asia 2010 together will be able to provide participants an end to end solution of products; technologies and expert gurus to achieve this end” Miss Theresa Gan, Group Exhibitions Director of IIR Exhibitions Pte. Ltd.”

One of the highlights of the speaker line-up is Professor Jason Pomeroy, an award winning architect, master planner and Director of international multi-disciplinary design practice, Broadway Malayan. Jason is also the author of the Idea House, the first carbon zero house in South East Asia. Jason will be heading the stream on “Efficient Energy” in the conference.

Representing the corporate front are Mr. Francis Yuen, President of Asia Pacific Climate Solution at Ingersoll Rand and Mr. Justin Taylor, Group CEO of Kaer Pte Ltd Singapore. Both Mr. Yuen and Mr. Taylor will be presenting topics relating to growth and sustainability in the green future – a topic that management in this industry cannot afford to ignore.

This event will also feature 170 leading participating exhibitors in their respective verticals from 29 countries showcasing their latest products built for/on green technology. These include Samsung Electronics; LESER GmbH; Mitsubishi Electric, ITT Fluids and Systemair, etc.

Samsung is one such exhibitor who will use the exhibition as a platform to unveil their latest products aimed at obtaining energy sustainability through the launch of its latest series of air-conditioners based on their technology to obtain “crystal clear” air which delivers not just health benefits but also saves significant amount of energy and reduces both noise and energy pollution as well.

LESER and ITT Fluids, who recently unveiled their latest products designed to maximize utilization and plant efficiencies will also feature their range of latest products at the show.

For further information please log on to: www.psseries.com/asia or www.hvacseries.com/asia.

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About PS Asia 2010 & HVAC Asia 2010:

PS Asia 2010 is the 10th 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 exhibition & conference in S. E. Asia on air-conditioning, heating & ventilation, air filtration and purification.

Incorporating the theme “Green Energy Systems for Tomorrow”, both shows would be held from 1 – 3 September 2010 at Marina Bay Sands in Singapore. In 2008, the events welcomed more than 4,857 professionals from industry sectors such as the building and construction, building services and maintenance and property development, covering 42 countries.

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

ABOUT IIR EXHIBITIONS:

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 run 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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