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**MALAYSIAN EXHIBITION SERVICES SDN BHD**  
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# ASEAN'S COMPLETE AUTOMATION SOLUTION EVENT

20 - 23 JULY 2011

Kuala Lumpur Convention Centre

M A L A Y S I A

## IA 2011 - AN AUTOMATIC CHOICE FOR VISITORS AND EXHIBITORS

Industrial Automation 2011 (IA 2011) will continue to cement its position as the only credible exhibitor that genuinely services the Asean region for this rapidly expanding market.

Returning in 2011 at Kuala Lumpur Convention Centre (KLCC), the show is on course to once again attract an impressive array of market leaders both local and international as the profile of this industry in Malaysia continue to grow from strength to strength. Mark your diary for 20 to 23 July 2011.

## IA COMMUNITY-WORKING HAND IN HAND WITH THE INDUSTRY

As organisers of IA 2011 we are delighted once again to be working with IA Community who will again be bringing to the show floor their Machine Builders Village and Procurement Forecast. This Village concept is unique in events in the region and will act as a platform for professional systems integrators and machine builders to keep in touch with the latest state-of-the-art technology.

# ARE YOU READY FOR ASEAN'S COMPLETE AUTOMATION SOLUTIONS EVENT?

## INDUSTRIAL AUTOMATION TRULY AN INTERNATIONAL EVENT

Any organiser can say their event was an international one, but its another thing to prove it. We are proud to share that in 2009 our event attracted 5,876 visitors from 21 countries who were able to meet, network and interact commercially with 431 exhibitors from 25 countries. See for yourself by downloading the IA 2009 show report at [www.asean-ia.com](http://www.asean-ia.com)

## LOCAL SUPPORT A KEY COMPONENT

Industrial Automation 2011 will continue to solicit and build upon the tremendous industry and government support achieved in 2009. We are deeply indebted to MOSTI, SIRIM and MATRADE for underpinning our event with their patronage and we look forward to working with all relevant trade bodies and government agencies once again.

## INDUSTRY ENDORSEMENT SECOND TO NONE

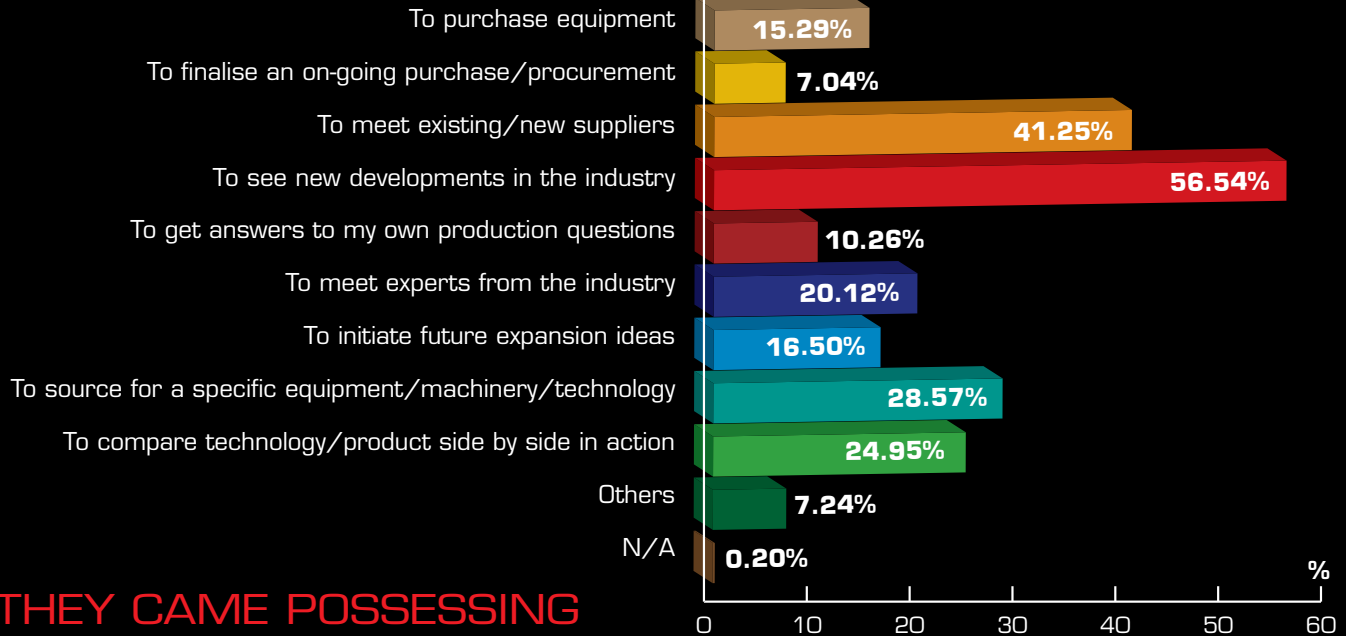
FMM ATIG once again are fully committed to supporting the latest in line of the biennial Industrial Automation series of shows set to take place from 20 to 23 of July 2011 at KLCC.

"Our experience has shown to us that this event is without doubt the best exhibition platform on offer to the industry for it to effectively network and more importantly sell its technology to end users. To illustrate our commitment to the Industrial Automation series we will continue our exclusive endorsement of this event ratified during MTA Malaysia 2008 which we are confident will help this vital trade show maintain its impressive and influential place in the automation community in the region." said Mr Tiong Khe Hock, Chairman of FMM-ATIG.

# AUDITED TRADE VISITORS DATA OF INDUSTRIAL AUTOMATION 2009

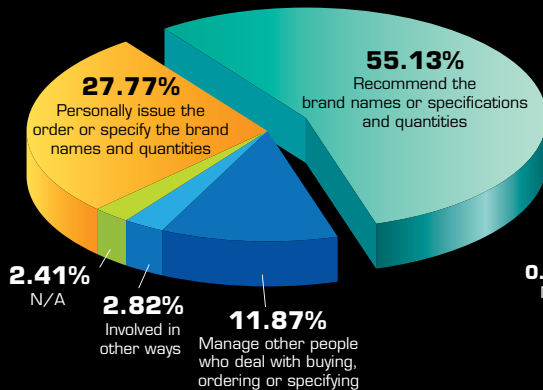
VISITED THE SHOWS FOR THE FOLLOWING REASONS:

## Objectives for visiting the show

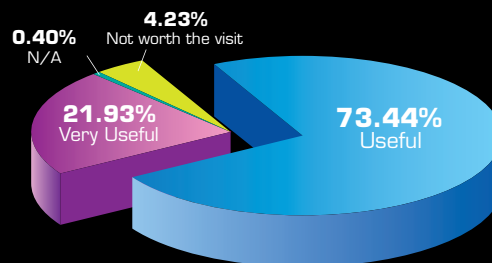


\*Percentage adds up more than 100% as this is a multiple choice question.

AND THEY CAME POSSESSING STRONG PURCHASING POWER:



AND THE VERDICT OF THE SHOW:



"IA is the place for us to showcase our latest innovative products to the industry. The show is well organised and I am looking forward to be back here in 2011."

**Mr Chris Lee, Sales Manager**  
**Carlo Gavazzi Automation (M) Sdn Bhd**

"As first timers we feel the response has been good and we have encountered many potential customers from the exhibition."

**Mr Roy Gan, Product Manager**  
**Advancenet Technology Sdn Bhd**

"We are here to create awareness and promote the launch of our new products. AE/IA 2009 is our first exhibition and so far we think it's a good show."

**Mr Ng**  
**Furutec Electrical Sdn Bhd**

# EXHIBITORS SHARE THEIR POSITIVE VIEWS ON THE SHOW

"AE/IA 2009 is truly a specialised show and by participating, there are many good opportunities and a healthy visitor response. I believe this show is very well organised."

**Mr Veiko Raab, Export Sales & Marketing Executive**  
**Dehne & Sohne GmbH & Co, KG**

"I feel the response so far for IA has been relatively good with quality visitors and I hope to turn the awareness into sales."

**Mr Wong Foot Yow, Business Development Manager**  
**Ecava**



"By participating at IA 2009, we hope to meet potential clients to promote our current and new products but mainly to bring in new customers. IA has helped us grow our business and our new customers' database. We are also able to learn and see more of the new products in the market locally and internationally at IA."

**Mr Steven Teoh, Assistant Manager**  
**Drives & Automation (M) Sdn Bhd**

"We are seeking customers to promote our products to. This is a big and wonderful exhibition, we will definitely be coming back next year."

**Mr Alan Sun, Project Manager**  
**Shanghai Huaming Power Equipment Co., Ltd.**

"AE/IA 2009 is a good show and hopefully we will meet more potential customers."

**Ms Emma Fong**  
**First Forever Co., Ltd.**

"This show is out of our expectations. We did not expect so many visitors at our booth initially but it turned out that we had a satisfied amount of visitors turning up so far. We will feedback to our General Manager positively about the show!"

**Mr Sam Lei**  
**Dinkle International Co., Ltd.**





## **MALAYSIA OFFERS SIGNIFICANT OPPORTUNITIES FOR INDUSTRIAL AUTOMATION**

As Malaysia continues its steady course towards higher added-value manufacturing, companies from a wide range of industries are expected to increase in spending on automated manufacturing solutions and equipment.

As most industrial firms are owned by multi-national corporations and foreign entities, the benefits of industrial automation in saving labour cost and enhancing overall efficiency are well known. With a low level of product saturation and growing consumers demand for more features with greater applications in greater compacted form, this marketplace is poised for tremendous growth as manufacturers strive to meet demands and to remain competitive.

Investment in miniaturising equipment can be high but manufacturers have to invest in the necessary tools, technologies and processes to achieve rapid turnaround time from the concept to production. Whilst the end-product embodies the key attributes, if not all, as demanded by regulators and consumers.

## **SOUTH EAST ASIA'S LARGEST EVENT FOR INDUSTRIAL AUTOMATION**

IA 2011 provides strategic showcase for manufacturers of components and systems to the fast-rising Malaysian industrial automation markets. This biennial congregation of end-users, systems integrators and machine builders will provide exhibitors with an up-to-date evaluation on potential markets for major products, including programmable logic controls, distributed control systems, pneumatics, hydraulics, motion control, CAD/CAM, robotics and variable speed drives.

# MARKET DATA



# STRATEGIC MARKETING TO ATTRACT THE KEY INDUSTRY PLAYERS

- **NEWSPAPERS** - A host of advertisements to be placed in top local newspapers as well as in leading newspapers in the region.
- **TECHNICAL TRADE JOURNALS & DIRECTORIES** - Advertisements to be placed in some 15 major trade journals from all over the world.
- **PERSONAL VISITS** - Personal visits by key personnel to all major industrial automation companies.
- **FLY-IN PROGRAMME** - Specific key decision makers and buyers will be approached to participate in a regional Fly-In programme.
- **VIP PROGRAMME** - Exhibitors are invited to nominate their key clients as VIPS for the show.
- **MAIL SHOTS** - Two rounds of mail shots will be conducted to some 100,000 individuals comprising potential visitors for IA 2011.
- **EMAIL BROADCASTS** - Ten rounds of email broadcasts will be executed for the visitor pre-registration campaign.
- **WEBSITE** - The IA 2011 website has been designed to be an interactive site which will carry all the latest and most updated information about the progress of the show.
- **BUNTINGS** - Road buntings will be erected all around the KLCC vicinity to further enhance the show's publicity.
- **POSTERS** - Posters about the show, dates and venue will be posted at all relevant points.
- **VISITOR INVITATIONS** - Each contracted exhibitor will be given 100 visitor invitations free.
- **PRESS ACTIVITIES** - Press Releases carrying latest updates about the show will be issued to the local and foreign press.
- **VISITS TO OTHER MAJOR INDUSTRIAL AUTOMATION SHOWS** - Visits to other major industrial automation shows around the world to further boost the show's publicity to the industrial automation fraternity.
- **SHOW DAILIES** - A total of 4 issues will be produced during the show which will be distributed at the Visitor Registration Counters as well as to all VIPs.

## FOR FURTHER INFORMATION, PLEASE CONTACT THE NEAREST SALES OFFICE:

### **MALAYSIAN EXHIBITION SERVICES SDN BHD** (58243-X)

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50400 Kuala Lumpur, Malaysia

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### **OVERSEAS EXHIBITION SERVICES LTD**

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United Kingdom

Tel: +44 20 7840 2130 | Fax: +44 20 7840 2111 | E-mail: rowen@oesallworld.com

## HOW TO PARTICIPATE

### **SPACE ONLY | USD 335 per sqm**

(rent a space to build your own stand, carpet not included)

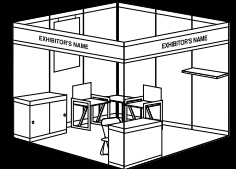
### **SPACE & SHELL STAND | USD 370 per sqm**

(comprises floor space, walls, carpet, lighting and upright chair, one information desk and fascia only. Minimum area from 9sqm per booth)



### **SPACE & WALK-ON-STAND | USD 390 per sqm**

(comprises floor space, walls, carpet, lighting, display board/shelf, lockable cupboard, easy chair, coffee table, information desk, upright chair, a 13A electrical power supply and fascia. Minimum area from 9sqm per booth)



\*A Walk-on Stand is not necessarily a corner stand



## THE VENUE

IA 2011 will be held at the state-of-the-art exhibition centre, the KUALA LUMPUR CONVENTION CENTRE (KLCC) which is nestled next to the tallest twin towers in the world - the PETRONAS Twin Towers. KLCC is situated right in the heart of KL's business district making it a perfect venue for international trade exhibitions. For more information about the convention centre, log on to [www.klccconventioncentre.com](http://www.klccconventioncentre.com)

## THE ORGANISER

IA 2011 is organised by Malaysia's leading exhibition organiser - Malaysian Exhibition Services Sdn Bhd (MES), and marketed worldwide by Singapore based International Expo Management Pte Ltd (IEM) and London based Overseas Exhibition Services Ltd (OES). These companies are all members of the Allworld Exhibitions Alliance of exhibition organisers, managers and consultants. Allworld Exhibitions members have been organising trade shows for over 30 years and currently organise over 150 trade exhibitions biennially. For details on the full programme of Allworld Exhibitions events please visit [www.allworldexhibitions.com](http://www.allworldexhibitions.com)