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Established HVAC Asia exhibition set to grow with show revamp following new show management and buoyant property market in South East Asia.

HVAC Asia, first launched in 1996 and now in its 7th edition, was acquired from HQ Link Pte Ltd last year by IIR Exhibitions Pte Ltd, as part of IIR's overall business strategy to expand into Asia.

The acquisition of HVAC Asia, along with the other industrial shows run by HQ Link (including HVACR Vietnam, HVACR India, PS Asia, PS China, PS Vietnam, and PS India), is good news for the show's development, as IIR Exhibitions plans to invest financial and manpower resources into both series of shows.

Changes are already underway with HVAC Asia now being promoted as one of a series of shows in this sector (the other HVAC shows run in India and Vietnam). Bringing the shows together as an integrated series enables IIR Exhibitions to leverage on a global database of industry professionals.

Says Mr. Simon Ng, Group Exhibitions Director, 'Each of the HVAC shows in Singapore, Vietnam and India can leverage on one other by sharing their knowledge and resources, particularly the extensive in-house database. And, in this way, we can assert ourselves as a leading event organizer in this sector.'

The market opportunities are still buoyant in South East Asia, with many countries showing a steady growth in their GDP (Singapore averaging 7% in the years 2004-2007). The thriving property market, and building and construction sectors continue to do well and present a good backdrop for HVAC Asia which features products in the heating, ventilation, air-conditioning, air filtration and purification systems sectors.

Construction and engineering sectors are expected to grow at 4.2% across Asia Pacific in the years 2005 – 2010, providing ongoing market opportunities in the region for international manufacturers. The value for the industry is high too, with the building projects industry alone worth US\$259.5 billion in 2005.

'Building and construction, and property development sectors are enjoying a boom. The combination of steady economic growth in the region plus specific industry growth, the demand for heating, ventilation and air conditioning systems has gone through the roof. International and regional manufacturers want to tap into the business opportunities available in South East Asia, and HVAC Asia is the best platform in which to launch and expand existing businesses', says Mr. Ng.

As before, HVAC Asia will co-locate with PS Asia, a show featuring fluid, gas and air handling systems but new for 2008 is Building Technology Asia. This show is a great platform for business as a result of the booming property development and construction sectors in South East Asia. By co-locating all 3 shows together, it is anticipated some cross-over in exhibitor profile and visitor profile, enabling exhibitors to reach out to a wider buyer audience.

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Please direct enquiries to:

Mr Simon Ng, Group Exhibitions Director, simon.ng@iirx.com.sg or Ms. Caroline Watson, Marketing Communications Director, caroline.watson@iirx.com.sg or call (65) 6319 2668 or fax (65) 6319 2669.

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