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PROCESSCEM ASIA 2008 MAKES SUCCESSFUL DEBUT

Process industry show nets over \$15 million worth of sales and orders

24 November 2008, Singapore – ProcessCEM Asia 2008, the first industry exhibition and conference in the area of plant construction, engineering and maintenance, organised by ASPRI ended on a high note.

More than \$15 million of sales and orders were clinched by exhibitors at the exhibition held at Suntec Singapore from 22 to 24 October 2008. The exhibition saw more than half of the 120 exhibitors from 14 countries and regions receive on-the-spot sales and orders.

The 4,000sqm exhibition drew some 2,000 visitors from 24 countries. Visitors were able to source for the latest process technologies, services, materials, systems and equipment displayed by international and local exhibitors.

Mr James Goh, President of ASPRI, said: "This is our first attempt to organise an industry showcase, and we are very encouraged by the response from both the exhibitors and visitors. Held at a time when the world is facing an unprecedented global financial crisis, it is gratifying to have received the support of both major and emerging industry players.

"The positive response further validates the need for an industry exhibition like ProcessCEM Asia where the process industry can focus on business, education and networking over a three-day period. More importantly, it has given us an impetus to our long-term plan to grow the event into the definitive industry showcase in Southeast Asia."

Tham Poh Cheong, Director, Infrastructure Services & Environmental Services Corporate Group, IE Singapore, added: "IE Singapore is pleased to support ASPRI in its regionalisation efforts by helping local process industry players to venture into overseas markets. Going forward, we are confident that ProcessCEM Asia will evolve to be a targeted business-generating platform for the Singapore process industry to grow internationally."

Victor Tay, Director, Transportation, Logistics, Environmental & Engineering Services, Biomedical & Chemical, Industry Development Group, SPRING Singapore, further explained: "ProcessCEM Asia is a good example of a strong private-public partnership. The idea was conceived as a result of an industry plan supported with funding assistance from SPRING and IE Singapore's Local Enterprise and Association Development (LEAD) programme. Local industry members, especially SMEs, will find it a useful platform to promote their latest products and services, and extend their regional footprint."

SPRING Singapore coordinated a showcase of seven local SMEs providing niche plant maintenance services to ensure the smooth running of oil refineries and petrochemical plants.

Joining these SMEs were many established industry names, including Carbone Lorraine Chemical Equipment Division, ETS Energie-Technik-Systeme AG, Hiap Seng Engineering, Honeywell Analytics Asia Pacific, HTI-GESAB, IPT Engineering, KAEFER Integrated Services, KAPP France, McConnell Dowell, Mun Siong Engineering, Pepperl+Fuchs, Plant Engineering Construction, Rotary Engineering, Sandmeyer Steel and SCHELL Software & Engineering.

One happy exhibitor is Mun Siong Engineering Pte Ltd. Its chairwoman, Cheng Woei Fen, said: "We benefited from our participation at ProcessCEM Asia as it had a targeted audience and enabled us to feel the pulse of the industry. We believe that increasing the regularity of such events would be advantageous as such platforms generate greater collaboration among industry members. "

Ron Sandmeyer Jr, President and Chief Executive Officer of Sandmeyer Steel Company summed up the experience of exhibiting at ProcessCEM Asia 2008: "We came here looking to expand our market. The contacts we made in terms of quality and quantity of potential customers far exceeded our expectations. This show certainly has the potential to become one of the best individual showcases in Southeast Asia for the process industry."

For many exhibitors, ProcessCEM was an effective platform for them to have face-to-face meetings and to network with industry practitioners from the region.

Mr Meneleo G. Carlos III, President of the Chemical Industries Association of the Philippines (SPIK) who visited the show on the first day enthused, "The exhibition is very useful as it provides us with excellent opportunities to explore the latest process technologies, products and services. We will try to organise a group to visit the next ProcessCEM Asia so that most of our members can profit from this business and networking platform."

The exhibition was complemented by a two-day conference on current industry issues and challenges. The ProcessCEM Asia Summit programme, which enjoyed a strong turnout, was well received by participants from 15 countries. The conference covered plant reliability and maintenance, process safety, as well as environmental sustainability.

The keynote address was given by Mr Lee Tzu Yang, Chairman of Shell Companies in Singapore, and Chairman of the Workplace Safety and Health Council. His presentation focused on "*Safety and health as drivers for business performance*".

Supporting the conference was a workshop on "*Innovation and Sustainability Strategies for Growth in the Process Industry*". Jointly organised by the Asian Productivity Organization, SPRING Singapore, and ASPRI, the workshop focused on ways to secure more business outsourcing projects from plant owners.

Mr James Goh said: "The conference and workshop not only enabled us to learn more about the latest trends and developments from industry experts, it gave us a rare opportunity to explore business collaboration with related process industry associations in the region to share our experience in promoting and managing safety standards."

ProcessCEM Asia 2008 was organised by ASPRI and managed by MP Asia Pte Ltd. The event had the support of the Economic Development Board, SPRING Singapore, International Enterprise Singapore, Singapore Workforce Development Agency, Singapore Exhibition and Convention Bureau, The Institution of Engineers Singapore, Singapore Chemical Industry Council and the Asian Productivity Organization.

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The next ProcessCEM Asia is scheduled to be held in 2010. Details of the event will be released shortly. Interested participants can contact MP Asia Pte Ltd at: sales@processcemasia.com.

Note to Editors: Photos of ProcessCEM Asia 2008 are available upon request.

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