



## Press Release

### **Inaugural ProcessCEM Asia 2008 to focus on taking industry forward**

**22 October 2008, Singapore** – The first ProcessCEM Asia 2008 takes off today with industry players set to focus on issues, challenges and prospects to take the industry forward into the future.

ProcessCEM Asia 2008, spearheaded by ASPRI, will be held from 22 – 24 October at Suntec Singapore. It will be opened by Mr Tharman Shanmugaratnam, Minister for Finance.

This is the first industry exhibition and conference in the area of plant construction, engineering and maintenance, and is intended to provide a platform to help industry players promote their capabilities, and to address the challenges and concerns facing the industry. It will provide an opportunity for process industry players to network, share experiences and upgrade.

ProcessCEM is being launched against a backdrop of strong growth in Asia's process industry. The industry, already experiencing a surge in demand is poised to take on a bigger role on the industrial front.

More than \$10 billion worth of investments are projected for the process industry over the next three to five years, according to the Association of Process Industry (ASPRI).

The event has attracted more than 100 exhibitors from some 14 countries and regions. The show is also expected to draw some 3,000 professionals. A highlight at the exhibition is a showcase of local SMEs capabilities in the process industry organised by enterprise development agency, SPRING Singapore.

Said Mr James Goh, President of ASPRI: "ProcessCEM is organised to provide industry members with a useful platform to conduct business, learn about exciting new trends, and share best practices. Hence, we are very pleased to have the participation of both large and emerging players as they are important for meaningful industry collaboration, dialogue, and networking."

The event is supported by 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 respectively.

It is also intended to accelerate Singapore's growth as the regional hub for the process industry. EDB statistics indicate that the chemical industry overtook the electronic sector to become the top contributor to manufacturing output in 2007, generating \$82 billion.

Singapore is also one of the top three oil refining centres in the world. In the petroleum sector, it is also one of the world's top ten petrochemical hubs.

ProcessCEM will showcase a wide range of technologies, services, materials, systems and equipment for the process industry. Established local names, such as Hiap Seng Engineering, Mun Siong Engineering, Plant Engineering Construction and Rotary Engineering, will be exhibiting alongside international players.

Among the bell weathers taking part are Carbone Lorraine Chemical Equipment Division, ETS Energie-Technik-Systeme AG, Honeywell Analytics Asia Pacific, HTI-GESAB, IPT Engineering, KAEFER Integrated Services, KAPP France, McConnell Dowell, Pepperl+Fuchs, Sandmeyer Steel and SCHELL Software & Engineering.

The exhibition will be accompanied by a two-day conference on current industry issues and challenges. Noticing that there is an absence of process engineering associations around South East Asia, ASPRI has also taken the initiative to initiate conferences to discuss environmental and business growth issues amongst ASEAN players. These regional business leaders and industry experts will be sharing their valuable insights, experiences, and best practices on plant reliability and maintenance, process safety, as well as environmental sustainability.

Presenting the keynote address on "*Safety and health as drivers for business performance*" will be Mr Lee Tzu Yang, Chairman of Shell Companies in Singapore, and Chairman of the Workplace Safety and Health Council.

Supporting the conference will be 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 will focus on ways to secure more business outsourcing projects from plant owners.

ProcessCEM Asia is organised by ASPRI and managed by MP Asia Pte Ltd. The exhibition is open to trade and professional visitors from 10am to 6pm daily.

For more information on ProcessCEM Asia 2008, please visit [www.processcemasia.com](http://www.processcemasia.com).

---

Issued by the Association of Process Industry (ASPRI) and MP Asia Pte Ltd through Buzz Communications. For more information, please contact:

Surendren Apparoo / Rav Dhaliwal  
Principal Consultant  
Buzz Communications  
Tel: 639 666 95 / 639 667 95 Mobile: 9768 9611 / 9844 3767  
E-mail: [surendren@buzz.com.sg](mailto:surendren@buzz.com.sg) / [ravdhaliwal@buzz.com.sg](mailto:ravdhaliwal@buzz.com.sg)

Daphne Poon  
Regional Marketing Communications Director  
MP Asia Pte Ltd  
Tel: 63930238 Mobile: 94789543  
E-mail: [daphnepoon@mpinetwork.com](mailto:daphnepoon@mpinetwork.com)