



ProcessCEMAsia2008

**Press Release**

For Immediate Use

**ASPRI Spearheads Inaugural Showcase for the Process Industry**

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ProcessCEM Asia 2008 Expected to Attract 150 Exhibitors and 3,000 Visitors Next October

8 October 2007, Singapore – The Association of Process Industry (ASPRI) Singapore has taken a lead to facilitate the development of the process industry with the launch of ProcessCEM Asia 2008, the first international exhibition and conference in the areas of plant construction, engineering and maintenance.

Set to take place in Suntec Singapore from 22 to 24 October 2008, the event is a high-level business-to-business platform developed specially to address the concerns and challenges of the industry. It aims to provide a global platform for process industry players to network, update and upgrade to accelerate and enhance Asia's fledgling process industry so as to tap on the tremendous growth in the global arena.

**A Platform Developed by the Industry for the Industry**

ProcessCEM Asia was launched as a part of three initiatives by ASPRI aimed at addressing key industrial issues for engineering service providers to better serve the process industry. The launch was officiated by the Minister of State for Trade and Industry, Mr Lee Yi Shyan on 2 October. Mr Lee said, "It is timely that ASPRI has taken the lead to work with the various stakeholders to position the industry for the future. I commend ASPRI for this wonderful initiative. You have set a great example of mobilising industry players towards collective competitiveness."

Mr James Goh, President of ASPRI concurred that the launch of the show was timely. He also commented on the reasons behind the decision to launch the show, "Asia's process industry is experiencing a strong surge in demand and the region is poised to take on a bigger role on the global front. Through our dialogues with the industry and our own survey of the landscape, we discovered a need for a high-level global industry platform."

A case in point, Singapore, the regional hub of the process industry is registering stellar growth, with its chemical cluster contributing 33 percent of the country's total manufacturing output in 2006, making it the largest contributor to manufacturing GDP. The country's pharmaceuticals sector accounted for 91 percent of the \$23 billion total output of the biomedical sciences industry in that same year, and also saw a record 30.2 percent increase in output from 2005, pushing the sector to become the third largest contributor to manufacturing.

Mr Goh elaborated, "To effectively capitalise on the many business opportunities, it is imperative that the industry players re-look at their operational models as well as increase their pool of talent. As such, this is the most opportune time for ASPRI to spearhead ProcessCEM Asia."

### **Strong Support from the Industry**

ProcessCEM Asia 2008 will present excellent opportunities for local industry members to profile their capabilities and offerings. Industry players have been extremely enthusiastic in pledging their support for the event. Several agencies have also indicated their support for ASPRI's initiatives, including Economic Development Board, SPRING Singapore, International Enterprise Singapore, Singapore Workforce Development Agency, Singapore Exhibition and Convention Bureau and The Institution of Engineers Singapore respectively.

Mr Victor Tay, Director of Transport, Logistics, Environmental & Engineering Services, Biomedical & Chemicals at SPRING Singapore, expressed his belief that the exhibition will enhance Singapore's position as a key hub for petroleum refining and process supporting industry services in the region. This showcase of the latest process technology and industry know-how "will also allow our enterprises to look for new partners and new capabilities to sharpen their competitive edge".

### **Leading- Edge Showcase**

Managed by MP Asia Pte Ltd, a leading professional exhibition and conference organiser, the exhibition component of ProcessCEM Asia will feature 150 exhibitors from around the region on its 4,000 square metres of exhibition space.

Expected to attract some 3,000 visitors, the show will also showcase a wide range of technologies, services, products and materials and systems and equipment for the process industry, with trade pavilions from countries around the region being planned.

The exhibit profile consists of products and materials such as actuators, anti corrosion materials, cooling towers, electric drives, field devices and components, industrial centrifuges, industrial explosion proof products, measuring instruments, plant accessories; systems and equipment such as automation, energy storage, filtration, pollution management and environmental control systems, chemical handling, storage, transport, safety, separation, testing equipment, industrial networks, process control and management systems and software as well as turnkey plants; services including consultancy, education, infrastructure development, plant contracting, design and engineering.

There will also be a two-day conference which will focus on industry issues and challenges such as performance improvement, costs reduction, compliance with stricter environmental requirements, safety concerns, as well as harnessing the benefits of the e-market place.

Mr Cheah Wai Hong, Project Director for ProcessCEM Asia 2008, commented on the partnership with ASPRI, "This is a partnership of complementary strengths; we can tap on ASPRI's position as the industry leader, while we contribute our expertise in organising conferences and exhibitions to ensure a successful event. We have an extensive regional exhibitor and visitor promotion plan to ensure the success of our event. As an industry event that is organised for the industry, we are confident that key players in the process industry will find it a relevant and useful platform."

For more information about the event, please log on to [www.processcemasia.com](http://www.processcemasia.com)

**About ASPRI (Association of Process Industry)**

Founded 10 years ago, the Association has more than 300 member companies that provide supporting services to the petroleum, petrochemical, specialty chemical and pharmaceutical sectors, such as plant engineering, construction and maintenance. Its main role is to promote and implement programmes to further improve the efficiency and competitiveness of the members so that they may further expand their business locally and abroad.

**About MP International Pte Ltd**

Set up in Singapore in 1987, MP International ([www.mpinetwork.com](http://www.mpinetwork.com)) specialises in organising exhibitions, conferences and special events for various industries and interest groups. Supported by an international network, the group has organised and managed over 250 national, regional and international events. MP International has the distinction of being the only home-grown exhibition and conference organiser in Singapore to receive the Enterprise 50 award for two consecutive years, in 2001 and 2002. It has recently been appointed as organiser of the mega ITMA 2011 textile machinery exhibition to be held in Barcelona, Spain. MP Asia, the event manager for ProcessCEM Asia 2008, is part of the MP International group.

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Note to Editors: Photos of the Launch of ProcessCEM Asia on 2 October 2007 available upon request.

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