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**ProcessCEM Asia 2010 highlights new platform for knowledge exchange in tandem with Asia's fast-growing process industry**

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**15 April 2010, Singapore** - The biennial ProcessCEM Asia exhibition and conference on plant construction, engineering and maintenance for the process industry takes on a new dimension following its successful debut in 2008. The second event will take place from 5 to 7 October 2010 at the new Sands Expo and Convention Centre, Marina Bay, Singapore.

Organised for the industry by the Association of Process Industry (ASPRI), ProcessCEM Asia is gearing up to welcome an increase in international participation from process industry professionals gathering for knowledge, ideas and innovations that will mark the future of the industry. It will feature a high-powered conference themed "*Asia's Growing Process Industry: Harnessing Innovation to Advance Business Opportunities and Operational Excellence in the New Decade*".

Expected to attend are senior level professionals from the sectors of petrochemicals, chemicals, specialty chemicals, pharmaceuticals, oil & gas plants, investors, service companies, trade organizations and government officials.

ASPRI President Mr James Goh said, "Globalisation has brought opportunities and challenges to the process industry in this region. According to the ARC Advisory Group, expenditures by the chemical industry are estimated to be around US\$61 billion in 2012, a significant 35 percent jump from the US\$45 billion recorded in 2007. Asia is also fast emerging as a global powerhouse in the biomedical sciences industry.

"Thus, ProcessCEM Asia will have an important role of enabling industry members to update on industry-crucial trends and technologies, as well as to network. The conference will impact the industry with a focus on core issues affecting the long term framework for market growth, sustainability and innovation.

"It will address all industry-critical issues and provide excellent business management practices, as well as new innovative solutions. Participants will have the rare opportunity to be engaged in meaningful dialogue with the best minds of the process industry."

The two-day conference, brought on by strong industry demand, includes a commercial track on topics such as: Innovation and Regional Partnerships to create Business Opportunities and Operational Excellence, Improving Productivity using Key Performance Indicators, Green Field Investments versus Plant Modification and Sourcing Creative Financing Options. The technical track includes topics such as: The Economies of Scale on Managing Integrated Complexes, Improving Health and Safety Standards and Lean Maintenance Processes as key issues.

### **Stronger backing from international groups**

ProcessCEM Asia 2010 takes the event onto a higher platform with new industry alliances from both local and international groups. It has sealed new endorsements from the Workplace, Safety and Health Council, US-based International Society of Automation and its Singapore section, Singapore Business Federation, Singapore Chemical Industry Council, Singapore International Chamber of Commerce, and Asian Productivity Organization.

The show gains from continued support from agencies such as the Economic Development Board, SPRING Singapore, International Enterprise Singapore, Singapore Workforce Development Agency, Singapore Exhibition and Convention Bureau and The Institution of Engineers Singapore.

“We are grateful to have the support from the government and international industry groups, trade and professional associations,” said Mr Goh. “It underscores our aim of growing ProcessCEM Asia into a specialised showcase of products, services, applications and technological advancements, offering the best solutions to the process industry in the region. Through these efforts, we hope to further develop the growth potential of the process industry.”

ProcessCEM Asia positioned as the process industry's business, information, purchasing and innovations hub for all manufacturers, suppliers, buyers, engineers, planners and management, will see an expected 3000 trade professionals converge on core issues of sustainability, operational efficiency, productivity, safety, maintenance and cost management.

ProcessCEM Asia is event managed by MP Asia. For more information on the event, please email [info@processcemasia.com](mailto:info@processcemasia.com) or log on to [www.processcemasia.com](http://www.processcemasia.com).

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

Founded 10 years ago, the Association has more than 390 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.

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