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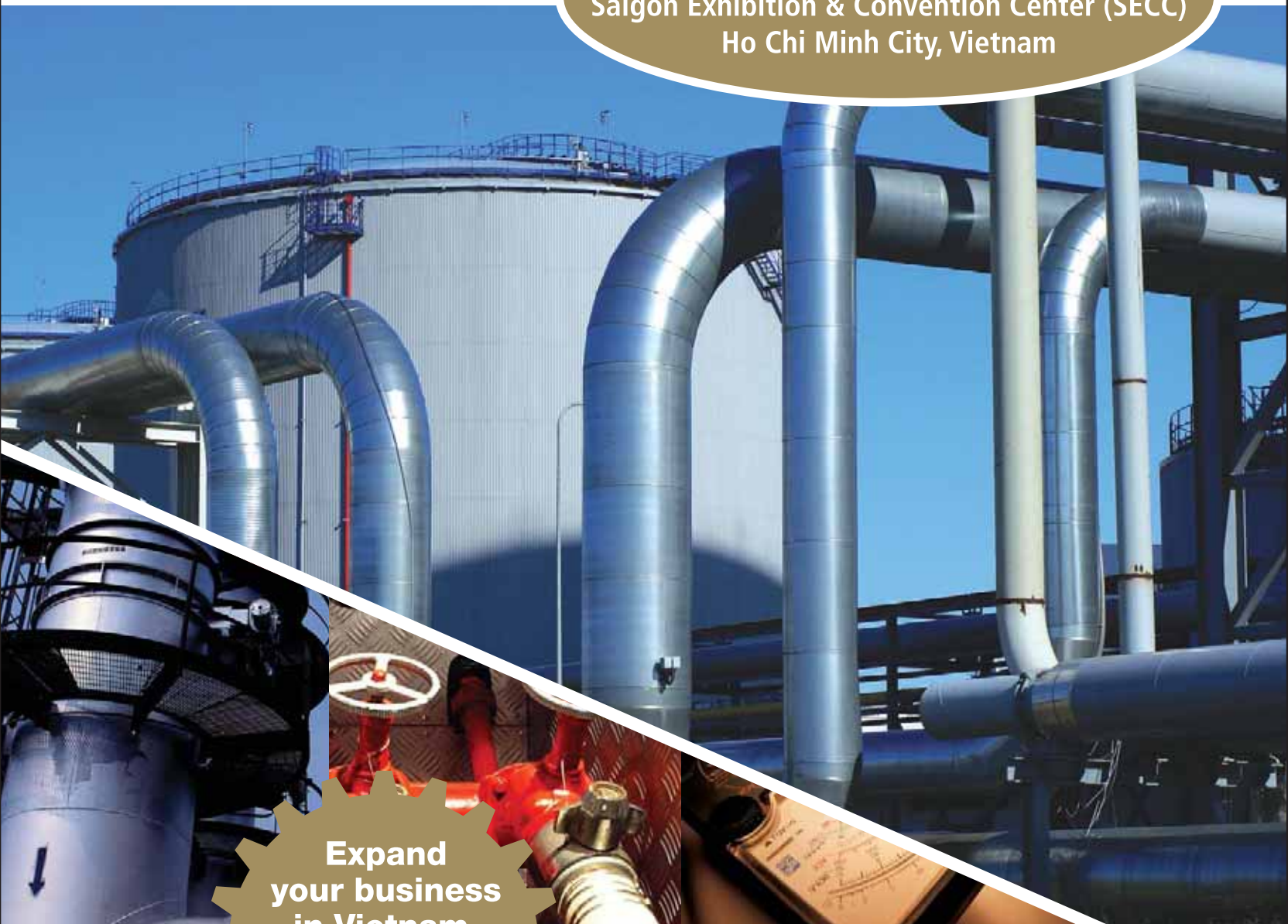


## Vietnam's Leading International Exhibition on Fluid, Air & Gas Handling Systems

7<sup>th</sup> Edition

[www.psseries.com/vietnam](http://www.psseries.com/vietnam)

**31 March – 2 April 2009**  
Saigon Exhibition & Convention Center (SECC)  
Ho Chi Minh City, Vietnam



**Expand your business in Vietnam. Book your exhibition stand now.**

Concurrent events:



Organised by:



an informa business

Supported by:

Ministry of Industry & Trade, Vietnam

Ministry of Construction, Vietnam

Ministry of Science & Technology, Vietnam

# Welcome to PS Vietnam 2009!

PS Vietnam 2009 is Vietnam's leading international exhibition on fluid, air and gas handling systems. Now in its 7<sup>th</sup> edition, this truly trade-focused event is the essential platform to tap into Vietnam's buoyant economy.



## Concurrent Events



The leading international exhibition on heating, ventilation, air-conditioning, refrigeration, air-filtration and purification in Vietnam.

It focuses on all aspects of the HVACR market today, offering leading industry players unsurpassed opportunities to showcase their latest products, services and technology.



The international exhibition for building and construction technology and infrastructure projects in Vietnam.

An official event after a soft launch in year 2008, this is the vital exhibition to enter into the many building technology and infrastructure projects in Vietnam.



**These synergistic shows run concurrently and together provide an impressive platform for international manufacturers to launch into Vietnam.**

### PS Vietnam 2008

Number of Exhibitors ▶ 136

Gross Floor Space Occupied ▶ 5,000 sqm

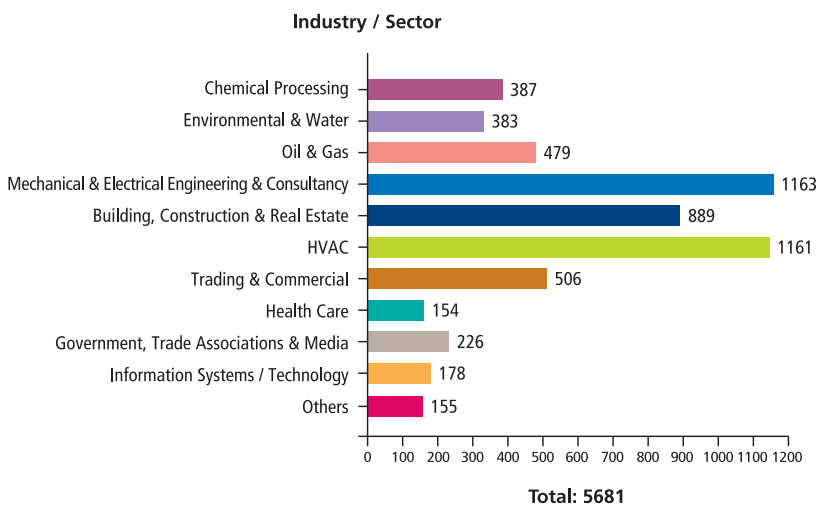
Exhibiting Countries Represented ▶ 20

Group Pavilions ▶ Singapore, Korea and Taiwan

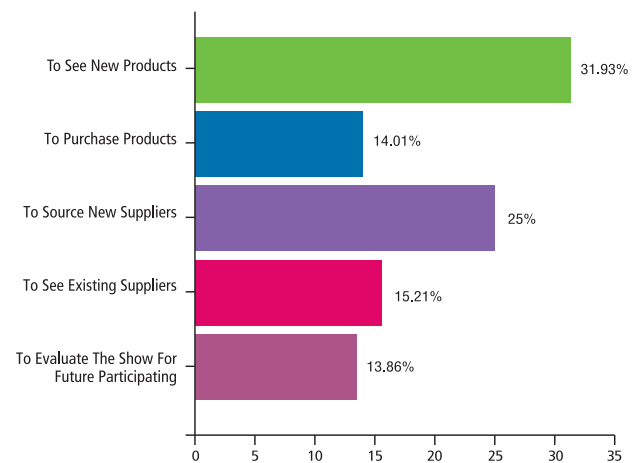
Number of Visitors ▶ 5,681

Visitor Countries Represented ▶ 25

### Visitors Nature of Business from PS Vietnam 2008



### What Visitors Were Interested In Sourcing at PS Vietnam 2008



## Integrated Marketing Communications Campaign

PS Vietnam 2009 implements an integrated marketing communications campaign across Vietnam and throughout the South East Asia region, dynamically promoting the show adopting all marketing mediums to attract quality attendance.

- Advertisements and editorial coverage in relevant trade, association and specialist publications
- Extensive direct mail campaigns to capture target buyers
- Insertion in major newspapers and relevant trade / business publications
- Tie-ups with international and regional associations for their strong support to our events
- Media releases to various related industries
- Promotion of event in online web portals
- Email blasts and fax broadcasts to an extensive database of industry professionals both locally and internationally, to increase exhibition awareness

## Show Features

- Unique business matching service for exhibitors
- International group pavilions
- Seminars and product presentations conducted by supporting associations and leading industry players
- High level industry conference

**“This exhibition has been a great first step into the new market in Vietnam. We will be back again for the next show”**

**Mr. Masato Nagano**  
President  
JECC Torisha Co. Ltd

# Business Opportunities in Vietnam Today!



Vietnam is one of the fastest developing countries with an annual growth averaging 7.5% over the past decade. The economy is surging ahead and driven by massive industrialization. This presents many opportunities for overseas businesses who are exploring new markets.

Over the last two decades, Vietnam has emerged as an important regional producer of oil and natural gas in Southeast Asia. The country has boosted exploration activities by allowing foreign companies to be involved in the oil and natural gas sectors, at the same time introducing market reforms aimed at strengthening Vietnam's energy industry.



A number of key industries are developing in Vietnam, namely manufacturing and process industries, building and construction, agriculture, infrastructure, shipbuilding and development of public utilities including power plants as demand for energy increases.

**Manufacturing & Process Industries** – Vietnam's industrial sector has experienced consistent growth over the last several years, contributing to 45% of the country's GDP. Contributing to the sustainable development of the industry includes the considerable progress from the plastic sector, earning USD 710 million in year 2007. Food processing and packaging accounts for 40% of total export turnover, with an average annual growth rate of about 11% while Vietnam's rubber sector has been seeing growth of about 15% a year. Plans are to invest about \$100 million in the period 2001 to 2010 in building processing plants, which translate to an increase in investment of advanced technology to produce hi-tech products.

**Oil** – Vietnam's oil production has increased steadily over the last two decades. It is forecasted that the country's oil production will rise again in 2008, based on new production projects that are in the pipeline. These will increase the needs for pumps, valves & piping products.

**Natural Gas** – Vietnam had 6.8 trillion cubic feet (Tcf) of proven natural gas reserves as of January 2007. Most natural gas production in Vietnam is processed and then sent directly to industrial and power sector end-users. With this, the demand for piping technology that deals with gas will increase.

**Water-related Applications** – Driving Vietnam's billion-dollar economy is the high urban population growth, leading to a huge push in demand for advanced infrastructure which includes providing clean drinking water and treatment of water and wastewater. This translates to an increase in demand for pumps and valves products as they form the basic components of the machinery and technology on fluid handling.

**Other related industries** – The overall industries in Vietnam shows promising potential. The country's need to develop these industries in the coming years will inevitably require more sophisticated fluid, air and gas handling machinery and services.

## Seize this opportunity now to expand your business, participate in PS Vietnam 2009!

“PS Vietnam was an important first step in the execution of our overall strategy to cover the Vietnam market potential which resulted in key contacts and understanding of Vietnam's industries”

Mr. Remko Vleesch Dubois,  
Business Development & IT Manager, Asia  
SIHI Pumps Asia

“ Vietnam 2008 is a great platform for us to explore and increase our activities in this fast growing market. It certainly helped in reaching out to our targeted customers ”

Mr. Terence Ong  
Sales Manager  
Eaton Filtration Pte Ltd

### Major Exhibit Profile

- Pumps & systems
- Valves & fittings
- Pipes & tubes / pipelines
- Air compressors
- Gas compressors
- Hydraulic & pneumatic equipment
- Motion control
- Control systems
- Instrumentation
- Filtration products
- Water treatment systems
- Waste water treatment systems
- Waste treatment systems
- Environmental protection equipment

### Major Visitor Profile

- Chemical processing
- Water industry
- Environmental
- Oil & gas
- Manufacturing & process industry
- Building & construction
- Agriculture & irrigation
- Engineering services
- Mechanical & electrical services
- Food processing
- Pharmaceutical
- Fire protection
- Ship repair & maintenance
- Mining
- Healthcare
- Trading
- Trade associations
- Government



## About The Organiser

IIR Exhibitions, established since 1973, is part of Informa Plc, the world's leading international provider of specialist information and services for the academic and scientific, professional and commercial business communities via publishing, events and performance improvement. The Group has over 150 offices in more than 40 countries and employs over 9,500 staff around the world. Informa Group produces over 10,000 events and training courses, distributes 40,000 book titles, and 2,000 subscription-based information services and serving several industry sectors including aviation, agriculture, energy, commodities, education, environment, electrical & electronics, entertainment & leisure, healthcare, industrial, infrastructure, food, lifestyle, life sciences, travel & tourism, maritime, medical, real estate and property.

IIR Exhibitions, the leading exhibition organiser in Asia, acquired the business assets of HQ Link Pte Ltd, a Singapore-based international exhibition organiser, with effect from July 2007. These exhibitions including 4 PS / HVAC show series under the industrial & infrastructure cluster – PS Asia (Asia's most established Fluid, Air & Gas Handling Systems Exhibition, and HVAC Asia (South East Asia's Leading Heating, Ventilation & Air-Conditioning Exhibition) held in Singapore, PS China (China's most influential international Fluid, Air & Gas Handling Systems Exhibitions) and its travelling series PSCT, other leading events such as PS Vietnam / HVACR Vietnam and PS India. PS Asia, HVAC Asia and PS China are UFI-awarded events which have enjoyed tremendous support from key industry organisations, government and associations. IIR Exhibitions will continue to keep in close contact to seek their support and advice to produce the best industrial events for the industry.



**Book your preferred stand location now and optimise on pre-show marketing and publicity.**

## Costs of Exhibiting

### Option 1

Raw space cost **S\$495 per sqm** (minimum 30 sqm)

### Option 2

Standard shell scheme cost **S\$575 per sqm** (minimum 12 sqm)

#### Standard shell scheme package includes\*:

- Partition walls
- Fascia board with company name and stand number
- Carpeted flooring
- 1 power point
- 2 fluorescent lights
- 1 information desk
- 2 folding chairs
- 1 waste basket and standard stand cleaning

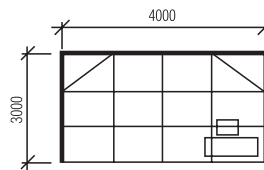
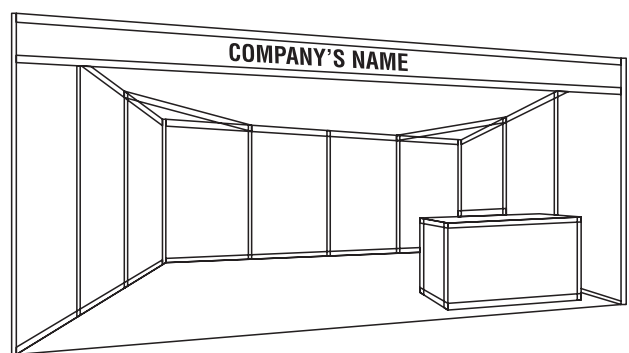
\*Furniture package varies according to stand size.

### Option 3

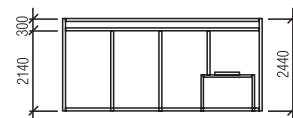
#### Sponsorship Opportunities:

Limited sponsorship packages are available and can be tailored according to your specific business needs. Contact us now to explore the options.

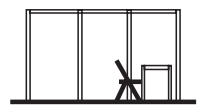
#### SHELL SCHEME STAND RENTAL DISPLAY



LAYOUT VIEW



FRONT VIEW



SIDE VIEW

Get your preferred stand location and optimise on pre-show strategic visitor promotion campaign now at **+65 6319 2668** or email [psvietnam@iirx.com.sg](mailto:psvietnam@iirx.com.sg)  
For further information, please contact the nearest IIR Exhibitions Office.



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