

POST SHOW REPORT

15 - 18 JULY 2009 ▪ Kuala Lumpur Convention Centre, Malaysia

Asean Elenex 2009 & Industrial Automation 2009 Goes From Strength To Strength

The 8th International Exhibition of Transmission & Distribution and Electrical Engineering for the Asean region, Asean Elenex 2009 (AE) which was held alongside Asean's Complete Solutions event, Industrial Automation from July 15-18 2009 at the Kuala Lumpur Convention Centre (KLCC) came to a close after 4 successful days, continuing to provide the definitive platform for these industries in the Malaysian market to meet, do business and network.

The show saw 431 companies participating from 25 nations worldwide namely Malaysia, Singapore, Australia, Taiwan, China, Germany, Korea, UK, USA, Italy, Japan, France, India, Hong Kong and Switzerland, amongst others. Apart from this, there were also 3 international pavilions from Germany, Singapore and Taiwan which showcased the latest innovative technology from their respective countries. The total floor space occupied by exhibitors stood at 5,000 sqm.

Amongst the many key industry players which exhibited at AE 2009 included **Sergi France, Leader Universal, United U-Li, Guangdong Hai Hong Transformers, Reinhausen, Dinkle, First Forever, Electrical Components, EPLAN, Furutec, Draka, DPI Industries, Conway, Dehn & Soehne GmbH, EPE Switchgear** and many more.

Making up the IA 2009 Fraternity were key names alike **TRUMPF, Harting, I-Linear Automation Sdn Bhd, Mitsubishi, Rockwell, Kobold, DP Control, KVC Industrial Supplies Sdn Bhd, Lenze S.E.A. Sdn Bhd, AR Global Engineering, Mal-Autronics Sensor, NTT Heating, Esolid Solutions, DMC Solution, PcVue South East Asia, Reach Electrical, D Squared, CVS Metal, Carlo Gavazzi, CE-Test& Measurement, Drives & Automation, DMC Solution, Drives & Controls, Ecava, Multi Contact, SCI System** and many others.

IA 09 was also proud to once again feature the Machine Builders' Village, organised by the IA-Community which comprised of world class systems integrators. The Machine Builders Village at this year's show were represented by reputable companies alike **Flexlink, Takeiki, Packaging Service (PSS), Cohenix, Fastech Solution Sdn Bhd and Montech**. "IA has opened many doors for the Machine Builders so far in meeting potential clients. We are fully supported by the organiser since the very first day and we definitely look forward to coming back in 2011 for another successful Industrial Automation Machine Builders' Village," said Mr Johnny Lee of IA - Community.



An enthusiastic trade visitor enquires about the X85 Conveyor System by Flexlink at the Machine Builders' Village.



The Machine Builders' Village was a success at IA 2009.

THE GERMAN PAVILION

The German Pavilion, organised by ZVEI in conjunction with Nuernberg Global Fairs GmbH brought with them 10 top German companies including Ritz Instrument Transformers, Woehner, Gustav Hensel, EPLAN, GAZ, Dehne & Sohne, Phoenix, Mennekes Deutschland, Mennekes Singapore and Reinhausen; all of which proudly showcased their respective "Made in Germany" technology. "The exhibitors of the first German Pavilion at ASEAN ELENEC in Malaysia were highly satisfied with the quality and number of the visitors and also with the high standard of the fairground and its services." Mr Johannes Kirsch, ZVEI.



Consultation session at the German Pavilion.



Presenting innovative and advanced German technology at the German Pavilion at AE 2009.

THE SINGAPORE PAVILION BY SMA

The Singapore Pavilion was organised by the Singapore Manufacturers' Federation (SMA), a non profit organisation with a vision to be a world-recognised manufacturing federation creating value to its members by representing the Singapore manufacturing community and to drive its competitiveness and sustainable growth through serving industry-specific needs. "IA is an important trade fair for these groups of exhibitors in this industry to profile their products and services to create awareness and publicise to their important sectors," said Ms. Pauly Tan from SMA. The many reputable companies which participated under the Singapore pavilion were PcVue South East Asia, CE-Test & Measurement, Power Industries, Reach Electrical, D Squared Technology, Daifuku Mechatronics, Asco, SCL System and Multi Contact.



Showcasing the latest technology at the Singapore Pavilion at AE 2009.

THE TAIWAN PAVILION BY TEEMA

The Taiwan Electrical And Electronic Manufacturers' Association (TEEMA) is the predominant organisation representing manufacturers producing electrical and electronics products in the country. The three renowned companies which made up this pavilion were First Forever, Dinkle and AVC. "We do believe more industrial co-operation between Taiwan and Asia will be established through Asean Elenex 2009 as this show is the bridge to Asia's electronic & electrical industry." Ms Bobo Chen, Taiwanese Electrical And Electronic Manufacturers' Association (TEEMA)



The forefront of Taiwanese technology at the Taiwan Pavilion at AE 2009.

AE 2009 was supported by the Ministry of Energy, Water And Communications, Energy Commission, The Electrical and Electronics Association of Malaysia (TEEAM), Asian Federation of Electrical Engineering Contractors (AFFEEC), The Federation of Asean And Pacific Electrical Contractors Association (FAPECA) and endorsed by Malaysia External Trade Development Corporation (MATRADE). AE 09 was hosted by Malaysia's largest electricity utility company, Tenaga Nasional Berhad (TNB). TNB's participation was felt in a big way with its Corporate booth and having organised the TNB Vendors Pavilion under the Bumiputra Vendor Development Program (BDVP).

The nine companies which participated under the TNB Vendors Pavilion are Protank Technology Sdn Bhd, Toplink Technologies Sdn Bhd, Novabrite Lighting Sdn Bhd, REPL Malaysia Sdn Bhd, Krizik Malaysia Sdn Bhd, Prestigious Discovery Sdn Bhd, Toplink Technologies Sdn Bhd, Novabrite Lightning Sdn Bhd, Budi Prisma Sdn Bhd, Jati Beringin Sdn Bhd and Maxlane Sdn Bhd; all of which are suppliers of electrical meters, street lights and fittings which have proven to be reliable components for supply network and operational equipment.



Tenaga Nasional Berhad (TNB) organises the TNB Vendors Pavilion under the Bumiputra Vendors Development Program (BDVP).

AE/IA 2009 was honoured to have the presence of Yang Berhormat Datuk Peter Chin Fah Kui, Minister of Energy And Communications who officially launched the show, followed by a guided tour of the exhibition which was accompanied by a VIP entourage.

The 5 VIPs who accompanied Datuk Peter Chin for the guided tour were Datuk Azzat Kamaludin, Director of Malaysian Exhibition Services Sdn Bhd, Dr Zainal Abidin Mohd Yusof, Vice President of SIRIM Berhad, Engr Fu Wing Hoong, President of The Electrical & Electronics Association of Malaysia and Mr Tiong Khe Hock, Chairman of the

Federation of Malaysian Manufacturers, Automation Technology Industry Group. The overall 4 days of exhibition saw a total of 5876 high quality trade visitors frequenting the exhibition halls indulged in numerous business activities, whether it was seeking for an agent, closing of sales and deals or meeting suppliers.



The Electrical and Electronics Association of Malaysia

The Electrical and Electronics Association of Malaysia (TEEAM) together with Asean Federation of Electrical Engineering Contractors (AFEEC) and The Federation Of Asian And Pacific Electrical Contractors Association (FAPECA) organised a conference in conjunction with this year's Asean Elenex, entitled "Green Opportunities In The Face Of Credit Crunch." This event was sponsored by CIDB Malaysia, EITA, HENIKWON, TAMCO, Tenaga Nasional and Suruhanjaya Tenaga. The highly successful and informative conference saw the participation of the Organising Chairman, Mr Suresh Kumar Gorasia, TEEAM President, Engr Fu Wing Hoong, and the VIP of the day was Yang Berbahagia Datuk Ir Hamzah Hasan, Chief Executive, Construction Industry Development Board Malaysia. The overall attendance and participation from attendees was overwhelming with a total of 237 delegates.



The AFEEC / FAPECCA Conference & Meetings organised by TEEAM which highlighted on the Green Opportunities In The Face Of Credit Crunch was a great success with full attendance on day 2 of the shows.

EXHIBITION HIGHLIGHTS:

Status : Southeast Asia's flagship event for Transmission & Distribution and Electrical Engineering (AE) & Asean's Complete Automation Solutions Exhibition (IA)

Size of Participation : 5,000 sqm

PARTICIPATION STATISTICS:

Number of Participating companies: 431 from 25 countries

Major Players (AE):

Leader Universal, Reinhausen, DPI Industries, ABL Sursum, Electrical Components, Draka (Malaysia), Surge Solution Engineering, Tenaga Nasional Berhad (TNB), EPLAN, First Forever, Dinkle, Furutec Electrical, Global Lightning Technologies, Guangdong Haihong Transformer, Home Touch Solution, Justy, ISQL, Moxa, Ritz Instrument Transformers GmbH, Sergi France, Theben AG, Hensel and many others.

Major Players (IA):

Flexlink, Takeiki, AR Global Engineering, Mal-Autonics, PCVue South East Asia, I-Linear Automation, Mitsubishi Electric, KVC, Hitachi, SCL Systems Enterprise, Susway, Singapore Manufacturers' Federation (SMA), TRUMPF, Susway, Tech Line, TEM Engineering, Watt Euro-Drive, LENZE S.E.A., Kobold, NTT Heating and many others.

No. Of Countries / Regions Represented:

25 including Germany, Singapore, France, United Kingdom, Australia, United States of America, Taiwan ROC, Japan, Switzerland, Sweden, Italy, Korea, Thailand, Malaysia, Hong Kong, China, The Netherlands, Finland, Austria, Hungary, New Zealand, Spain, Iran, India and Russia.

National Group Pavilions : 3 – Germany, Singapore and Taiwan.

Trade Visitors : 5,876

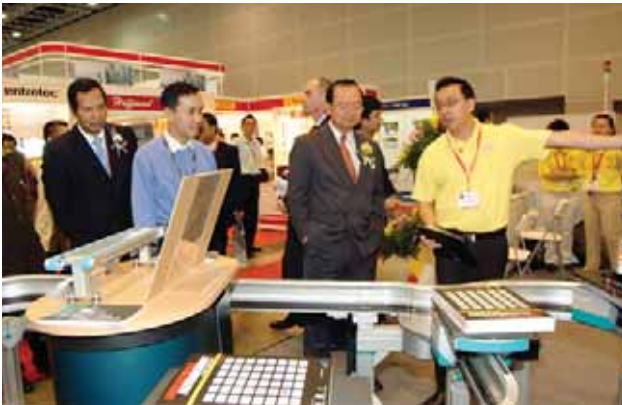
Future Shows : Asean Elenex / Industrial Automation 2011: 12-15 July 2011

EXHIBITORS ENJOYED THE NIGHT AT TEEAM'S DINNER AFTER A BUSY DAY 2 AT THE SHOWS.





AR Global Engineering signed an MOU with Datac of Ireland on the Collaboration For The Promotion Of The Unique Realflex Scada Software, Rtus, M2m Solutions witnessed by Datuk Peter Chin Fah Kui during the VIP tour.



Datuk Peter Chin, Minister of Energy and Communications visited the Machine Builders' Village for an insight of the latest technology that is being showcased.



Russia's Global Insulator Group was ever ready to attend to its visitors at AE 2009.



Happy, smiley faces at IA's Tycab Australia.



Interested visitors consulting the experts in advance electrical varnishes, AEV.



A fruitful business day at Theben AG's booth.



Draka (M) Sdn Bhd shows their thumbs up to a good show!

EXHIBITORS SHARE THEIR POSITIVE VIEWS ON THE SHOW:

"Asean Elenex is a good platform to have an overview of the overall industry players. We have met many potential customers and good contacts through the show."

Ms. Ida Nik Ahmad, Sales Engineer Products, Reinhausen Asia Pacific Sdn Bhd

"We participate in AE/IA 2009 to promote our brand and products globally and make ourselves known. This show is a great platform to do so."

Ms. Yanxiang, TBEA Hengyang Transformer Co.Ltd.

"AE/IA has always been a great show for us in past years, thus we have high hopes that we would be able to meet our objectives of generating sales leads and building awareness."

Mr Eddie Wong Kok Leong, Marketing Manager of KVC

"AE is a platform to introduce our products to our target customers. It is our first time participating as an exhibitor but I have been visiting the show for many years now. I am extremely happy to be here!"

Mr Semarjit S. Bhullar, Business Development, ISQL Corporation (M) Sdn Bhd

"Draka will continue to serve the customer with quality, competitive and internationally approved standard cables. We believe Asean Elenex can help us to achieve our objective this year."

Mr Hue Por Vin, Sales and Marketing Manager of Draka

"We place major emphasis on quality, as can be seen through the numerous certifications & approvals we have received. Axis hopes to expose itself to new customers in Malaysia, to establish a dealer network and to stock products locally. AE/IA 2009 is a fantastic place to do that!"

Mr Sameer R. More, Assistant Marketing Manager of Axis Electrical Components (I) Sdn Bhd

"We hope to meet new customers and advertise our products. We hope to see more visitors over the next few days as AE/IA 2009 is a great show!"

Mr. Dennis Liew, Senior Manager, Time Era Sdn Bhd

"EPE wishes for AE/IA 2009 to be a good platform to gain more customers and business. This is an excellent exhibition and is very good for introducing products."

Mr Rajenthiran R. S. Maniam, EPE Switchgear

"Asean Elenex is a good platform for us to meet potential clients and contacts from a variety of industries. This is good for us to promote our latest advanced technology to the public."

Ms. Esther Shing, Senior Trade & Administration Executive, Poshtec Sdn Bhd

"The organiser of AE has been really helpful and did put on a very good show in 2007. We met many potential clients back then and we are looking forward to a good show again this year."

Mr Alex Tang, Manager, Justy Electronics (M) Sdn Bhd

"Our establishment produces cabling products of exceptional quality. Our cables are also known for their durability, lasting for more years with minimum wear & tear. This is what makes us stand out amongst any of our competitors. We have received excellent feedback on our products from our clients. AE/IA 2009 bodes well for the establishing of new contacts and business opportunities."

Ms Anne Loh, Sales & Marketing Executive of Leader Universal

"We hope to meet up with as many existing customers as possible and at the same time hope to establish some new contacts or distribution channels from both local and overseas markets."

Mr. M, Haniff Hashim, General Manager, United U-Li Corporation Berhad

"AE is an interesting and good place to be in to strengthen our contacts in this region."

Mr Gerhard Hubner, Event Manager of Nuernberg Global Fairs (the organisers of the German Pavilion)

"This is a good show for us to not just showcase our own technology but it also allows us to get more exposure and discover new technology that are brought in from abroad. By participating at AE and organising the TNB Vendors Pavilion, our vendors will also have the opportunity to get to know more about what their foreign counterparts have to offer."

Mr Zairul Azhar Bin Abu Hanifah, Assistant Manager, Tenaga Nasional Berhad

"AE 09 is a compact and very well organised show. We have received good response from the visitors of the show and we would definitely come back again for the next show."

Mr Roland Walgner, Marketing Manager of Ritz Instrument.Transformers GmbH

"The best AE in 2009!"

Ms Theresa Lam, General Manager, Electrical Components Sdn Bhd

"We wish to show our presence here. And thus hope to meet as many new customers as possible. I feel that AE/IA 2009 is the best show of its kind, and far better than the others I have visited globally."

Ashok G. Patel, Billets Elektro Werke Ltd.

"AE/IA 2009 is truly a specialised show, and by participating there are many good opportunities and a healthy visitor response. I believe this show is very well organised."

Mr Veiko Raab, Export Sales & Marketing Executive, Dehne & Sohne GmbH & Co. KG.

"I was formerly a visitor to the AE show in 2007 and found that this show is specifically targeted at our target markets for the products that we are carrying. Well done to the organiser for putting on a good show despite the economic slowdown."

Mr. Irvin Hoh, Product Manager, eSOLID Solutions Sdn Bhd

"This show is out of our expectations. We did not expect so many visitors at our booth initially but it turned out that we had a satisfied amount of visitors turning up so far. We will feedback to our General Manager positively about the show!"

Mr Sam Lei, Dinkle International Co. Ltd.

"As first timers we feel the response has been good and we have encountered many potential customers from the exhibition."

Mr Roy Gan, The Product Manager of Advancenet Technology Sdn Bhd

"We are here to create awareness and promote the launch of our new products. AE/IA 2009 is our first exhibition, and so far we think it's a good show."

Mr Ng, Furutec Electrical Sdn Bhd

"AE is a good platform for us to create market awareness on our new range of products. The organiser has been helpful so far as we get full support from them since the start."

Mr Gilbert Fo, Marketing Manager, Electech Distribution Systems Sdn Bhd, THEBEN AG.

"We are here to create brand awareness and tap into the untapped market and get feedback from the visitors and we believe we can meet up with the visitors from our target market at AE."

Ms Amanda Liew, Country Manager of Mennekes

"AE/IA 2009 is a good show, and hopefully we will meet more potential customers."

Ms Emma Fong, First Forever Co., Ltd.

"AE creates the opportunity to expose our products to the market."

Mr Goh Ah Hoe, Sales Manager of Tonn Cable Sdn Bhd

"We are seeking customers to promote our products to. This is a big and wonderful exhibition, we will definitely be coming back next year."

Mr Alan Sun, Project Manager, Shanghai Huaming Power Equipment Co Ltd.

"IA is the place for us to showcase our latest innovative products to the industry. The show is well organised and I am looking forward to be back here in 2011."

Mr Chris Lee, Sales Manager, Carlo Gavazzi Automation (M) Sdn Bhd

"By participating in IA 2009, we would like to take this opportunity to gain the awareness of the various industries on our capability to provide Total System Solutions."

Mr Jeffrey Loh Kok Ho, Managing Director, DMC Solution (KL) Sdn Bhd

"I feel the response so far for IA has been relatively good with quality visitors and I hope to turn the awareness into sales."

Mr Wong Foot Yow, Business Development Manager, Ecava.

"By participating at IA 2009, we hope to meet potential clients to promote our current and new products but mainly to bring in new customers. IA has helped us grow our business and our new customers' database. We are also able to learn and see more of the new products in market locally and internationally at IA."

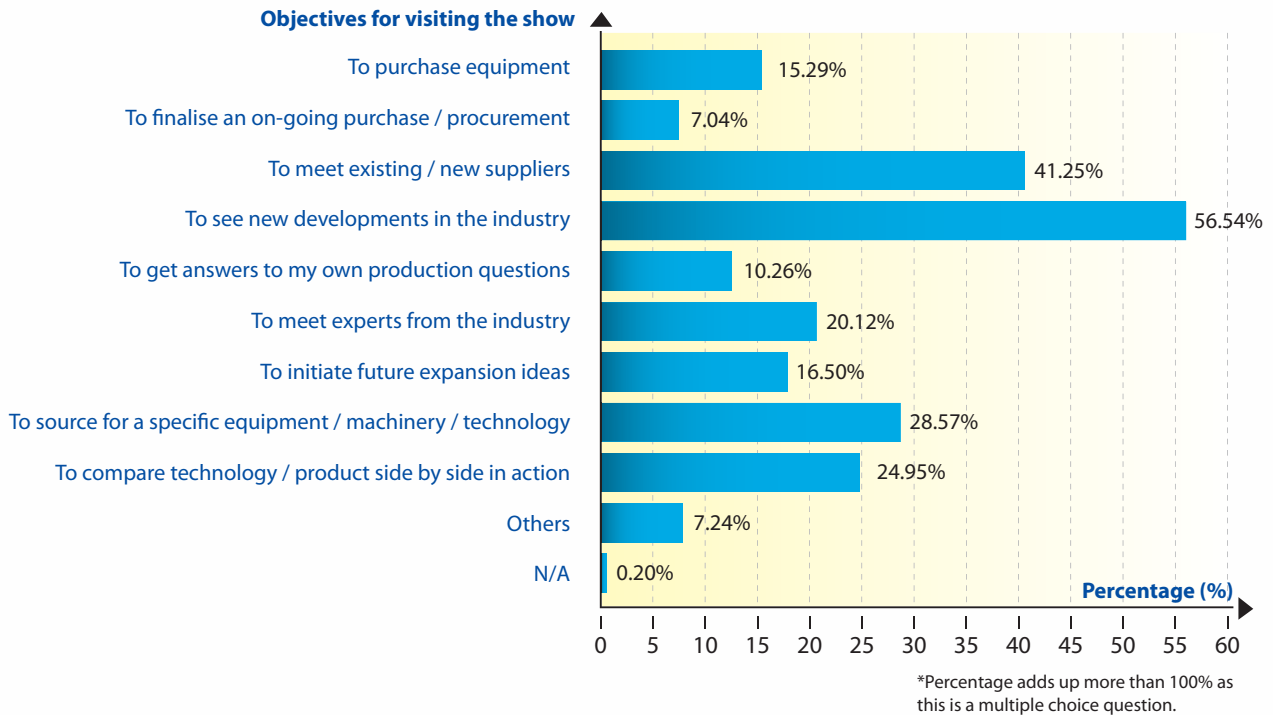
Mr Steven Teoh, Assistant Manager, Drives & Automation (M) Sdn Bhd

STATISTICS OF THE SHOW:

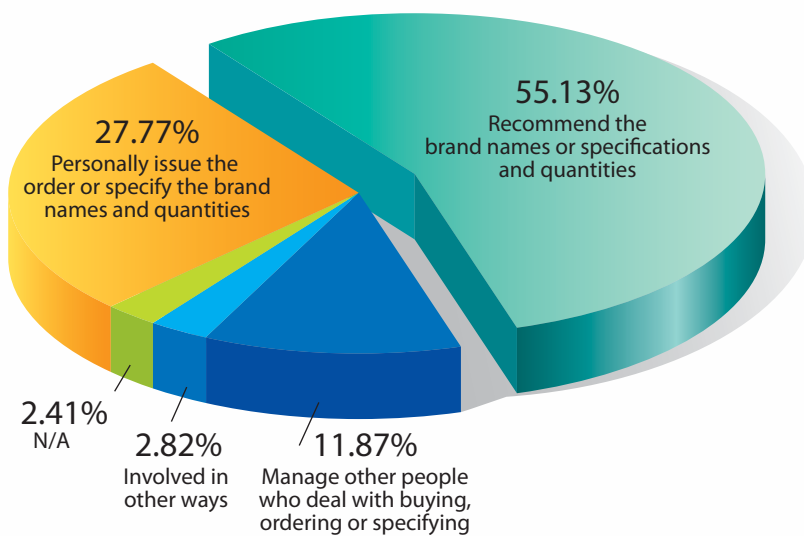
5,876 visitors came from 38 countries from the respective sectors:

Air-Conditioning Services
Application Systems Providers
Assays
Test Kits & Procedures
Automated Guided Vehicles
Automated Storage / Retrieval Systems
Automation Consultancies
Automation Technology for Factory & Warehouse Automation
Building Automation & Services Equipment
Bus Systems
Cables & Cable System
Chains
Chemical Process Technology
Computer Aided Design (CAD) / Computer Aided Manufacturing (CAM) / Computer Aided Engineering (CAE)
Computerised Maintenance Management Systems
Connectors
Control Systems & Solutions, Controllers & Monitoring Systems
Conveyors
Data Communications & Information Technology
Data Management Systems & Documentation
Diagnostic Systems
Distribution & Transmission Equipment
Drives & Gears
Drives & Motors
Electrical & Electronics Equipment Accessories
Electrical Services & Equipment, Drives & Gears
Drives & Motors
Electrical & Electronics Equipment Accessories
Electrical Services & Equipment
Energy Conservation Equipment
Enterprise Asset Management
Enterprise Production Management Systems
Enterprise Resource Planning (ERP)
Environmental & Water Management
Environmental / Pollution Management
Filters
Filtration & Separation Systems
Final Control Elements
Heat Transfer Technology
Hydraulic & Fluid Control Equipment
Identification & Barcode Systems
Identification & Barcode Systems
Industrial Systems Network
Installation Equipment
Instrumental Analysis Technology
Intelligent Building Technology
Jigs & Fixtures
Laboratory Automation Technology
Life Sciences Oriented Solutions
Lighting Control Equipment & Systems
LIMS
Manufacturing Execution Systems
Materials Handling Systems (including components such as Bearings, Clamps & Vices, Optical, Image Analysis Technology, Photonics, Plant Asset)
Management
Pneumatics
Process & Control
Process Plant Design Services, Process Simulation & Optimisation Technology
Programmable Logic Controllers
Quality Assurance & Test Systems
Renewable Energy
Resistors & Sensors
Robotics
Safety & Hygiene Systems
Safety
Protection & Emergency Equipment
Safety Systems
Safety
Protection & Emergency Equipment
Safety Systems
Scada Systems
Sensors & Measurement Systems
Supply Chain Management
Supply Chain Management Solution
Switch / Switchboards / Switchgears Equipment
Test & Measurement Technology
Vision & Recognition Systems
Wires & Ducting Systems

Trade Visitors of Asean Elenex / Industrial Automation 2009 Visited The Shows For The Following Reasons:



And They Came Possessing Strong Purchasing Power:



And The Verdict Of The Shows

