

## SHOW INFORMATION



<b>SHOW NAME</b>	INTERMACH 2009
<b>SHOW DESCRIPTION</b>	Asia's No. 1 High-Tech Machinery Exhibition
<b>DURATION</b>	13 – 17 May 2009
<b>CO-LOCATED WITH</b>	SUBCON THAILAND 2009 Thailand's 3 <sup>rd</sup> only Industrial Subcontracting Exhibition IMAC 2009 The 9 <sup>th</sup> International Exhibition of Industrial Instrument, Measurement, analytical and Control Engineering and Technology
<b>VENUE</b>	Bangkok International Trade & Exhibition Centre (BITEC)
<b>ORGANISER</b>	UBM Asia (Thailand) Co Ltd
<b>SUPPORTED BY</b>	Ministry of Industry Thailand Convention & Exhibition Bureau (TCEB) Thai Tool and Die Industry Association Thai Foundrymen's Society Thai Subcontracting Promotion Association Thai-German Institute
<b>PARTICIPATION FROM 31 COUNTRIES</b>	312 individual exhibitors representing 912 companies Australia, Belgium, Canada, China, Czech Republic, Denmark, Finland, France, Germany, Hong Kong, India, Indonesia, Italy, Japan, Korea, Malaysia, New Zealand, Netherland, Philippines, Poland, Portugal, Singapore, South Africa, Spain, Switzerland, Sweden, Taiwan, Thailand, Turkey, United State of America and United Kingdom
<b>EXHIBITION AREA</b>	The exhibition covers total floor space of 28,000 m <sup>2</sup>

## INTERMACH 2009 UNDERLINED THE IMPORTANCE OF THE CUSTOMER



There's a well-known saying in English that says :  
**“THE CUSTOMER IS NO. 1”**

And never was it more evident than at INTERMACH 2009. With the world economy slumping, successfully staging this famous event was an especially difficult challenge. But INTERMACH has always believed that if you treat your customers right they will not let you down. The show's main goal has always been to meet customer needs first. That thinking was rewarded with one of the most successful shows in the event's 26 year history.

**Attendance** of the five days event attracted a total of **30,006 visitors including 2,021 overseas visitors from 41 countries** around the world. Almost all were well-qualified target visitors and 1.3 billion Baht in business transactions were written on the floor with more in follow-up sales expected after the event.

## POST SHOW REPORT

INTERMACH 2009 UNDERLINED THE IMPORTANCE OF THE CUSTOMER



**“THE CUSTOMER IS NO. 1”**

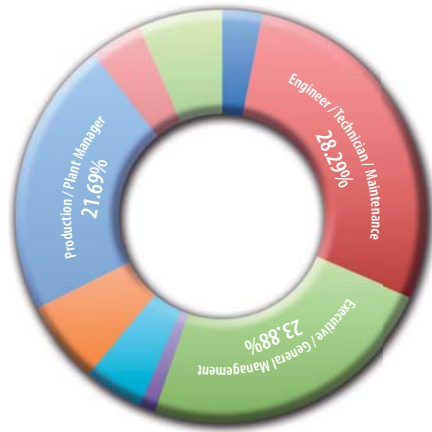
### Asia's No. 1 High-Tech Machinery Exhibition

13 – 17 MAY 2009  
 BANGKOK INTERNATIONAL TRADE & EXHIBITION CENTRE (BITEC)

Co-located with:



## VISITOR CLASSIFIED BY 'JOB FUNCTION'



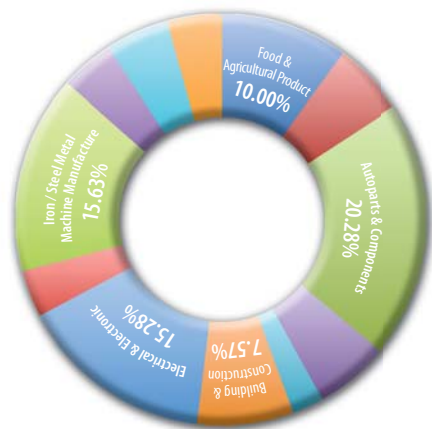
Engineer / Technician / Maintenance	28.29%
Executive / General Management	23.88%
Production / Plant Manager	21.69%
Others	6.58%
Purchasing	6.43%
Government Official	4.64%
Research / Laboratories	4.09%
Academic	3.15%
Finance & Accounting	1.25%

## VISITOR CLASSIFIED BY 'PURPOSE OF VISIT'



To View & Study New Technology	36.30%
To Evaluate for Future Participation	25.42%
To Place Orders	21.27%
To View & Recommend to Decision Maker	14.40%
Others	2.61%

## VISITOR CLASSIFIED BY 'COMPANY'S MAIN INDUSTRY'



Autoparts & Components	20.28%
Iron / Steel Metal Machine Manufacture	15.63%
Electrical & Electronic	15.28%
Food & Agricultural Product	10.00%
Building & Construction	7.57%
Autoparts & Assemblers	5.82%
Automobile & Spare Parts	5.79%
Printing & Packing	4.97%
Others	4.28%
Plastic & Rubber	4.21%
Furniture	3.69%
Petrochemical / Oil / Gas	2.48%

## SUBCON FLEXED ITS MUSCLES

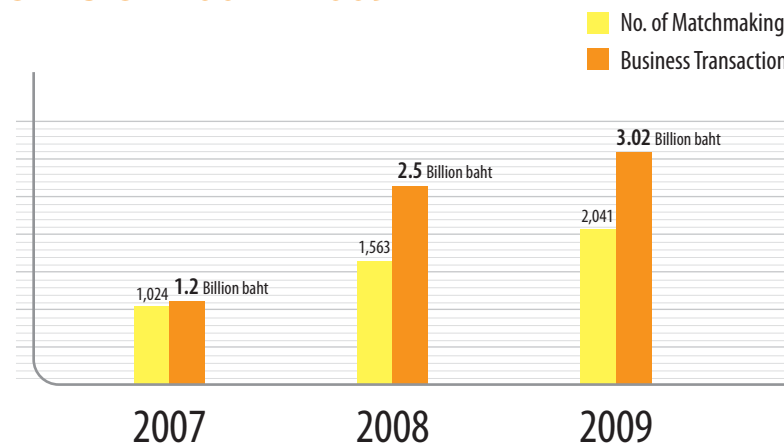


**SUBCON THAILAND**, which ran in conjunction with INTERMACH for the 3rd successful year, had 18,121 buyers and visitors including a large contingent of buyers from some 14 countries and generated 3.02 billion Baht in transactions. **Approximately 74%** of business discussions conducted at SUBCON THAILAND were successful and these numbers are projected to increase significantly in the coming months. At the close of the event

SUBCON THAILAND had 2,041 partnership match-ups between suppliers and manufacturers - a gratifying result for almost everyone involved. So once again, this proved to be a profitable two-way street for both suppliers seeking manufacturers and manufacturers in search of reliable, quality suppliers. Post show research revealed that 98% of exhibitors said they were pleased with the exhibition and will be in attendance again next year.



## MATCHMAKING & FINANCIAL TRANSACTION REPORTS OF 2007 - 2009



**Part of the reason** for this high-level success can be summed up in one word... **Synergy**. Because most **SUBCON THAILAND** exhibitors are customers of **INTERMACH**, the two events create a perfect partnership.



## 2010 'EARLY BIRD' DISCOUNTS STILL AVAILABLE

The 27th edition of INTERMACH will be held at BITEC Bangna, Bangkok on 13 - 16 May 2010

If you didn't have time to visit Intermach's on-site booking office and take advantage of the early discounts being offered at the show you can still do so by contacting:  
Ms. Theeranan Kanchanachongkon  
at +66 (0) 2 642 6911 Ext. 212  
E-mail: [intermach@intermachshow.com](mailto:intermach@intermachshow.com)  
[www.intermachshow.com](http://www.intermachshow.com)  
The discounts are being offered until July 2009.



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