



Incorporating



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

www.psseries.com/asia



Concurrent Event



South East Asia's Leading International Exhibition on Heating, Ventilation,
Air-Conditioning, Refrigeration, Air Filtration and Purification Systems

www.hvacseries.com/asia

1 September 2010 • Marina Bay Sands™ • Singapore

FOR IMMEDIATE RELEASE

A BROAD RANGE OF SPECIAL EVENTS TO ADD EXCITEMENT

AT LEADING INDUSTRIAL EXHIBITIONS' OPENING IN SEPTEMBER

SINGAPORE, 5 Aug 2010 – With 4 weeks to go, PS Asia 2010 and HVACR Asia 2010, set to open from 1 to 3 September, 2010 at the Marina Bay Sands, are creating a buzz in the industry for the wide range of special events that are being catered to maximize visitors time and provide valuable experiences for exhibitors and visitors alike.

PS Asia 2010 is the international event for the process & systems industry covering pumps, valves, compressors, fluid, air and gas handling systems. HVAC Asia 2010 is highly regarded, by the industry, as South East Asia's key international exhibition on air-conditioning, heating, ventilation, air-filtration & purification systems and technology. HVAC Asia 2010's concurrent event Refrigeration Asia 2010 is the premier event for refrigeration, frozen food processing, packaging and storage. Both held in conjunction with each other, PS Asia 2010 and HVAC Asia 2010 are more than 90% booked up.

Augmenting industrial development, both exhibitions place strategic importance on the main markets of environment & water technology and building & construction as well as infrastructure development, agriculture, food processing, oil & gas, pharmaceutical and chemical industries. With the growing global concern on green environments, clean water, especially its availability and sustainability, both PS Asia and HVACR Asia will lay emphasis on the importance of these industries

Incorporating the theme "*Green Energy Systems for Tomorrow*", both shows would be held from 1 – 3 September 2010 at Marina Bay Sands in Singapore. In 2008, the events welcomed more than 4,857 professionals from industry sectors such as the building and construction, building services and maintenance and property development, covering 42 countries.

Supporting the exhibitions is a range of Special Events – as at Schedule at Annex 1, packed to the brim with an exciting range of activities that would engage exhibitors and visitors throughout the show periods. The 2-day **Industry Conference** from 1 to 2 September, 2010 impresses with its host of industry gurus and experts from Australia, China, India, Indonesia, Philippines, Singapore, UK and USA. The Conference recognizes the green



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movement sweeping across industries and has an apt theme, “**Green Energy Systems for Tomorrow**”. Industry experts will discuss a range of topics of current interest at this one-day event. Among the key areas to be discussed would be those covering Strategies, Innovation & Efficiency and Technology.

Day 1 of the Conference features topics that include “Strategies for tomorrow” and the direction the industry is headed, “Innovative business models” through a CEO’s approach to growth, “Leveraging technology & automation”, discussions on Energy Efficiency, what ISO 50001 means to the industry, “Role of technology” in eco balance, “Technological Collaboration” across industrial sectors and many more.

Day 2 will highlight HVAC sectors including design of high density sustainable environments and innovative ways of integrating active systems, “Buildings of the Future”, “Air Side” in the design of Green building concepts for tropical climates, high efficiency point-of-use and specifications and many other latest industry trends and developments.

A truly bumper highlight is the **Country Industry Forum** from 2nd to 3rd September. This major Forum will highlight key market and technology developments in Asian countries. Key industry leaders would **present some country perspectives of the surrounding markets**. Forum experts will discuss topics on how Green building in Indonesia benefits ROI of companies as a result of forward looking government initiatives, the Green Building wave sweeping the Philippines which offers tremendous potential for your business, as well as what the latest efficiency technologies in pumps systems in India and China. Speakers to look out for include Mr Rana Yusuf Nasir, Director Rating & Technology, Indonesia Green Building Council, Mr Himadri Sen, Founder and CEO, Pumpsense Fluid Engineering Lte, India and Prof Li Yuqi, Director and Chief Engineer, DSM Technical Centre, National Resource Defence Council (NRDC), China.

There is no shortfall in expertise when it comes to the **Exhibitors’ Technical Presentations**, on 1st to 3rd September 2010. This is a comprehensive program of educational and practical sessions by exhibitors that allows trade visitors to gain knowledge on latest equipment & products, applications, solutions and technologies. Presentations on the “E2M Green Approach” energy efficient & effective air solutions, turning around yesterdays’ pumps” with today’s technology to derive green and costs benefits, innovative technologies in safety of pressurized valves, energy efficiency of air compressors and more, will keep trade visitors enthralled.



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“Special events are increasingly becoming essential and important assets for a professionally organised trade exhibition which **add value to the participation**. We are extremely pleased to get feedback from the industry that these meetings programmes, for example, help enhance their knowledge bank on technologies, products and markets and contribute additional benefits to participating in the exhibition. The networking opportunities and business prospects offer face-to-face contact levels that are invaluable. Current interactive programmes such as the Industry Conference, Country Industry Forum, and technical seminars are receiving a thumbs-up, as it makes their visits more worthwhile”, said Ms Theresa Gan, Group Exhibitions Director of IIR Exhibitions Pte. Ltd.

But all is not work as both exhibitors and trade visitors have opportunities to network and catch up on further business discussions, ventures, negotiations and explore new areas of cooperation at the **“Industry Cocktail Reception”**. Leading industry leaders, decision makers & corporate financiers are invited to the Reception to network in a more relaxed atmosphere.

There is an interactive site visit programmed to the NEWater facilities. The **site visit** is intended to provide information-gain opportunities on latest “Green” applications, services, solutions & technology.

A special undertaking this year is the **“Career Opportunities Talk”**. Presented by prominent industry leaders & dedicated trade professional advisors, this practical event is aimed to equip graduating students from tertiary institutions and polytechnics with in-depth information on career development and job prospects available in the process system industry. Initiated by the PS Advisory Committee for the PS Asia 2010, it is hoped that through an educational programme such as this, a future cohort of technicians and engineers can be developed with aspirations and interests to work in the process and systems industries, in Singapore.

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About PS Asia 2010 & HVAC Asia 2010:

PS Asia 2010 is the 10th international exhibition & conference on fluid, air & gas handling systems. HVAC Asia 2010 incorporating Refrigeration Asia 2010 and held in conjunction with PS Asia 2010, is the 8th exhibition & conference in S. E. Asia on air-conditioning, heating & ventilation, air filtration and purification.

Incorporating the theme “Green Energy Systems for Tomorrow”, both shows would be held from 1 – 3 September 2010 at Marina Bay Sands in Singapore. In 2008, the events welcomed more than 4,857 professionals from industry sectors such as the building and construction, building services and maintenance and property development, covering 42 countries.

- For more information, please visit:
1. www.psseries.com/asia
 2. www.hvacseries.com/asia

ABOUT IIR EXHIBITIONS:

IIR Exhibitions Pte Ltd, 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. Informa, a public listed company quoted on the London Stock Exchange and ranked amongst the FTSE-Group produces over 10,000 events and training courses, distributes 40,000 book titles, 2000 subscription-based information services and serving several industry sectors.

IIR Exhibitions Pte Ltd run a series of PS/HVAC exhibitions and conferences around the region including Singapore, Indonesia and Vietnam for 2010/2011. These exhibitions have been accorded the distinction of being UFI-awarded events.

For more information, please visit www.informa.com / www.iirx.com.sg

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Annex 1

Date	Programme	Time	Venue ⁺
1 September 2010 (Wednesday)	Opening Ceremony	0900 hrs	Melati 4011, Level 4
	Exhibition	1000 hrs - 1800hrs	Halls B & C, Level 1
	PS Asia Conference	0930 hrs - 1800 hrs	Melati 4011, Level 4
	Exhibitors' Technical Presentations	1300 hrs - 1730 hrs	Halls B & C, Level 1
	Industry Networking Night	1830 hrs - 2030 hrs	Exhibition Hall
2 September 2010 (Thursday)	Exhibition	1000 hrs - 1800 hrs	Halls B & C, Level 1
	HVAC / Refrigeration Conference	0900 hrs - 1800 hrs	Melati 4011, Level 4
	Country Forum	1100 hrs - 1545 hrs	Lotus 4E, Level 4
	Exhibitors' Technical Presentations	1100 hrs - 1730 hrs	Halls B & C, Level 1
	Career Opportunities Talk	1500 hrs - 1630 hrs	Lotus 4A, Level 4
3 September 2010 (Friday)	Exhibition	1000 hrs - 1800 hrs	Halls B & C, Level 1
	Country Forum	1030 hrs - 1200 hrs	Lotus 4E, Level 4
	Exhibitors' Technical Presentations	1100 hrs - 1730 hrs	Halls B & C, Level 1
	Site Visit	1330 hrs - 1700 hrs	NEWater Tuas

⁺Subject to change