

HEAT UP YOUR BUSINESS OPPORTUNITIES



South East Asia's

LARGEST INTERNATIONAL EXHIBITION ON  
Heating, Ventilation, Air-conditioning,  
Refrigeration, Air Filtration & Purification  
and Building Automation & Controls

**HVAC**  
**ASIA 2006**  
INCORPORATING  
AIR FILTRATION &  
PURIFICATION ASIA 2006

## TURN UP THE HEAT

In ASEAN, where population is estimated at 530 million, air-conditioning demand is continuing to grow steadily as countries become richer. ASEAN's air-conditioning market was sized at about 2 million units in 2003.

The need for upgrading infrastructure such as industrial & commercial buildings and residential property, as well as recent emphasis in providing a clean and green environment will boost the industry, creating abundant opportunities for HVAC manufacturers and suppliers.

This makes HVAC ASIA 2006 the ideal vehicle to bridge the gaps between buyers and suppliers. It is an opportune time to make connections with the industry's leading players, showcase your latest products, services and technology, as well as to make your presence felt. It is also a medium to exchange ideas, source for products & technology and establish business networks with people from across the globe.



## WHY HVAC ASIA 2006?

- Reputed as Southeast Asia's most authoritative event on heating, ventilation, air-conditioning, air filtration & purification and building automation & controls
- An award-winning exhibition (Approved International Fair) for its targeted and wide coverage of international exhibitors and visitors
- A marketing springboard to reach out to a 10-market (ASEAN) business opportunity
- Ideal platform to make connections with the industry's leading players to expand business networks

## HERE ARE SOME FACTS OF THE EXHIBITION:

HVAC ASIA 2004 hosted 297 participants and attracted 6,434 quality visitors, out of which

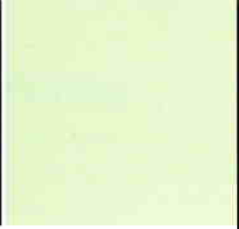
- 97% of exhibitors met most of their objectives
- 82% of exhibitors made new business contacts
- 75% of exhibitors rated the exhibition good or excellent
- 72% of exhibitors were significantly satisfied with the number of overseas visitors
- 83% of visitors rated the exhibition worthwhile to attend

What's more? HVAC ASIA 2004 generated an estimated US\$122 million worth of contracts/ sales! With a strong track record of meeting both exhibitors and visitors business needs, HVAC ASIA 2006 is definitely an event not to be missed!

## Value-Added Events In The Pipeline

The previous staging in 2004 saw a series of special events like one-to-one business meetings, VIP buyers programme, new product showcase and a golf tournament to value-add both exhibitor and visitor participation. HVAC ASIA 2006 will also have an array of activities to complement the exhibition.

**An Asian event with a global reach.**



## Ride On Our Advertising & Promotional Activities

Get the most out of our extensive publicity campaign to provide the event the widest exposure possible to targeted market through

- Advertisements in leading local and regional newspapers
- Advertisements and editorials coverage in relevant local, regional and international trade publications
- Extensive direct mailing campaigns to capture local, regional and international targeted buyers
- Comprehensive Show Previews for distribution to promote exhibitors' presence in the show
- Email broadcasts to increase show awareness and to update new information
- Press releases to various media
- Media Conference to announce the progress and highlights of the event
- Listing in world-wide exhibition calendars
- Show Update designed to highlight exhibitors' products and services will be distributed during the show period
- Website and email broadcast updates containing exhibitors' new product launches and other corporate information (reciprocal hyperlinks) can be posted to enhance exhibitors' profile. Promotion valid for early exhibition space bookings!
- Other collaterals such as Invitation Flyers and Posters will be distributed to all exhibitors to assist them in promoting and highlighting their presence in the show

## Concurrent Exhibitions

Take advantage of this synergistic platform and exhibit alongside other established and related events such as



Asia's largest international exhibition on rotating equipment; fluid, gas & air handling systems incorporating control & instrumentation; fluid power and power transmission technology. PSA show series comprises six inter-related profiles: Pumps &

Systems Asia 2006, Valves & Piping Asia 2006, Compressors & Systems Asia 2006, Fluid Power Asia 2006, Power Transmission Asia 2006 and Control & Instrumentation Asia 2006.



The 4th international exhibition on water & wastewater treatment systems and technology



The 3rd international exhibition on pollution control & environmental management technology

## Hear From Our Exhibitors

"The exhibition enabled our company to meet visitors from the entire region. Singapore is the central hub to promote our products for South East Asia. We have met many valuable new contacts that have potential for our future market development."

**Ian Patterson**  
*Carpenter Ltd  
UK*

"HVAC ASIA is excellent in bringing all the prospective customers and sharing information with the exhibitors."

**Djusuar Tanwir**  
*Microgenix Asia Pacific  
Australia*

"Good response from the visitors and also a great place to introduce new product range to the market."

**JS Chong**  
*Sweng Maju Sdn Bhd  
Malaysia*

"HVAC ASIA helps us to have a platform to introduce our company to South East Asia."

**Sunny Tsang**  
*Flying Roc Enterprises Ltd  
Hong Kong*

"Everything was very well organised. We are pleased to have participated. We will come back."

**Rassy**  
*Calorie SAS  
France*



## ABOUT THE ORGANISER

At HQ Link, we gear ourselves to fulfil world-class standards in the provision of exhibition and conference services and solutions. Our business objective is to bridge your gaps of reaching out to customers across continents.

Established in 1989, HQ Link is Singapore's leading Professional Exhibition Organiser of more than 200 international exhibitions and conferences in the Asia Pacific region. HQ Link organises world-class exhibitions and conferences in the following categories: Industrial, Building Services, Technology, Business Services and Lifestyle & Public Event.

## THE VENUE

Located at one of the crossroads of the world, Singapore is connected to a market of over 2.8 billion people within a 7-hour flight radius, covering regional markets such as Australia, China, Indonesia, Malaysia, Philippines, Thailand and Vietnam, making Singapore truly a gateway to Asia.

Singapore Expo is the newest, largest, state-of-the-art exhibition centre in Singapore, which offers a comprehensive range of exhibition facilities and services for trade shows of international standards. Singapore Expo is easily accessible due to an excellent integrated network of public transport consisting of the Mass Rapid Transit (MRT), buses and taxis. Furthermore, it is within close proximity from Singapore Changi Airport, allowing international exhibitors and visitors to access the exhibition halls easily.

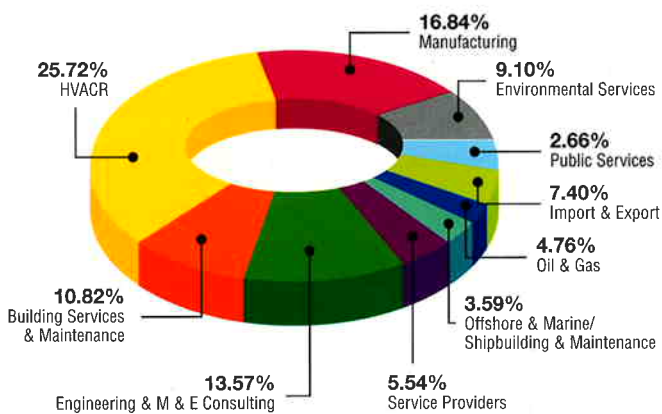


## BE PART OF OUR SUCCESS!

The previous successful staging in 2004 hosted 297 participants from 33 countries/ areas, which is an increase of 51% as compared to the 2002 show. HVAC ASIA 2004 attracted 6,434 quality trade visitors who had benefited from the opportunity to interact with both local and international industry players for prospective business ventures.

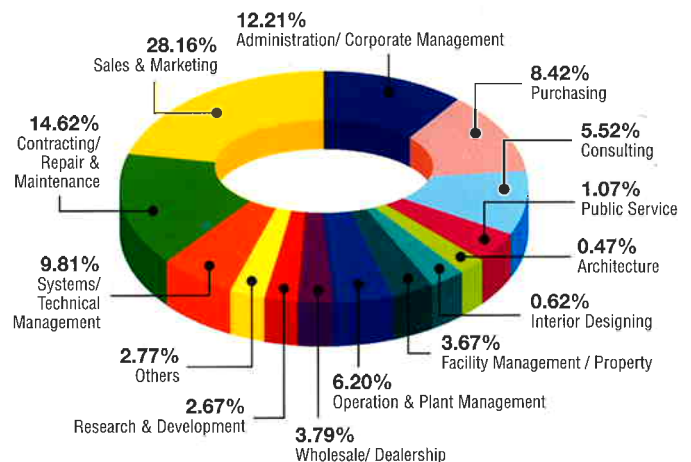
Visitor Statistics by  
**TYPE OF INDUSTRY**

Total: 6,434



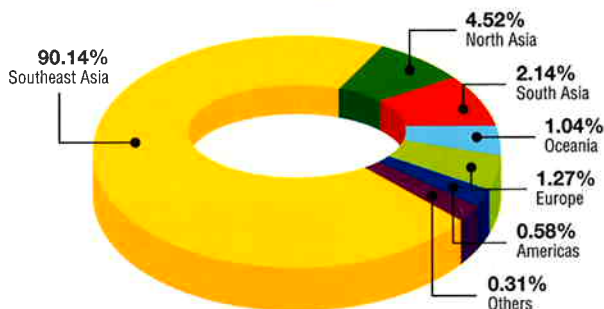
Visitor Statistics by  
**JOB FUNCTION**

Total: 6,434



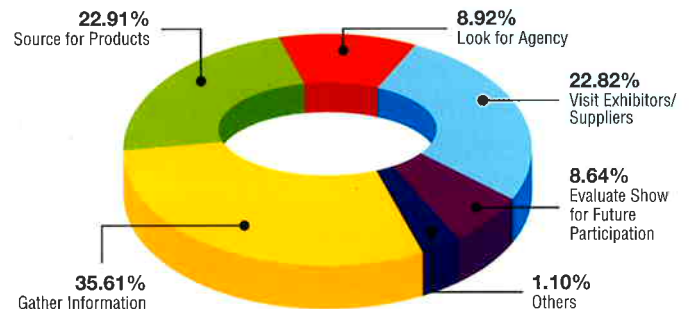
Visitor Statistics by  
**COUNTRY / AREA**

Total: 6,434



Visitor Statistics by  
**PURPOSE OF VISIT**

Total: 6,434



Please visit our website or contact our Sales Team to keep updated on the latest developments.



For more information, please contact us at

**HQ LINK PTE LTD**

205 Hendsen Road #03-01 Hendsen Industrial Park Singapore 159549  
T +65 6534 3588 F +65 6534 2330 E hqlink@singnet.com.sg W www.hqlink.com

Reg. No.: 198902796E