

ConBuild 2010

Vietnam

4th International Trade Fair for Construction and Building -
Machinery, Equipment, Materials, Vehicles, Technology & Services

1 - 4 December 2010

Vietnam Exhibition Fair Centre (VEFAC)
Hanoi

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Exhibitors build on success of ConBuild Vietnam

ConBuild Vietnam 2010, staged in Hanoi from 1 to 4 December, proved to be an event that strengthened links between Vietnam and overseas specialist suppliers of construction equipment, materials and services, forging new working relationships and generating new orders and business.

In the four year history of the event ConBuild has consistently proven its strengths emerging as Vietnam's leading platform, with over 200 exhibitors from 21 countries including national pavilions from China, Germany and Singapore.

The high-profile international exhibition and conference was organized by MMI Asia Pte Ltd in association with the Ministry of Construction, Socialist Republic of Vietnam and with the participation of almost 30 other ministries, departments, trade and professional associations, and chambers of commerce.

For many of the companies represented at the exhibition, this was their first step into Vietnam and they were looking for agents and distributors.

Christine Moog, president of the German specialist Moog, which supplies bridge structure testing technology, said this was their first move into the Vietnamese market and that the company was looking for a dealer.

Mark Lim, of Singapore-based Scanan Engineering Supply and Services, said that the company's access equipment and scaffolding was manufactured in China and that they were in Vietnam to learn about the market, which he said was very promising indeed for his company.

Managing director of HD Trading and Consulting Helmut Dicknuther said that his company was representing five specialist suppliers of building materials and components, three of which were from



Germany, one from Italy and one from China. The exhibition, he said, was an ideal opportunity for them to investigate the market and to find agents.



For other exhibitors, already established in Vietnam, ConBuild was the ideal occasion to invite customers and potential customers onto the stand and have them meet company personnel to discuss possible ventures.

Liebherr, the German manufacturer of crawler cranes and foundation equipment, has been a regular supporter of the exhibition, and their Vietnamese manager Tran Nhan Te said that they were in discussions with new and regular customers regarding the purchase of new equipment for next year.

Other manufacturers of heavy equipment such as Dynapac of Sweden, which manufactures road rollers and pavers, and Volvo, also Swedish and a specialist in earthmoving equipment, already enjoy healthy sales in Vietnam and were at ConBuild with large outdoor displays and spent much time in discussions with government and private sector personnel.

Chinese companies had a large representation at the show, both on the Chinese pavilion, which was largely devoted to manufacturers and suppliers of components and materials, and on the outdoor area, where Liugong, one of the country's biggest manufacturers of heavy construction equipment, had one of the most impressive exhibits.

The international conference organized alongside ConBuild suggested technical and engineering solutions for Vietnam's construction and building industry, as the national infrastructure programme gathers pace.

The programme was designed as a two-way industry flow, so as to keep both the international community and the Vietnamese public and private sectors fully advised of the latest developments, projects, and state of the art new innovations and technologies that are relevant for the industry to build on.

The second day of the exhibition, December 2, saw the German Precast Technology and Machinery Conference, during which a number of specialists from Germany focused on subjects such as the way in which flexibility in design and economical production techniques are changing the entire concept of precast concrete, and how 3D software can be used for precast concrete elements for use in walls, stairs, columns and beams.

December 3 saw the presentation of the "Made in Germany" conference on building materials and machinery, organized by the Weimar Institute for Precast Technology and Construction (IFF) in



cooperation with the Vietnamese Centre for Construction Science Training and Technology Transfer (CST) and the Construction Equipment and Building Material Machinery Association of the German Engineering Federation (VDMA).

The conference included a presentation from the CST on new developments in Vietnam's construction sector, and the Vietnamese Ministry of Labour described ways in which working conditions are being changed and improved within the construction industry.

MMI Asia rotates the exhibition on a yearly basis between Hanoi and Ho Chi Minh City, and by participating on an annual basis, exhibitors are able to raise and maintain their profile in both the North and South of the country.

Consequently, ConBuild Vietnam 2011 will be held from 7 – 10 December in Ho Chi Minh City.

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About Messe Muenchen International (MMI) in Asia

Messe München International (MMI) is a leading trade fair organization, with a truly global network. It has six subsidiaries abroad - in Europe and in Asia - and 66 Representatives serving 89 countries.

Its industry-oriented trade fairs extend worldwide. MMI has around 40 trade fairs for capital and consumer goods and key high-tech industries in Munich alone that draw over 30,000 exhibitors from more than 100 countries. Also over two million visitors from more than 200 countries, annually through other established MMI fairs in Asia, Russia, the Middle East and South America.

MMI serves the Asia-Pacific through **MMI Asia Pte Ltd (MMI Asia)** in Singapore and its four strategic bases in Hong Kong, Taipei, Shanghai and Mumbai. MMI Asia presents 18 international-scale trade fairs in Asia that include its "INFRASTRUCTURE Initiative" in the Construction & Building, Mining, Environmental & Renewables, Transport & Logistics and Real Estate industries for developing nations and growth markets. It delivers these infrastructure events through working in close cooperation with the related Ministries of Economic Affairs, Trade and Industry, National Development and/or Building & Construction together with support of other ministries and associations that are directly involved in infrastructure development.

MMI Asia also provides consultancy in professional exhibition and conference management to government bodies, international trade and promotion organizations, and trade associations. It promotes global trade expansion by facilitating Asian participation in both MMI fairs worldwide and in its distinguished trade shows in Asia.

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