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CON-BUILD VIETNAM 2008 *CLOSING REPORT*

Con-Build Vietnam 2008 came to a close on 12th September 2008, Hanoi, with a strong show of support from stakeholders and professionals from the construction and building industry, confirming its benchmark position as the lead event of its kind in Vietnam. Important trade delegations, such as the Korean Construction Equipment Manufacturers Association (KOCEMA) and major corporations such as Hyundai-Sungwoo and U&I Investment Co., Ltd were among a long list of foreign delegations, who visited the exhibition. The Japan Construction Equipment Manufacturers Association (CEMA), also visited Con-Build Vietnam 2008 in order to access the market potentials for Japanese construction equipment for both medium size companies and key manufacturers of construction equipment. Both delegations expressed their interest in participating Con-Build Vietnam 2009 to be staged in Ho Chi Minh City.

More than 5,000 visitors came to the show. Significantly, Vietnamese delegations from various ministries and in-line industries took turns to visit the exhibition and engaged in discussions with exhibitors on a wide range of cooperation issues. The presence of a delegation from the newly-established Urban Development Agency of the Ministry of Construction, followed by Vietnam Urban Planning and Development Association, reflected the new focus of the Vietnamese administration relating to planning issues for a new generation of sustainable cities. The Federation of Civil Engineering Associations and its industry associations – Vietnam Construction Environment Association, the Concrete Association, Vietnam Automation Association, Vietnam Engineering Consultant Association – were particularly busy picking up new trends and state-of-the-art technologies as well as exploring their eventual application in the fast growing building and construction industry in Vietnam.

A three day accompanying programme comprising technical product presentations, a Drymix Mortar

Conference and Prefabrication of Concrete Products Conference held concurrently provided well-rounded expertise in various sectors of the building industry. Leading representatives from established companies shared insights and imparted their knowledge on the industry.

Con-Build Vietnam has established itself in its second showing as the benchmark event in Vietnam and recognized as such nationally and regionally. The Vietnamese government indeed gave the great honor to the event by being represented by three key Vice-Ministers - Ministry of Construction, Ministry of Trade and Industry, Ministry of Transport – at the opening with a strong message of confidence. Vice-Minister of Construction Cao Lai Quang said: *“As Vietnam integrates into the global economy, its construction industry, in conjunction with other industries, has become the key engine for growth, a forceful motivation for its economic and social development”*. He announced, *“Vietnam’s construction industry will continue to grow rapidly and many projects put into operation have attracted local and foreign investment. Along with the new plan of extension of Hanoi metropolis and Ho Chi Minh City, there will be a great demand for consultancy and technology support besides the hardware of construction and building. In all these areas, Con-Build Vietnam 2008 represents a meaningful and timely platform”*.

Over 140 international and local quality exhibitors occupied the 10,000 sq m indoor and outdoor areas, meeting the industry needs beyond expectations, especially when considering the recent uncertain global financial environment. Renowned manufacturers and suppliers from the construction and building sectors i.e. machinery, equipment, materials, vehicles, technology and services were present. They included companies such as Wirtgen Group, Lasco, ThyssenKrupp, Liebherr, Top Drill, Kobelco, Sandvik, Liugong, Zoomlion, Shantui, Metso, Manitowoc, etc. Representing their respective countries’ best were a number of exhibitors from Germany, Korea and China. Grouped in their national pavilions - these companies brought with them their latest products, state-of-the-art technologies and innovations. Most of them see their engagement in Vietnam through the MMI brand platform, Con-Build Vietnam, as a long-term commitment towards one of the fastest growing markets in South East Asia; a market which had drawn over some USD 45 billion of FDI, in the last 8 months of 2008. This figure reflects the continued and strong interest of the global business community in Vietnam.

Feedback from foreign exhibitors is significant. Mr Keng Wang, of Zoomlion Mobile Crane Company said: *“Through Con-Build 2008, Zoomlion gives great support to local sales agencies and maintains relationships with old customers. At the same time, Zoomlion has, through their participation this year, developed new contracts which is extremely important for their future business in Vietnam and reaffirms*

the confidence in the great potential of Vietnam's infrastructure market. Zoomlion's participation in Con-Build 2009 will be bigger with a wider range of equipment and we are looking forward to showcasing our products in Ho Chi Minh City". Mr Li Yunbo from Fushun Excavator Corporation was impressed by the event: "In spite of the economic crisis in Vietnam, we are most impressed with the quality of visitors, which has been very good throughout the event. Through Con-Build 2008, we built our company image and exposed our wide range of products to the Vietnamese market. We were approached by many potential customers with whom we expect business to materialize and increase our sales volume from this event". Lin Li Jin, General Manager of Qingdao Xinxing Construction Machinery confirmed the sentiments of the exhibitor community: "We feel Con-Build 2008 made rapid progress after Con-Build 2007. We are most impressed with the quality of visitors which has been very good throughout the event. We got lots of new information through participation. During the show, we had the chance to meet and visit some end-users in Vietnam. We see great potential of the Vietnamese infrastructure market".

The Korean exhibitors are positive. For example, Mr Ian Shin, of Jeon Il said: *"Our products brochures and name cards ran out on the second day due to the unexpected number of visitors. We are very glad to come to the fair to have our company name and brand name recognized by the local industry players. The major challenge for any construction materials company is to compete with low-priced materials from elsewhere. However, we believe the high technology and quality of our products were well acknowledged to compete in the market". Mr Jong Tae Son, of Sewoo (Korea) is positively qualified in his assessment of the show: "Though Vietnam has experienced some economic difficulties, we still believe that the market has potential to grow in the construction industry. A lot of visitors indeed came by for meetings, and the level of interest of local visitors towards our products seems very high. It was helpful to establish contacts and increase our brand recognition in the region. We look forward to coming to Ho Chi Minh City to further develop our sale channels". Mr Kim Dae Wan of BMS (Korea) was enthusiastic: "It was a good chance to promote the advanced technology of Korean construction materials and introduce them to local buyers. We received a good number of requests for business meetings and will look forward to Con-Build 2009 in Ho Chi Minh City".*

The German exhibitors constituting the main drivers of the show were even more enthusiastic. Mr Manfred Muehlfenzl, of BHS-Sonthofen GmbH confirmed: *"Our investment has paid off. We were able to meet with quality visitors and we are soon closing an important deal with a buyer that we met during the exhibition. With the results in Hanoi, we are even more positive about the next show in the South".*

The outcome was considered as excellent, as several exhibitors did conclude sales and many on-site contracts signed. Examples are Morooka and Minh Hoang & Co Ltd who reported that they “concluded an important contract”. Mr Arie van Ettehoven, of Schlosser-Pfeiffer GmbH/Hess Group urged MMI to *“Keep it up. Keep the show running! We are absolutely exhibiting in the next Con-Build in Ho Chi Minh City”*.

Mr Eiichi Ono, of Morooka (Japan) concurred, *“We are very keen on enlarging our business in the Southeast Asian market. Hence, this is the second time we joined Con-Build Vietnam and we will consider expanding our booth in 2009 to the outdoor area to display our products”*.

In the long queue of companies who were overwhelmed with the results achieved on-site and resultant sales is Kobelco for their excavators, Wirtgen’s Voegelé pavers, M & H Industries received orders for their hydraulic drilling attachment for bored hole and is confident of more orders materializing in the next few weeks. Having already concluded orders for their high frequency screens for screening aggregates on the first and second day, Vietraco enjoyed a record breaking result as it closed deals for a total of 10 numbers of Sakai rollers.

Overall views of exhibitors can be easily summed up by Mr. V T Minh of M & H Industries, *“We did not expect the overwhelming results this year. But we have received more enquires this year, all of which have been serious and even resulted in on-site sales. We are very confident of more sales to follow in the next few coming weeks.”* M & H hosted a party to celebrate their success on the third day of the show. *Mr V T Minh concluded “I am very appreciative of MMI’s initiative to stage Con-Build Vietnam 2008, without which we would have never had such an opportunity”*.

As Mr Manfred Wutzlhofer, MMI Chairman, explained: *“This is only the beginning of MMI’s long-range phased development plans for a number of other topical exhibitions, such as transport and logistics, real estate, urban management, environmental protection, communications, energy and power generation”*. The objectives of these planned exhibitions are to support the ongoing robust infrastructure growth of Vietnam and assist in its promotion as an attractive centre for foreign business and investment, facilitate Vietnamese businesses in gaining access to high technologies and equipment from the internal marketplace.

The success of Con-Build Vietnam 2008 emphasizes Vietnam’s strong market potential. Exhibitors and visitors converged to say that the show delivered results beyond expectations, especially in view of Vietnam’s recent economic uncertainty. The feedback from the survey of exhibitors clearly indicated



that the quality of exhibitors and visitors represented the most important factor for the success of Con-Build Vietnam 2008. With the successful second staging, the show is trophied as the industry's benchmark construction and building trade event, by the local and international business communities.

The event's success is also due to it being based on an outstanding trade-fair concept. The concept involves integration with the largest trade shows worldwide, bauma and BAU in Munich – both these sophisticated shows serve as central platforms to support other MMI construction & building materials machinery and building materials trade fairs, such as bauma China and Con-Build Vietnam, to grow on a sustainable basis. The concept is based on networking, communication and business between the manufacturers and the end-users.

The next Con-Build Vietnam 2009 will be organized from 1-4 December, 2009 in Ho Chi Minh City and is expected to be larger and broader in presentation.

- Ends -

Additional information is available at www.conbuild-vietnam.com

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MMI serves the Asia-Pacific region through **MMI-Munich International Trade Fairs Pte Ltd (MMI Asia)** in Singapore and its four strategic bases in Hong Kong, Taipei, Shanghai and Mumbai. MMI Asia presents 11 international-scale trade fairs in Asia. It also provides consultancy in professional exhibition and conference management to government bodies, international trade and promotion organizations, and trade associations. MMI Asia 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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