

FINAL SHOW REPORT
FOR IMMEDIATE RELEASE

December 2009

ConBuild Vietnam 2009 ended on a successful note and delivered High Visitor Quality from the Construction and Building Industry

From 1-4 December, 2009, ConBuild Vietnam held the banner of standards high for the Construction and Building industry in Vietnam, and closed on a note of satisfaction and expectation for both exhibitors and visitors. Organized by Messe München International (MMI Asia Pte Ltd), in cooperation with The Ministry of Construction in Vietnam, the 3rd International Trade Fair for Construction and Building – Machinery, Equipment, Materials, Vehicles, Technology & Services brought together more than 200 exhibitors from 21 countries, presenting the latest technologies, the highest quality and the widest range of construction and building machinery, equipment, materials, vehicles, technology and services.

There are many reasons why ConBuild Vietnam remains the benchmark platform for the construction and building industry. The buzzword among exhibitors and visitors alike is quality. From the most reputable companies represented, to the highest quality products, innovations and technology, including many that are eco-friendly for better quality of life now and into the future; from the visitors, to the sales, networking and business opportunities with both private and state enterprises, bringing only the best together.

The range of construction machinery and building materials at the fair included many that are “firsts” and “finest” from leaders in the industry, from Germany, Italy, Japan, Korea, China, including new country pavilions from Singapore, Turkey, Malaysia, the Philippines and many others. These included the premier launch in Vietnam of the Wirtgen Road Recycler/Soil Stabilizer for greater time, cost and resource savings in road building and repairs, by Vietserve Technology Ltd; the introduction of NAVIGATOR[®] horizontal directional drills by Vermeer Asia Pacific Pte Ltd; and a new Earth Drill Machine with a 70-ton heavy duty crawler crane as base

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machine by Tiong Woon Vietnam Co. The fair also presented many new eco-friendly building products, including handcrafted cement tiles from Composite Construction Products, Philippines, which can be readily recycled, and leave a carbon footprint of only one-twentieth of that of ceramic tiles.

Many exhibitors applauded the quality of buyers at the fair. Mr. Yang Suoxiang, General Manager of Hunan New Timehope Construction Machinery Co., Ltd. (China) commented, "This is the first time that we participated in an international show. We trusted the brand name of MMI and therefore ConBuild Vietnam was our first choice. The quality of visitors is very good. Many infrastructure construction companies have visited our booth and through this experience we found that the investment for the Vietnamese market is a long term commitment and therefore we will keep supporting ConBuild Vietnam." Equally delighted with the outcome at ConBuild Vietnam 2009 was Mr. Minh Hung Hoang, Managing Director/Owner of Minh Hoang & Co, who added that "Many of our equipment are presently utilized in the Son La Hydropower Dam project, so we did not have the actual equipment on show. Despite not having live representation of our products, we still experienced good results in ConBuild Vietnam. I believe it's a good idea to continue taking part in ConBuild Vietnam which is in Hanoi next year."

Veteran exhibitors also have good reason for coming back year after year. "Our company has participated in ConBuild Vietnam for the third time. It was a very good chance for us to meet our potential customers, and to enjoy the networking opportunities which abounded in the exhibition. We have produced many products and now it's a good time for us to make visual presentations of our products to visitors. We are seeing many potential customers coming to us and seriously wanting to do business with us. Besides that, the organizer did a good job to ensure all the exhibitors and visitors have good time at the fair. We are surely going to join ConBuild Vietnam again next year," commented Mr Tran Ngoc Linh, Manager of Project Department, M&H Industries (Vietnam).

Commendation for the fair also came from first-time exhibitors which number about seventy.

Mr Hans-Jurgen Wichmann, the General Manager (Vietnam) of Johs. Rieckermann said, "We are one of the most prestigious trading companies from Hamburg and we have been



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established in Vietnam for several decades now. This is, however, the first time we have participated in ConBuild Vietnam. We feel the show was very well organized in terms of advertising and promotion and was well structured. With all our competitors participating, it was a good opportunity to present ourselves to our customers and to benchmark ourselves against our competitors. We are looking forward to the exhibition in Hanoi next year.”

The visitors and buyers came from near and far with just as great enthusiasm. “We came from USA to Vietnam just to visit this show and it is really worth the trip. Our objective is to know more about the Vietnamese market and we have achieved this purpose. We are very interested in ConBuild Vietnam 2010 and we will consider participating next year” said Mr. Joe Coffaro, Operations Manager of Anchor Fluid Power (USA). The same sentiment was shared by Mr. Antonis Theodorou, Export Area Manager, ENARCO (Spain), “We have found some potential suppliers of interest during the few hours of visit to the Fair. We believe Vietnam is a dynamic market and that attracted us to come to ConBuild Vietnam. We look forward to visiting ConBuild 2010 in Hanoi.”

Endorsed by the People’s Committee of Ho Chi Minh City and supported by 29 other ministries, associations and international organizations, ConBuild Vietnam 2009 is recognized by the local government and international agencies. Exhibitors and visitors alike gained from the extensive cooperation and opportunities extended at the highest levels.

In spite of the depressed economic situation around the world, Vietnam ranks amongst the 3 countries in Asia to record positive growth. In view of that, exhibitors, visitors and market sentiments are of the opinion that ConBuild Vietnam is well placed and timely for a country poised for continued infrastructural growth, and that the country’s significant projects in the pipeline for building and upgrading infrastructure by 2015 will sustain and fuel the growth of the building and construction industry in Vietnam.

Holding up the standard as the leading platform for opening new opportunities for business cooperation, technology exchange and transfer, and entry into the long-term infrastructure development of Vietnam, ConBuild Vietnam is here to stay!



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The next ConBuild Vietnam International Trade Fair will be held in 2010 in Hanoi (1 – 4 December 2010).

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About The Organizer:

MMI Asia Pte Ltd
Singapore, Hong Kong, Taipei, Shanghai, Mumbai

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

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

MMI serves the Asia-Pacific region through **MMI Asia 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.

For further information, please visit the websites for:

ConBuild Vietnam 2010 - www.conbuild-vietnam.com

MMI Asia Pte Ltd - www.mmiasia.com

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