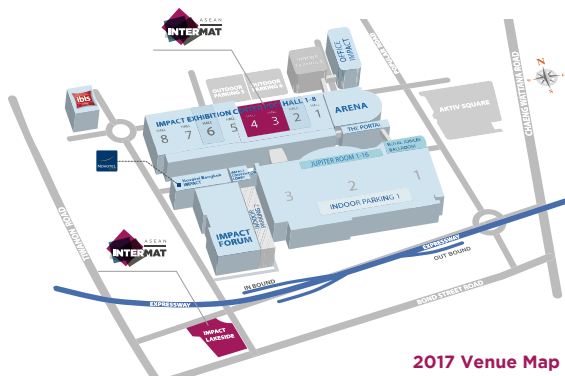


INTERMAT ASEAN POST SHOW REPORT 2017



The first edition of **INTERMAT ASEAN** - the Southeast Asian trade show for construction and infrastructure, showcased a comprehensive range of the latest construction and infrastructure products and services. The 3-day exhibition provided a platform for productive business discussions, associations' gatherings and networking events.

Date	8 - 10 June 2017
Venue	IMPACT Exhibition and Convention Center
Organizer	COMEXPOSIUM IMPACT
Co-host	
Floor space	20,000 sqm
Exhibiting companies and brands	300
Visitors	4,680
Visiting countries	43
Business-matched meetings	200



VISITOR SUMMARY

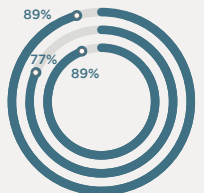
20% international visitors | 4,680 visitors from 43 countries

Top 10 countries

Thailand South Korea Cambodia Malaysia China
Myanmar India Singapore Japan Vietnam

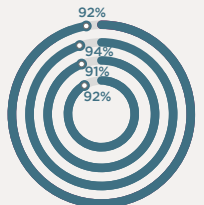
Visitors' satisfaction rate

89% were satisfied with the exhibition
77% will visit the show again
89% consider it important that they attend



High satisfaction on main visitor's objectives:

97% were satisfied with meeting with existing suppliers
94% were satisfied with meeting with new suppliers
91% were satisfied with sourcing new products
92% were satisfied with gathering market information



EXHIBITOR SUMMARY

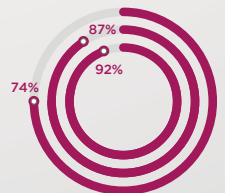
76% international exhibitors
300 exhibiting brands & companies from 17 countries

Top 10 countries

Thailand Austria China Germany India
Italy Korea Netherlands Singapore USA

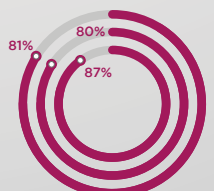
Exhibitors' satisfaction

74% were satisfied with the exhibition
87% will consider exhibiting again next year
92% consider it important that they exhibit



High satisfaction on main exhibitor's objectives:

81% were satisfied with meeting existing customers
80% were satisfied with generating new enquiries / sales leads
87% were satisfied with raising awareness of existing products / services



“ I attended INTERMAT ASEAN to meet with both old and new partners in the business. It was a good opportunity for networking and I found it beneficial. ”

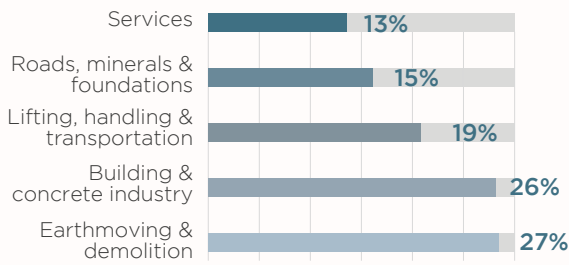
CY Wong, Sales and Marketing Director, EIK Engineering, Singapore

“ We came to INTERMAT to explore more sources and suppliers to serve in our market and we are glad we came ”

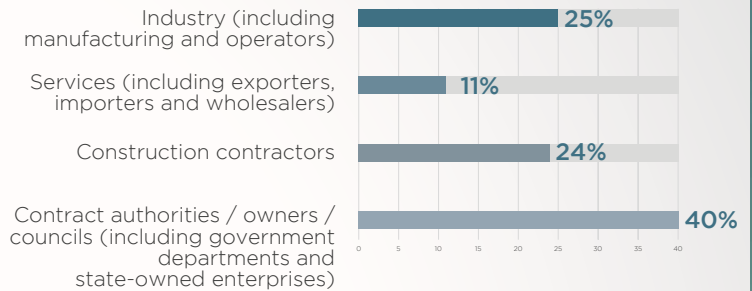
Lucien Au, Director, Global Engineering Supply, Hong Kong

VISITOR AUDIENCE

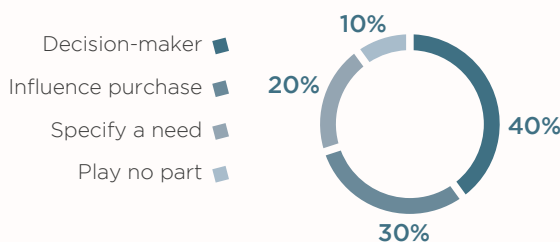
Area of Interest



Business Activity



Decision-making power



Top 5 main objectives

- Attend conferences / seminars / demonstrations
- Look for new products / technology
- Gather market information
- Source for products & services
- Place order / buy

LEADING BRANDS

INTERMAT ASEAN succeeded in bringing together renowned brands from both the international and Thai market. The exhibitors showcased a wide range of innovative products, technologies and equipment such as tower cranes, transportation machinery, tractors, spare parts, and many more.

Diamond sponsor



Platinum sponsor



Gold sponsors



Bronze sponsors



42% of exhibitors will generate at least **USD500,000** of sales volume each as result of exhibiting

Exclusive for exhibitors

Business Matching Program

200 business-matched meetings with top buyers from the region

Cambodia, India, Malaysia, Myanmar, Philippines, Singapore, South Korea, Thailand and Vietnam

“INTERMAT ASEAN has been a good platform to showcase our full range of products and reach out to our potential customers”

Danilo Catalucci, Head of Marketing SEA & Japan, CASE Construction Equipment

“We have met a number of new customers and we believe we have gained additional exposure into the market through exhibiting here.”

Malcolm T. Williams, Managing Director, Promech Resources Co., Ltd - Distributor for Manitou Group

“JCB used INTERMAT to launch a number of exciting new products into the market in Thailand. Our indoor stand allowed our customers to see the machine up close, and the outdoor area meant we could demonstrate them in action. I believe those that attended our stands left with a better understanding of how JCB can support their business in the future.”

Tom Cornell, Managing Director - JCB Southeast Asia

“INTERMAT ASEAN is very good, there are many customers that came to talk and discuss.”

Zhang Xiyuan, Deputy General Manager, XCMG

STRONG INDUSTRY SUPPORT



MARKETING AND PROMOTION

A comprehensive visitor marketing campaign was executed in the year leading up to the event, using the full range of media, including direct mail, email, PR, print media, online advertising, TV, radio and social media.

Email Campaigns

420,000
emails

Thai, English, Chinese, French, Bahasa Indonesian, German, Korean, Italian, Japanese, Spanish, Turkish, and Vietnamese.



Fax Blasts

6,000
fax blasts

Social Media

5,293
followers

- intermatasean
- intermatasean
- intermatasean

Direct Mail

20,000 direct mail pieces were sent to the INTERMAT's database, supporting associations, sponsors and exhibitors' database.



Media Partners

38 of the leading international and regional trade media partners, providing coverage in an extensive range of publications, magazines, online platforms, blogs, electronic mailings and etc.



Australia, China, France, Germany, India, Italy, Japan, Korea, Malaysia, Philippines, Singapore, Spain, Thailand, Turkey and the United Arab Emirates.

MARKETING AND PROMOTION

Telemarketing

5,000
targeted calls

Public Relations

155 editorial promotion including TV channels, newspaper clippings and online news editorials. Local and international press coverage can be found at <http://asean.intermatconstruction.com/press-coverage/>

Mass Media Advertising and PR campaign include:

Newspapers



Radio channels



Online Media



TV Channels



SHOW HIGHLIGHTS

Outdoor Exhibition and Demonstration Area
10,000 sqm, 16 Outdoor Demonstrations

Special Exhibition Showcases

by Department of Highways (DOH), Department of Public Works and Town & Country Planning (DPT), Expressway Authority of Thailand (EXAT), and the Royal Irrigation Department (RID).

INTERMAT ASEAN Conference 2017

speakers include representatives from Thai Contractors Association under H.M. the King's Patronage (TCA), ASEAN Constructors Federation (ACF), Engineering Institute of Thailand and National Safety Committee.

Exhibitor Presentation Theatre

12 interactive sessions and hands-on workshops.

VIP-guided tours

5 guided tours by the Thai Contractors Association under H.M. the King's Patronage (TCA) and The Association of the Thai Concrete Product Industry



**INTERMAT
ASEAN
2018** Co-located with
**CONCRETE
ASIA 2018**

**Save the dates
for next year
6 - 8 Sept 2018**

For more information, contact
Email: sales-asean@intermatconstruction.com

ASEAN.INTERMATCONSTRUCTION.COM

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