



# POST SHOW REPORT

The third 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.

Organizers: **IMPACT**  
MUANG THONG THANI

**COMEXPOSIUM**

Co-host:



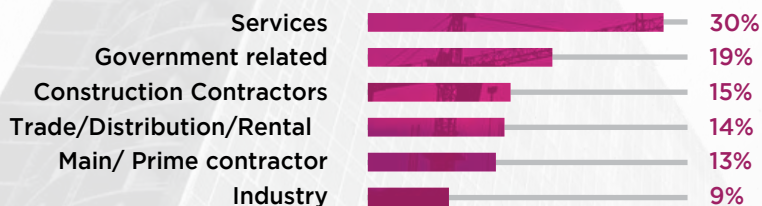
Date:	5 - 7 September 2019
Venue:	Hall 9-10, IMPACT Exhibition and Convention Center
Exhibiting companies and brands:	300
Exhibiting Countries:	17
Visitors:	5,760
Visiting countries:	37 (Together with CONCRETE ASIA)

## VISITOR SUMMARY

**5,760** Visitors **37** Countries  
**13%** International visitors



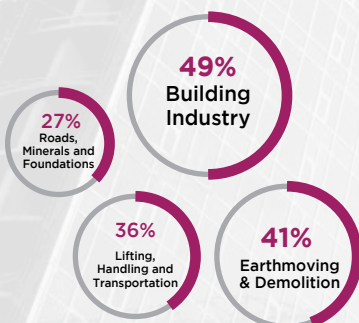
### BUSINESS ACTIVITY



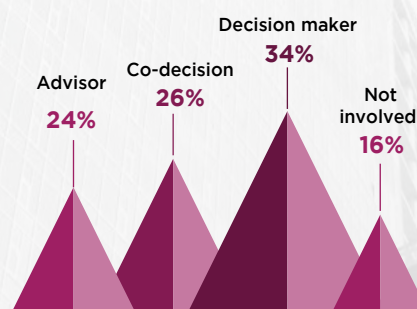
### VISITORS' SATISFACTION RATE



### AREA OF INTEREST



### DECISION-MAKING POWER



### TOP 5 OBJECTIVES OF VISITING

- 1 Find new products and technology
- 2 Observe new trends and developments
- 3 Find new suppliers
- 4 Find partners / subcontractors / agencies / distributors / dealers
- 5 Find new customers



# HEAR FROM THE VISITORS

"INTERMAT ASEAN amazed me and it surpassed my expectation. I saw the latest technologies and products that I can bring back to Cambodia, such as formwork and scaffolding."

*Mr. Chhith Medikan,  
Yongsing Formwork, Cambodia*

"INTERMAT ASEAN has impressed me, I am glad to see the innovations and technologies which I have never seen before especially the machinery that helps to reduce production costs."

*Mr. Phetsamone Vongviengkham,  
Vientiane Capital Chamber of  
Commerce and Industry, Laos*

## GOLD SPONSORS:



## SILVER SPONSOR:



## BRONZE SPONSORS:



## EXHIBITOR SUMMARY

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

**300**  
Brands &  
Companies

**71%**  
International  
Exhibitors

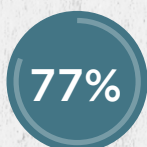
**17**  
Countries



## EXHIBITORS' SATISFACTION



of exhibitors  
were satisfied  
with the  
exhibition



of exhibitors  
will consider  
exhibiting  
next year



considered it  
important they  
exhibit

## ACHIEVED AS A RESULT OF VISITING

**51%**  
generated  
new enquiries  
/ sales leads

**71%**  
met with  
buyers  
through the  
business  
matching

**80%**  
Created  
relationships  
with business  
partners /  
buyers



# TOP 5 REASON OF EXHIBITING

- 1 Generate new enquiries / sales leads
- 2 Raise awareness of their products
- 3 Expand business in Thailand
- 4 Enter the Thai marketplace
- 5 Find / recruit new distributors



## EXHIBITOR TESTIMONIALS

"There were a lot of leading brands exhibiting in INTERMAT ASEAN. Also, we have met our target visitors as well which gave us the opportunity to promote our company to the region and the world."

*Mr. Bing Chen, Marketing Director, XCMG*

"INTERMAT ASEAN has been improving every year. We are getting more quality visitors and potential customers. We will definitely come back again next year."

*Mr. Calvin Ang  
Executive Director  
Siam Industrial Corporation Limited*

"INTERMAT ASEAN offers the right audience and is also an international platform for construction industry players which makes it attractive for all construction-related companies to visit."

*Mr. Udomsak Hongthong,  
General Manager, STIT*

"INTERMAT ASEAN featured including spare parts, construction equipment, machinery and being co-located alongside CONCRETE ASIA Hence, visitors are not only contractors but are from the entire construction supply chain."

*Ms. Amaraphorn Jeang, CEO,  
Asia Vehicle Corporation Company Limited*



## STRONG INDUSTRY SUPPORT

### SUPPORTING ORGANIZATIONS:



### MEDIA PARTNERS

**19** leading international and regional trade media partners, providing coverage in an extensive range of publications, magazines, online platforms, blogs, electronic mailings and etc. Including partners from : Hong Kong, India, Japan, Malaysia, Singapore, Thailand, U.A.E, U.S.A, U.K. and Ukraine.



## MARKETING & 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, billboard and social media.

**30,000** Direct Mail

**5,000** FAX Blast

**800,000** Email Campaign





# INTERMAT ASEAN POST SHOW 2019

## PUBLIC RELATIONS

**170 pieces** of editorial promotion including TV and newspaper clippings. Local and international press coverage at <http://asean.intermatconstruction.com/press-coverage/>.

Mass Media Advertising and PR campaign include:

### Newspaper



### TV



### Bilboard 8 locations

(RAMA 9, Ratchadapisek, Asoke, Bangkok Place, ASTERA Sathorn, Landmark, Dindeang and Ratchaprarob)

### Online Media / Magazine



## SHOW HIGHLIGHTS



### BUSINESS MATCHING PROGRAMME

**460** business-matched meetings with top buyers

### SPECIAL EXHIBITION SHOWCASES

By the Department of Public Works and Town & Country Planning; Royal Irrigation Department; and State Railway of Thailand.



### 12 SEMINAR SESSIONS

By Thai Structural Engineers Association; Alcotec Co., Ltd; Thailand Green Road; BULK ONE GROUP; L.P.N. Development Public Co., Ltd; State Railway of Thailand; Department of Rail Transport; and King Mongkut's University Of Technology North Bangkok.

(Together with CONCRETE ASIA)



### VIP-GUIDED TOURS

Guided tours conducted by the Thai Contractors Association under H.M. the King's Patronage (TCA).



**9-11 Sept 2020**

HALL 9-10, IMPACT EXHIBITION CENTER, BANGKOK, THAILAND

THE SOUTHEAST ASIAN TRADE SHOW FOR CONSTRUCTION AND INFRASTRUCTURE

# SAVE THE DATE

### CONTACT THE TEAM

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Co-located with:  **CONCRETE ASIA**