

# INTERMAT ASEAN POST SHOW REPORT 2018

The second 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.

<b>Date</b>	6 - 8 September 2018
<b>Venue</b>	IMPACT Exhibition and Convention Center
<b>Organizer</b>	COMEXPOSIUM 
<b>Co-host</b>	
<b>Exhibiting Companies and brands</b>	<b>300</b>
<b>Exhibiting countries</b>	<b>18</b>
<b>Visitors</b>	<b>5,000</b>
<b>Visiting countries</b>	<b>43</b>
<b>Business-matched meetings</b>	<b>450</b>

\*Together with Concrete Asia

## Hear from the visitors

A trade show like INTERMAT ASEAN is good because I can source for products from all over the world in a single location, which helps to save transportation costs.

**Mr. Uttama Sisavath,**  
Souvanny Intertrade Sole Co., Ltd. Laos

INTERMAT ASEAN is very effective because suppliers and buyers get to meet and network. The exhibitors also presented their innovations and new products at the show.

**Visuit Srinitee**  
Advanced Stainless Steel Company Limited

## VISITOR SUMMARY

**5,000** visitors from **43** countries | **20%** international visitors

### Top 10 Visiting countries in INTERMAT ASEAN

Thailand, China, Singapore, Japan, Korea  
Myanmar, Indonesia, USA, India, Malaysia

### Visitors' satisfaction rate



**78%** of visitors were satisfied with the exhibition

**81%** of visitors will visit the show again

**95%** considered it important that they attend

### Achieved as a result of visiting



**98%** sourced new products / suppliers

**98%** gathered market information

## EXHIBITOR SUMMARY

**300** exhibiting brands & companies from **18** countries  
**64%** international exhibitors

### Top 10 Exhibiting countries in INTERMAT ASEAN

Germany, China, Korea, Italy, Thailand  
Singapore, India, Australia, USA, UK

### Exhibitors' satisfaction



**72%** of exhibitors were satisfied with the exhibition

**80%** of exhibitors will consider exhibiting next year

**81%** considered it important they exhibit

### Achieved as a result of visiting



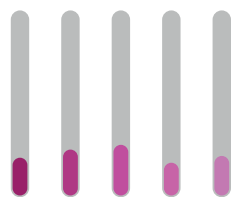
**96%** met with existing customers

**92%** generated new enquiries / sales leads

**43%** met with buyers through the business matching program

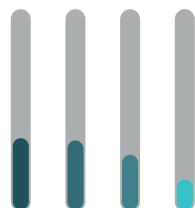
## VISITOR AUDIENCE

### Area of Interest



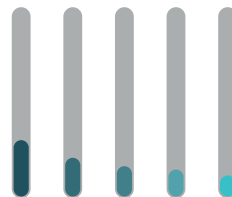
19% Earthmoving & demolition  
22% Building & concrete sector  
23% Lifting, handling & transportation  
16% Roads, minerals & foundations  
20% Services

### Decision-making power



32% Decision-maker  
31% Co-decision  
22% Advisor Function  
15% Not involve

### Business Activity



31% State-owned companies / government departments  
24% Construction contractors  
20% Commercial / Industrial builder  
15% Services (including exporters, dealers, distributors and wholesalers)  
10% Engineering / technical design firm

### Top 5 main objectives

- Find new products and technology
- Observe new trends and developments
- Find new suppliers
- Purchase / place the orders
- Meet current suppliers

## 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.

Platinum Sponsor:



Silver Sponsors:



Gold Sponsors:



Bronze Sponsors:



### Top 5 reasons for exhibiting

- Raise awareness of products
- Expand business in Thailand
- Enter the Thai marketplace
- Generate new enquiries / sale leads
- Take orders

**45%** of INTERMAT ASEAN and CONCRETE ASIA exhibitors will generate at least USD 500,000 as a result of exhibiting

## Hear from the Exhibitors

INTERMAT ASEAN showcases related industry features including suppliers, materials, spare parts and concrete alongside construction equipment. Hence, visitors are not only contractors but are from the entire construction supply chain, which makes it attractive for all companies related to construction to come and exhibit in the show. INTERMAT ASEAN is getting bigger every year, and I'm sure that it's the largest construction trade show in Southeast Asia.

**Mr. Yanyong Nitisaroj**  
Deputy Managing Director Commercial, STIT

INTERMAT ASEAN offers the best experience for the construction industry and is the most well-known exhibition in ASEAN. This is why we are using INTERMAT ASEAN as a platform to communicate our RM - Mobile Compact Crusher.

**Mr. Kamolwat Veerasupakarn**  
Chief Operating Officer, WATKINSON

With INTERMAT ASEAN co-located alongside CONCRETE ASIA, the scale of the show is larger than last edition's. There were also more visitors from a wider range of countries, which gave us a great opportunity to promote our company around the region and the world.

**Ms. Patcharayada Bouchuam, Sale and Marketing & Mr. Thanaphon Thitithananon, Engineer,**  
COFFRAL Formworks & Scaffolds Co., Ltd.

Many international visitors came to our booth at INTERMAT ASEAN. I've joined the exhibition since its inception and I can see the development of the show. I will definitely exhibit in INTERMAT ASEAN again.

**Mr. Veeraphong Tiyakorn, Deputy Managing Director of Sale and Marketing, World Tractor (1996) Co., Ltd.**

## 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, billboard and social media.

### Fax Blasts

**6,000**  
fax blasts

### Direct Mail

**23,000**  
direct mail

### Email Campaigns

**450,000**  
emails

Thai, English, Chinese, Cantonese  
French, Vietnamese, Khmer  
Bahasa, Lao, Burmese and Malay

## Media Partners

International and regional trade media partners provided coverage in an extensive range of publications, magazines, online platforms, blogs, and electronic mailings.



### Including partners from:

**Australia, France, Germany, Hong Kong, India, Indonesia, Italy, Japan, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand, United Arab Emirates, UK, Ukraine, USA.**

### Public Relations

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

## Mass Media Advertising and PR campaign include

### Newspapers



### Billboards

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

### Social Media

More than **6,500** Followers





## SHOW HIGHLIGHTS

### Outdoor Demonstration Area 1,500 sqm

#### Business Matching Program

**450 business-matched meetings** with top buyers from the region

#### Special Exhibition Showcases

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

#### VIP-guided tours

Guided tours conducted by the organizers, Thai Contractors Association under H.M. the King's Patronage (TCA), and many more.

#### Exhibitor Activities

Over 21 interactive sessions and hands-on workshops

#### INTERMAT ASEAN Seminars 2018

Speakers include representatives from the Thai Contractors Association under H.M. the King's Patronage (TCA); ASEAN Constructors Federation (ACF); International Powered Access Federation (IPAF); Safety and Health at Work Promotion Association (Thailand); Department of Primary Industries and Mines; and Council of Engineers.



Save the dates for next year

Co-located with :  **CONCRETE ASIA**



**BANGKOK - THAILAND**  
**5 - 7 Sept 2019**

**THE SOUTHEAST ASIAN TRADE  
SHOW FOR CONSTRUCTION AND  
INFRASTRUCTURE**

FOR MORE INFORMATION, CONTACT [INFO@ASEAN.INTERMATCONSTRUCTION.COM](mailto:INFO@ASEAN.INTERMATCONSTRUCTION.COM)

   #intermatasean