



## **PRESS RELEASE:**

### **Comexposium to expand its portfolio in Asia and strengthen the value proposition of INTERMAT ASEAN through the co-location of CONCRETE ASIA from 2018**

September 21<sup>st</sup> 2017 - Bangkok, Thailand

Comexposium announced today, CONCRETE ASIA would be jointly managed with IMPACT Exhibition Management Co., Ltd. ("IMPACT"), the premium venue and leading exhibition organiser in Thailand from 2018 onwards. CONCRETE ASIA, a fast-growing international trade exhibition and conference serving the concrete and construction industry in the Asian region, is taking place currently in Bangkok, Thailand at IMPACT. Further, Comexposium and IMPACT will co-organise and co-locate CONCRETE ASIA with the next edition of INTERMAT ASEAN. CONCRETE ASIA marks the fourth project that Comexposium and IMPACT are collaborating on.

In June 2017, Comexposium and IMPACT successfully co-organised the first edition of INTERMAT ASEAN, which is its inaugural extension of INTERMAT PARIS – the world's leading construction and infrastructure exhibition, in Bangkok to cater to the emerging building and construction needs of Southeast Asia. INTERMAT ASEAN is strongly supported by the Thai Contractors' Association. The collaboration on CONCRETE ASIA, further extends Comexposium's presence in and product offering to service the ASEAN construction market. From 6<sup>th</sup> to 8<sup>th</sup> September 2018, both CONCRETE ASIA & INTERMAT ASEAN will be held at the same time and at the same venue to create the most comprehensive platforms for the construction, infrastructure and concrete industry in Southeast Asia.

"A partnership was formed with Comexposium to broaden and strengthen CONCRETE ASIA's position in the ASEAN region," commented Mr Loy Joon How, General Manager, IMPACT. "This new collaboration with Comexposium is geared to better support the needs of the concrete industry across ASEAN, as they go through the next decade of exciting transformation. Together with INTERMAT ASEAN in 2018, both shows now promise to be the most complete and most exciting must-visit events for the industry in the region."

Ms Isabelle Alfano, Comexposium Construction Business Unit Director, added, "We are strongly confident that by co-locating INTERMAT ASEAN and CONCRETE ASIA in 2018, we would leverage synergies and enhance the value for the regional and local

buyers and visitors to attend the events. My team and I are excited to work towards delivering events that meet the business objectives of our targeted customers.”

“Comexposium is excited to co-operate once more with IMPACT to better serve the growing needs of Southeast Asian building and construction stakeholders. The ASEAN markets are not only an attractive FDI destination underpinned by mid- to large-sized economies such as Thailand and Indonesia, they are a key destination for China’s One Belt One Road policy. These trends bode well for the future building and infrastructure development in ASEAN,” concluded Mr Paul Lee, Comexposium CEO Asia Pacific.

**Ends --**

**For further information please contact:**

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#### **About Comexposium**

The COMEXPOSIUM Group, one of the world’s leading event organizers, is involved in more than 170 B2C and B2B events across 11 different sectors, including food, agriculture, fashion, security, digital, construction, high-tech, optics and transport. COMEXPOSIUM hosts more than 3 million visitors and 45,000 exhibitors in 26 countries around the world. COMEXPOSIUM operates across 30+ global economic growth zones, such as: Algeria, Argentina, Australia, Belgium, Canada, China, Denmark, France, Germany, India, Indonesia, Italy, Japan, Korea, Monaco, Netherlands, New Zealand, Philippines, Qatar, Russia, Singapore, Spain, Sweden, Thailand, Turkey, UAE, UK, USA.

[www.comexposium.com](http://www.comexposium.com)

#### **About IMPACT Exhibition Management Co., Ltd**

IMPACT is the leading exhibition organizer and venue owner of the largest exhibition & convention centre in Thailand. IMPACT organizes and manages professional trade and public exhibitions, conferences, meetings and training course, working hand-in-hand with international trade associations, organizers and corporations across a board spectrum of industries. IMPACT creates effective market platforms and offers a comprehensive range of turnkey event management solutions ranging from market research, exhibition and visitor promotion and sales, advertising and promotion, public relation, operation to on-site logistic management for exhibitions and conferences of all sizes and industries.

[www.impact.co.th](http://www.impact.co.th)