

EPA

ERIC PRINGLE ASSOCIATES PUBLIC RELATIONS SDN BHD

Public Relations Consultants. Affiliated worldwide with TAG (The Advocacy Group)

(256153-P)

MEDIUM: The Edge Daily (theledgedaily.com)

DATE : May 4, 2007

Trade shows to generate RM720m in sales

Metaltech 2007 and MTA-Malaysia 2007, the country's top two machinery exhibitions scheduled from May 16-20, 2007, are expected to generate an at least 20% increase in sales to over RM720 million compared to last year.

Alun Jones, general manager of Malaysian Exhibition Services Sdn Bhd, organiser of MTA-Malaysia 2007, said the events will showcase the latest technologies and best manufacturing solutions from around the world.

"Based on the previous year's event which resulted in over RM100 million on-the-spot sales plus another RM500 million follow-up sales, we expect this year's show will surpass that figure by at least 20%," he said in a statement on May 4.

Jones said this augurs well for the country's manufacturing sector, which has the potential to be a major producer and exporter of machinery and equipment (M&E).

Citing the Ministry of International Trade and Industry, he said investments for the M&E industry under the Third Industrial Master Plan (IMP3) were targeted at RM30.8 billion while exports were targeted to grow at an average annual rate of 6.7% to RM48.3 billion in 2020.

Jones said a total of 1,318 exhibitors would be showing specialised process and precision engineering machinery, machine tools, metalworking, and material handling technology during Metaltech 2007 and MTA-Malaysia 2007.

Metaltech 2007 organiser, Albert Lai, managing director of Trade-Link Exhibition Services Sdn Bhd, said the concurrent staging of Metaltech and MTA-Malaysia last year proved to be a huge success, attracting over 25,000 trade professionals.

"This year, a total of 33 countries and six national pavilions will be represented at the two exhibitions covering a total exhibition area of 30,000 sq metres. The national pavilions comprise Singapore, Taiwan, Germany, United Kingdom, China and South Korea.

"We expect to equal if not exceed the number of trade visitors this time around who will be able to benefit greatly from the product seminars organised by key exhibitors," said Lai.

Held alongside Metaltech and MTA-Malaysia will be the MIDA national seminar on business opportunities in the M&E Industry in Malaysia on May 17-18, 2007. MIDA will also be organising business matching sessions between foreign based companies and Malaysian companies for potential investment and business collaborations.

Endorsed by the Malaysian External Trade Organisation, the shows are supported by MIDA, SIRIM, Federation of Malaysian Foundry and Engineering Industries Association, National Institute of Compressed Air Malaysia Bhd, Selangor and Federal Territory Machinery Merchants Association, Singapore Precision Engineering and Tooling Association and the Malaysian Mould and Die Association