

MESSE DÜSSELDORF ASIA PTE. LTD.

BASIS FOR BUSINESS SOUTHEAST ASIA

Werner M. Dornscheidt
Chairman of the Board of Messe Düsseldorf GmbH

FASTER



THAN FORMULA 1

Formula 1 came to Singapore for the first time in 2008. But Messe Düsseldorf even quicker off the mark! We realised some time ago that Southeast Asia had market potential. And that's why we were in pole position in Singapore 13 years earlier. Our strong team has been here lap after lap, making contacts, organising trade fairs, bringing markets and people together, and expanding our network. Thanks to these activities, today we are thought of as one of the best trade fair organisers anywhere in Southeast Asia. We are the one with the best connections. In Singapore there's a special word for this: guanxi.

So why do we do it? Because it is our job to put our clients in pole position in their markets – anywhere in the world – and that is at the Basis for Business. We ensure that they are ahead of the competition where it matters – on the home straight.

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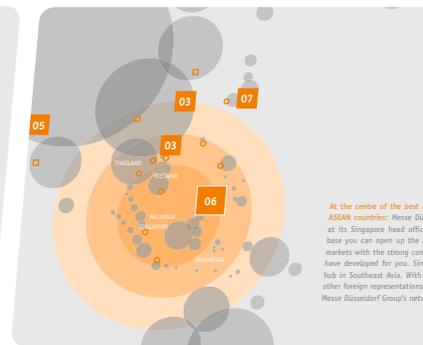
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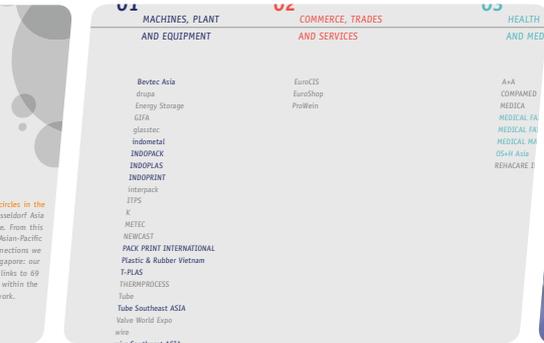
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Any further questions?

Would you like to know more about the Messe Düsseldorf in Southeast Asia or any specific topic?

Contact us at: > www.messe-duesseldorf.com

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Special supplement
PACK PRINT INTERNATIONAL

BUSINESS WITH TIGER, PANTHER & CO

Gernot Ringling
Managing Director, Messe Düsseldorf Asia



In recent years the economic development in Southeast Asia has been something of a phenomenon. Some of the world's fastest-growing national economies have contributed to this – on a scale that is unsurpassed anywhere.

Messe Düsseldorf Asia has been active in this region since 1995. From our base in Singapore, we have played our part in the economic development of Southeast Asia with our trade fair brands – from Singapore through Malaysia, Thailand and Vietnam to Indonesia. We are convinced that the true potential of this region is only now beginning to unfold. As both market and production location, Southeast Asia offers immense opportunities for companies from around the world.

Our Messe Düsseldorf Asia team has twenty years of experience with which to support its clients as they establish and broaden their market presence in Southeast Asia. As a company our strengths lie in our ability to conceive, organise and stage trade fairs. We have sensitively adapted these skills so that they are well suited to the cultural environment of Southeast Asia, enabling us to build relations with our partners and clients over the years on their home turf, so to speak. We know that regional trade fairs are the fastest and most effective route into Southeast Asian markets.

And we have built a good reputation here. By applying ourselves intensively to fostering contacts, focusing on clients' wishes and needs and maintaining our high quality standards everywhere from Singapore to Bangkok, we have become one of the most sought-after trade fair organisers in the entire region – for local and international businesses.



mda.messe-dusseldorf.com

» **Ten nations.** More than 600 million people. At the centre – **Singapore**, our Asian head office. Immediate neighbours are **Indonesia, Malaysia, Thailand and Vietnam.** All with fantastic potential, both in resources and production capacity. With attractive opportunities for manufacturers and trading enterprises. Messe Düsseldorf Asia can open the door to these markets for you. Now is the right time to commit to this region – and to benefit from one of the most dynamic markets in the world.



Common cause. The region is working towards a common cause – the creation of a single domestic market in which economic growth is promoted sustainably, with the aim of integrating the national economies of ASEAN countries into a single market for goods, services, investments and professionals. From 2015 the ASEAN Economic Community will drive development throughout this economic region further still. Member states will play a larger and more important role in the global value chain that will further enhance their competitiveness.

For companies active in Southeast Asian markets new opportunities are springing up. Income per capita is on the rise and is bringing increasing purchasing power to regional markets – a demand that can be met by innovative products and services. The region as a whole offers superb conditions for manufacture and trade and will continue to play an important role in supplying the world markets with high grade end products.

No business strategy should overlook such lasting potential for development. Asia's importance in the global marketplace is growing steadily – both as a manufacturing location and as a market in itself. It's a good thing that we are already there for you.



SINGULARLY DIVERSE

A city state that has become a paragon of economic growth: **Singapore**. A nation on 17,500 islands: **Indonesia**. A pioneer in the fusion of modern lifestyles with Asiatic culture: **Thailand**. And a country whose younger generation has made immense efforts to bring it up to speed with its economically powerful neighbours: **Vietnam**.

Yet for all their differences, their objectives are strikingly similar. Markets are being developed systematically. The resource potential is being tapped. Major investments are being made in infrastructure.

At the heart of world affairs: Thanks to free trade agreements with China, India, Australia, Japan, New Zealand and South Korea, a free-trade zone has been created that spans half the globe.

It is telling that a city state such as Singapore, with an area of 712 square kilometres – smaller than Berlin – occupies 37th place in the global rankings for gross domestic product. Few people are aware that the largest gold mine in the world is in Indonesia, or that Vietnam is the world's fifth-largest exporter of clothing, and that Thailand is currently investing €1 billion in wind energy.

As a region, the ASEAN countries are jointly in seventh place in the world GDP rankings. That's a truly strong position. And reason enough for any business to pay more attention to the region and the opportunities it has to offer!



FORWARD THINKING

There's a lot going on. Demand is increasing. We're watching the Asian markets closely. And the information we gather enables us to think and act with foresight, and exploit market opportunities to the full. This is just one of the major strengths of the Messe Düsseldorf Group. These considerations first brought us to Singapore in 1995. Our objective: To create closer relationships between international exhibitors and South-east Asian buyers.



From Singapore, we have linked our network to trade fair locations in Southeast Asia. We have been quick to realise the importance of personal contacts and meeting face to face.

The benefit for market leaders. It's a fact: The Messe Düsseldorf Group's product spectrum, with its five areas of expertise and over 20 leading trade fairs in its portfolio, has done much to foster trust in the potential of this region. And those that set the pace in plastics and rubber, printing and packaging, wire and cables, tubes, health and medicine or occupational health and safety may be sure that their ambitions can be just as effectively realised in Bangkok or Jakarta.

To this end, Messe Düsseldorf Asia focuses on a trusted strategy, i.e. concentration on our core competences. We make sure that our events are organised with a degree of professionalism that equals the best in the world. Comprehensive service of the highest international level is standard. And we work closely together with our colleagues of the Messe Düsseldorf Asia Group and with our partners in governments, trade and professional associations and industry.

It's all been worthwhile. This is a phrase we love to hear – from both exhibitors and visitors alike. It encapsulates the feeling we want to engender at our trade fairs. Contacts between suppliers and buyers are forged. A forum for transferring know-how and exchanging ideas is created. Foundations for establishing lasting business relationships are laid down, because this is where people meet people. We call it the Basis for Business. People understand that everywhere. Southeast Asia is no exception.



IN A CLASS OF OUR OWN

Our five
product groups worldwide

interpack

Düsseldorf

Bevtec Asia

BANGKOK/THAILAND

CHINA-PHARM

BEIJING/CHINA

Embax

BRNO/CZECH REPUBLIC

FOOD PROCESSING & PACKAGING EXPOSYUM

NAIROBI/KENYA

INDOPACK

JAKARTA/INDONESIA

INTERNATIONAL PACKTECH INDIA

MUMBAI/INDIA

PACK PRINT INTERNATIONAL

BANGKOK/THAILAND

PROCESS EXPO

CHICAGO/USA

UPAKOVKA/UPAK ITALIA

MOSCOW/RUSSIAN FEDERATION

MEDICA

Düsseldorf

CHINAMED

BEIJING/CHINA

HOSPITALAR

SÃO PAULO/BRAZIL

MEDICAL FAIR ASIA

SINGAPORE

MEDICAL FAIR BRNO

BRNO/CZECH REPUBLIC

MEDICAL FAIR INDIA

NEW DELHI, MUMBAI/INDIA

MEDICAL FAIR THAILAND

BANGKOK/THAILAND

MEDICAL MANUFACTURING ASIA

SINGAPORE

MEDICAL WORLD AMERICAS

HOUSTON/USA

MEDIZ SPB

ST PETERSBURG/RUSSIAN FEDERATION

OS+H ASIA

SINGAPORE

ZDRAVOOKHRANENIYE

MOSCOW/RUSSIAN FEDERATION

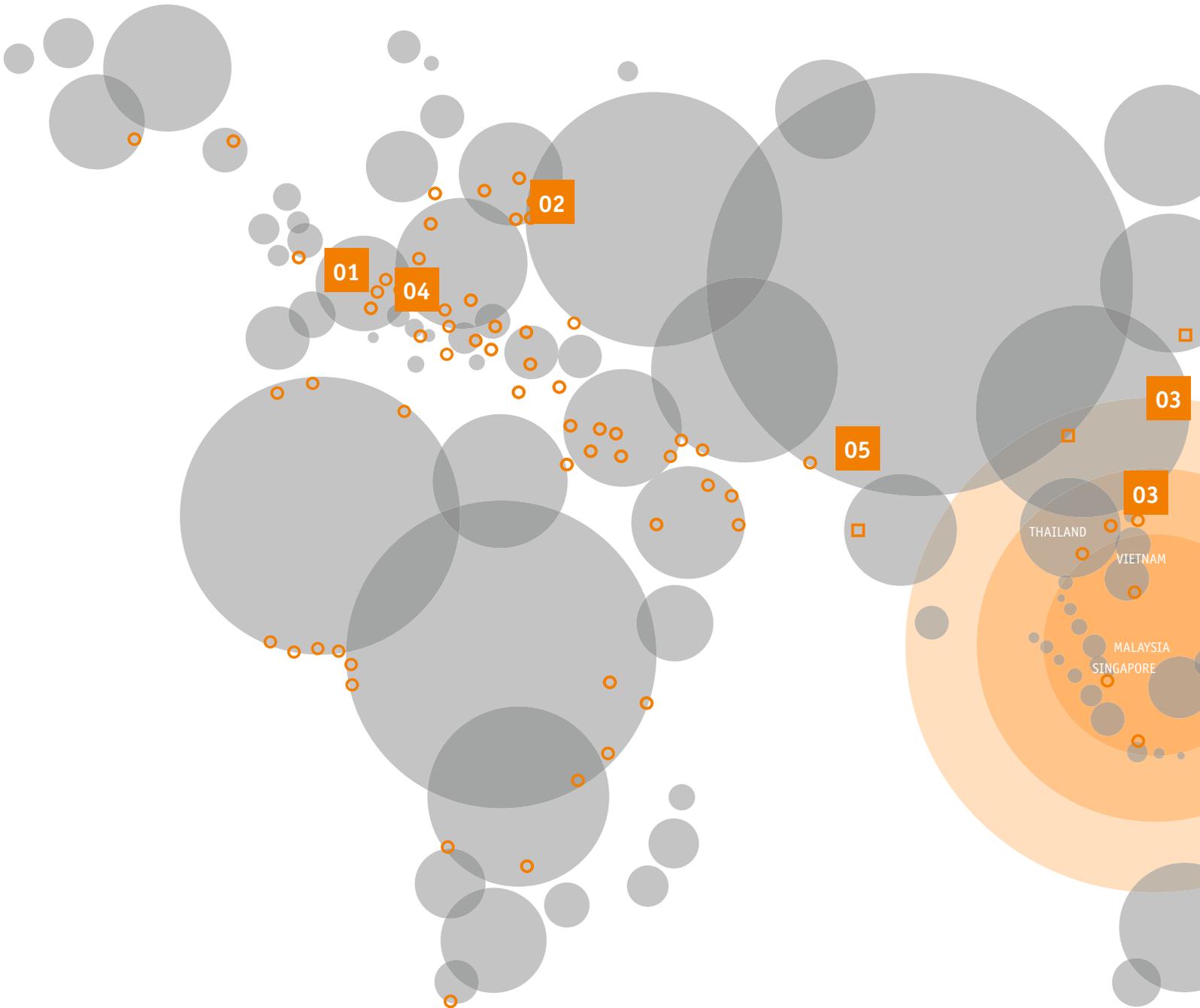
24 top ranking trade fairs – worldwide. Our record is hard to beat: A success concept for trade fair brands which are the undisputed frontrunners in their fields. We are continually working on this concept to improve it further, and in doing so we are concentrating on five core areas of expertise amassed over the decades.

Our product groups are in exactly these sectors – and set the standard as market leaders for contact quality. The fields of expertise of the Messe Düsseldorf Group.

Machinery, plant and equipment Example: K Trade Fair for Plastics and Rubber, the industry leader and an export sensation at 10 other fair locations worldwide. The youngest member of our product group: indoplas, the Jakarta-based meeting point for this sector in the ASEAN countries. **Health and medicine** The MEDICAL FAIR, held in Singapore and Bangkok, continues the success concept of the leading international MEDICA fair as the industry’s meeting point and trend barometer.

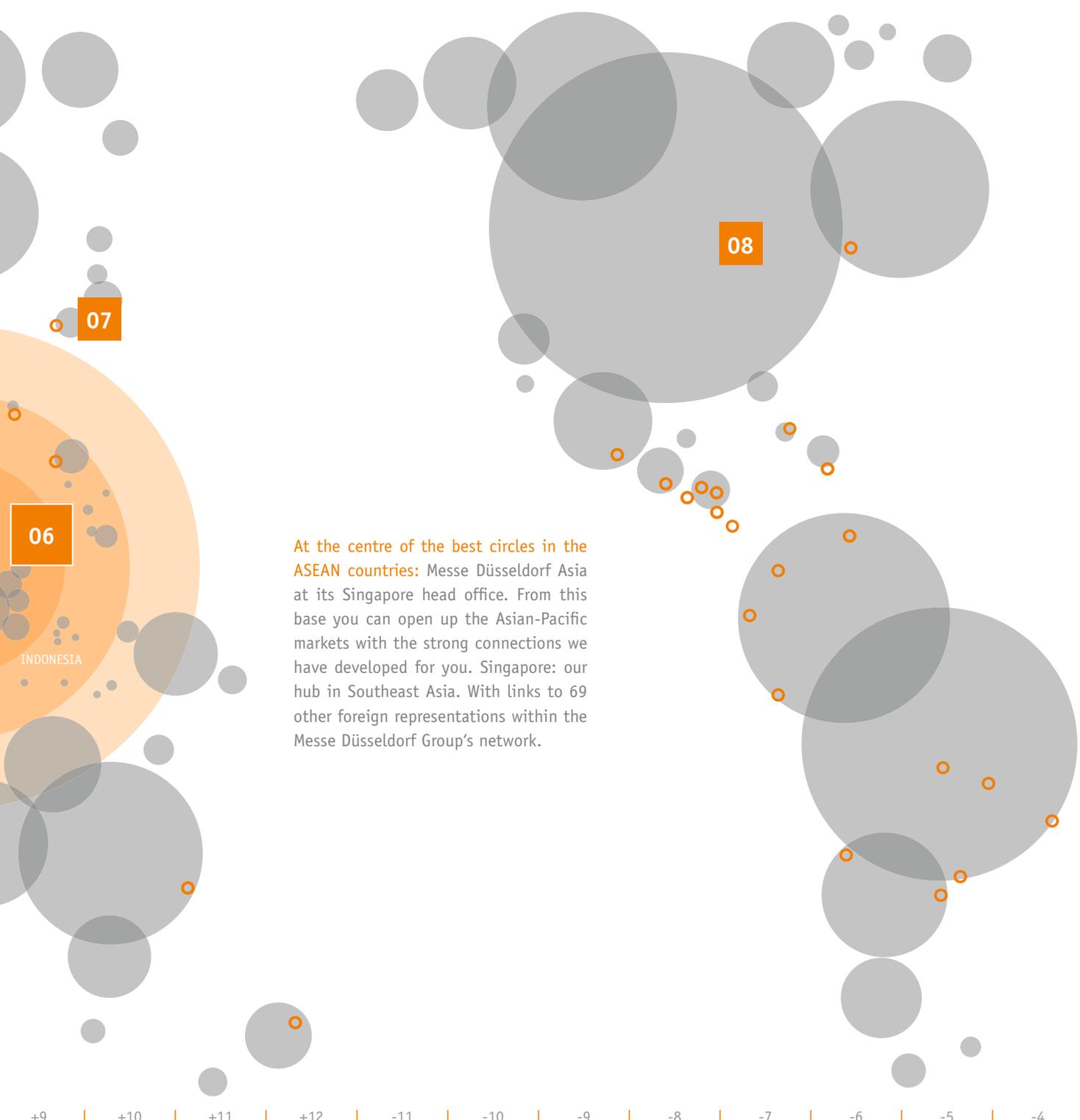
<p>K Düsseldorf</p> <p>ARABPLAST DUBAI/UAЕ</p> <p>CHINAPLAS GUANGZHOU, SHANGHAI/CHINA</p>	<p>INDOPLAS JAKARTA/INDONESIA</p> <p>interplastica MOSCOW/RUSSIAN FEDERATION</p> <p>PLASTICS AND RUBBER VIETNAM HO CHI MINH CITY/VIETNAM</p> <p>PLASTINDIA NEW DELHI/INDIA</p> <p>T-PLAS BANGKOK, THAILAND</p>	<p>drupa Düsseldorf</p> <p>ALL IN PRINT CHINA SHANGHAI/CHINA</p> <p>INDOPRINT JAKARTA/INDONESIA</p> <p>PACK PRINT INTERNATIONAL BANGKOK/THAILAND</p> <p>PRINTEXPO BRNO/CZECH REPUBLIC</p>	<p>wire/Tube Düsseldorf</p> <p>indometal JAKARTA/INDONESIA</p> <p>TEKNO/TUBE ARABIA DUBAI/UAЕ</p> <p>TUBE INDIA INTERNATIONAL/ WIRE & CABLE MUMBAI/INDIA</p> <p>TUBOTECH SÃO PAULO/BRAZIL</p> <p>WIRE SOUTH AMERICA SÃO PAULO/BRAZIL</p> <p>WIRE/TUBE CHINA SHANGHAI/CHINA</p> <p>WIRE/TUBE RUSSIA MOSCOW/RUSSIAN FEDERATION</p> <p>WIRE/TUBE SOUTHEAST ASIA BANGKOK/THAILAND</p>
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INTRODUCING YOU TO THE BEST CIRCLES



-3 | -2 | -1 | CET | +1 | +2 | +3 | +4 | +5 | +6 | +7 | +8

- 01 Düsseldorf:** Head office of the Messe Düsseldorf Group – at the centre of Western Europe
- 02** The trade fair capital of all Eastern Europe: **Moscow**
- 03** Close to 1.3 billion customers: Messe Düsseldorf China in **Hong Kong, Shanghai and Beijing**
- 04** The turning point between East and West: **Brno**
- 05** The gateway to the Indian subcontinent: **New Delhi and Mumbai**
- 06** **Basis for Business in Southeast Asia: Singapore**
- 07** One of the most potent economic regions in the world: **Japan**
- 08** Where all our North American activities are coordinated: **Chicago**



At the centre of the best circles in the ASEAN countries: Messe Düsseldorf Asia at its Singapore head office. From this base you can open up the Asian-Pacific markets with the strong connections we have developed for you. Singapore: our hub in Southeast Asia. With links to 69 other foreign representations within the Messe Düsseldorf Group's network.

+9 | +10 | +11 | ±12 | -11 | -10 | -9 | -8 | -7 | -6 | -5 | -4

GOOD FOR GROWTH



01

MACHINES, PLANT AND EQUIPMENT

Bevtac Asia
drupa
Energy Storage
GIFA
glasstec
indometal
INDOPACK
INDOPLAS
INDOPRINT
interpack
ITPS
K
METEC
NEWCAST
PACK PRINT INTERNATIONAL
Plastic & Rubber Vietnam
T-PLAS
THERMPROCESS
Tube
Tube Southeast ASIA
Valve World Expo
wire
wire Southeast ASIA

02

COMMERCE, TRADES AND SERVICES

EuroCIS
EuroShop
ProWein

Our golden rule at Messe Düsseldorf: We are focused on the needs of the market. In Southeast Asia we concentrate on two core sectors which interest the region's industries the most when it comes to knowledge transfer and the greatest growth potential. What is fuelling the tiger economies at the moment? Modernisation in machine tools and plant construction, as well as the progressive field of medical technology. Our core competence: Trade fair brands that add dynamism to the markets of Southeast Asia. Good for growth.

03

HEALTH AND MEDICINE

A+A
COMPAMED
MEDICA
MEDICAL FAIR ASIA
MEDICAL FAIR THAILAND
MEDICAL MANUFACTURING ASIA
OS+H Asia
REHACARE INTERNATIONAL

04

FASHION AND LIFESTYLE

BEAUTY DÜSSELDORF
GDS
make-up artist design show
tag it! by GDS
THE GALLERY DÜSSELDORF
THE LITTLE GALLERY
TOP HAIR INTERNATIONAL

05

LEISURE

boot Düsseldorf
CARAVAN SALON DÜSSELDORF
TourNatur

Comprehensive information on our five areas of expertise can be found at www.messe-duesseldorf.com

01

MACHINERY, PLANT AND EQUIPMENT

Worldwide

› drupa Düsseldorf › interpack Düsseldorf › All in print CHINA Shanghai › International Packtech India Mumbai › PROCESS EXPO Chicago › UPAKOVKA/UPAK ITALIA Moscow



› PACK PRINT INTERNATIONAL

Information online www.pack-print.de

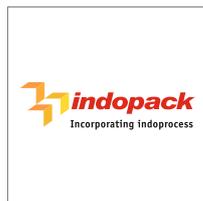
In just a few years PACK PRINT INTERNATIONAL has grown into the largest specialist trade fair of its kind in Southeast Asia – thanks in no small part to its close cooperation with The Thai Packaging Association and The Thai Printing Association.



› INDOPRINT

Information online www.indoprintpackplas.com

INDOPRINT 2012 translated the success concept of our leading trade fairs firmly into the printing industry. International exhibitors presented advanced technological solutions and recognised in Jakarta a regional market with significant growth potential.



› INDOPACK

Information online www.indoprintpackplas.com

Parallel to INDOPRINT, INDOPACK is another major point of attraction for the print industry. Here, specialists in the packaging sector offer an impressive demonstration of their innovative technological solutions.

Worldwide

› GIFA Düsseldorf › METEC Düsseldorf › THERMPROCESS Düsseldorf › NEWCAST Düsseldorf
› Foundrex India Hyderabad Pune › FOND-EX Brno › TURBOTECH São Paulo › TEKNO/Tube Arabia
Dubai



› INDOMETAL

Information online www.indometal.net

Springboard into the Indonesian steel industry: Indometal was introduced in 2013 as a specialist event and is the platform for B2B contacts with sector decision-makers in Southeast Asia.



› Bevtec Asia

Information online www.bevtecasia.com

The production and sales of drinks in Thailand are booming. With the introduction of Bevtec Asia in 2015 Messe Düsseldorf Asia offers the rapidly growing Thai drinks manufacturing market a new platform for exchanging technological and production know-how. The fair is designed in cooperation with Asian Exhibition Services and with support from the drinks industry in Thailand.



01

MACHINERY, PLANT AND EQUIPMENT

Worldwide

- › K Düsseldorf
- › ARABPLAST Dubai
- › CHINAPLAS Shanghai, Guangzhou
- › PLASTINDIA New Delhi
- › interplastica Moscow



› T-PLAS

Information online www.tplas.com

T-PLAS is the specialist fair in the largest and strategically most important manufacturing market of the region, Thailand. It therefore has major international appeal: More than 200 exhibitors from over 20 countries will show at T-PLAS, which in 2015 will be held in parallel with PACK PRINT INTERNATIONAL.



› INDOPLAS

Information online www.indoprintpackplas.com

A booming consumer goods industry has encouraged the development of a strong plastics sector and makes Indonesia the ideal location for INDOPLAS. Exhibitors here benefit from constantly increasing demand in the plastics production and petrochemicals sectors.



› Plastics & Rubber Vietnam

Information online www.plasticsvietnam.com

The growth figures for Plastics & Rubber Vietnam reflect the dynamism of the sector in this country. More than 150 international exhibitors come face to face with 7500 trade visitors from 24 countries: our high-profile trade fair concept is also a success in Vietnam.

Worldwide

› **Tube** Düsseldorf › **Indometal** Jakarta › **Tube CHINA** Shanghai › **Tube India International** Hyderabad › **Metallurgy-Littmach, Tube Russia, Aluminium/Non-Ferrous** Moscow



› **TUBE SOUTHEAST ASIA**

Information online www.tube-southeastasia.com

The most important trade fair for manufacturers and downstream users in the industry in the Southeast Asia region – Tube is the ideal platform for marketing the latest machine tools and plant, new technologies and solutions for the production of tubes and pipes.

Worldwide

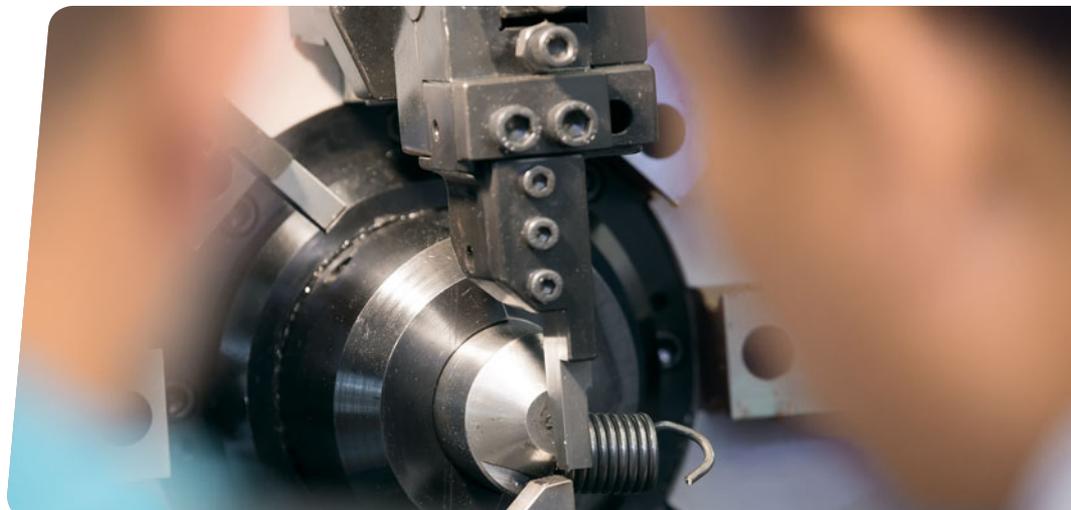
› **wire** Düsseldorf › **wire CHINA** Shanghai › **wire Russia** Moscow › **wire South America** São Paulo
› **Wire & Cable India** Mumbai



› **WIRE SOUTHEAST ASIA**

Information online www.wire-southeastasia.com

The most important regional fair for the wire and cable industry, where suppliers meet the most important decision-makers from Thailand and Southeast Asia. Some 380 exhibitors used wire 2013 as their Basis for Business in the ASEAN countries.



03

HEALTH

AND MEDICINE

Worldwide

- › **MEDICA** Düsseldorf
- › **COMPAMED** Düsseldorf
- › **A+A** Düsseldorf
- › **REHACARE INTERNATIONAL** Düsseldorf
- › **HOSPITALAR** São Paulo
- › **CHINA MED** Beijing
- › **HOSPIMEDICA INDIA** Mumbai
- › **ZDRAVOOCHRANENIJIE** Moscow
- › **HOSPIMEDICAL** Brno Brno



- › **MEDICAL FAIR ASIA**
- Information online**
- www.medicalfair-asia.com



- › **MEDICAL FAIR THAILAND**
- Information online**
- www.medicalfair-thailand.com



- › **MEDICAL MANUFACTURING ASIA**
- Information online**
- www.medmanufacturing-asia.com

At the MEDICAL FAIR ASIA, the largest trade fair for health and medicine in Asia, the focus is on equipping and supplying hospitals, diagnostic, pharmaceutical and medical facilities, as well as rehabilitation centres. This fair runs simultaneously with MEDICAL MANUFACTURING ASIA, organised in conjunction with SPETA (Singapore Precision Engineering & Tools Association), supported by International Enterprise (IE) Singapore and SPRING Singapore. The MEDICAL FAIR THAILAND is staged every two years and is aimed at the expanding market for health and medicine in Thailand.

*All our trade fairs in Indonesia are held in collaboration with local exhibition organiser PT Wahana Kemalaniaga Makmur (WAKENI).

Worldwide

> A+A Düsseldorf > COS+H Beijing > PYROS Brno > INTERPROTEC Brno > ISET Brno



> OS+H ASIA

Information online www.osh-singapore.com

Occupational Safety + Health Asia is the leading trade fair for health and safety in the workplace in Singapore. It has established itself as the regional expert forum for occupational health and safety in Southeast Asia.



GROWING TOGETHER

Everyone in business in ASEAN countries today benefits from a shared vision that has become economic reality. The common aim: A prospering economy, social progress and political stability.





The origins of economic cooperation in Southeast Asia go back to the 1960s. At that time the objective was to create a free trade zone and thereby strengthen the position of member states in their markets worldwide. Today ASEAN countries are firmly established in the global economy. The ten member states benefit from free trade within the ASEAN Free Trade Area and about a quarter of their business is with their neighbours. Almost 600 million people are profiting from the economic growth of the region and are consumers in a domestic market that is larger than the European Union.

Values create values When the Messe Düsseldorf Group started doing business in Southeast Asia, one skill was sought after in particular – the cultivation of business relationships. There is a special word for this locally: ‘guanxi’, meaning mutually beneficial relationships – a traditional value that defines business life. We have generated trust and created just such relationships. Meanwhile our business partners have come to know us as a partner that sees cooperation as a long-term commitment.

This enables the Messe Düsseldorf Asia team to support its clients with its extensive know-how and understanding of the cultural differences that exist in the various markets of this highly diverse region today.

Southeast Asia has become a magnet for foreign investors. In 2012 alone, US\$107,062 million flowed into the region in the form of direct investments – a clear indication of the enormous opportunities that are latent in the further development of Southeast Asia. Wherever new market opportunities are opening up, Messe Düsseldorf Asia is right there. Trust our experience, and the values we have developed over many years: guanxi.





WELCOME TO SINGAPORE

A metropolis with much to recommend it, both economically and architecturally. This tropical city state with almost 5.4 million inhabitants is a melting pot of cultures and languages – a fine example of successful migration. It is also a financial centre with enormous economic power extending across the entire region.

Singapore, location of Messe Düsseldorf Asia, is the perfect example of the standard of development now widespread throughout ASEAN countries. The city state offers businesses and trade fair organisers ideal conditions and a superb infrastructure. Over 60 airlines frequent Singapore airport. Its port features one of the world's largest container handling facilities. No wonder that this city state has attracted over 7000 international companies that profit from its strategic position. Singapore is both the centre of and the gateway to Southeast Asia.

BOOMTOWNS: BKK, CGK & SGN*

Boomtown 1: Bangkok, Thailand's capital, is a capital city in every respect. More than 14 million people inhabit its metropolitan area and it is a transport interchange through which some 90% of all foreign trade passes. It attracts visitors from all over the world who come to Bangkok to enjoy Asiatic hospitality.

With its **top-class infrastructure** and pro-business policy the Thai government has created the foundations for intensive international trade activity and long term investments. Bangkok is the political, economic and cultural centre of Thailand.

69 million people in Thailand represent a growing domestic market with strong indigenous demand for consumer goods. For companies with an international outlook, Bangkok is the gateway to the markets in Indochina. In the industrial sector the country's strengths lie in the fields of electronics, the automotive industry, the food packaging industry and health & medicine, which is becoming ever more important.



Boomtown 2: Jakarta is the capital of the largest national economy in Southeast Asia: Indonesia. More than ten percent of the population, some 28 million people, live in its metropolitan area alone. Economic signs are auspicious; experts predict that by 2030 Indonesia will be the seventh-largest national economy in the world. With **240 million inhabitants living on more than 17,000 islands**, Indonesia is the fourth largest country in the world.

Robust macroeconomic conditions, strong domestic demand, generous raw material resources and the most advanced measures for improving the business infrastructure make Indonesia an economy whose prospects for growth in the coming years are second to none. Growing investments from all over the world, demand for living space and tourism have all stimulated a boom in construction throughout the country. This has resulted in new jobs being created in the fast growing sectors of the economy and propelled the country's development forward.

Boomtown 3: Ho Chi Minh City (HCMC) – sometimes still referred to as Saigon – is Vietnam's largest city with roughly 7.1 million inhabitants. Its abbreviation HCMC stands for the industrial centre of the country and the most important transport hub in the south. A country with almost **89 million inhabitants** now undergoing dynamic development: 70% of the population is under 30 years old, and this is where a new middle class is emerging with steadily rising incomes. One of the drivers of economic development here is private consumption. This is the decisive factor in overall demand; in 2012 it accounted for roughly 65% of Vietnamese GDP.

Vietnam has one of the world's highest rates of urbanisation. By 2030 almost half of all Vietnamese will be living in cities. Since Vietnam joined the WTO in 2007 its market has gradually opened, leading to the creation of mutual international trade, while trade barriers have to a large extent been removed. Vietnam's mood of optimism in figures: between 1988 and 2013, the Ministry for Planning and Investments (MPI) authorised **exactly 15,298 foreign investment projects worth some US\$223 billion** – investments in the steady growth and competitiveness of Vietnamese enterprise.

* International airport codes for the three Asiatic cities



CONTACT US

Need more information?

Any further questions?

Would you like to know more about the Messe Düsseldorf Group,
or any specific topic?

Contact us at: > www.messe-duesseldorf.com





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Basis for
Business

