

12th Presentation

Intrenasionale
**INDUSTRIAL
EXP**  **2011
PENANG**

The Strongest & Most Influential Industrial Expo in the Region

24 - 26 March 2011

Penang International Sports Arena

Penang, Malaysia

Co-located Show:


**automation
EXP**  **2011
PENANG**

Organised by :

 **Intrenasionale**



Endorsed by :



PENANG, HOST TO THE MOST SUCCESSFUL INTERNATIONAL INDUSTRY MACHINERY TRADESHOW IN IEX 2011!

Coming March 24-26, 2011 at the Penang International Sports Arena (PISA)

“ Why IEX Is A Must Visit Tradeshow? ”

Technology platform for industrial organizations

Organized by Intrenasionale and the Penang State Government, the IEX 11 has been able to continuously innovate itself to be relevant to the industrial needs of the region and will prove successful for exhibitors in conducting their permissive face-to-face marketing exercises especially in this region.

The manufacturing sector in Penang is the biggest GDP contributor to the state and is highly populated with the semiconductor, medical, and industrial automation are constantly looking for new technology and process.

IEX 11 has continually played the role as the technology platform for these organizations and has provided the best return on investment for exhibitors as it continues to draw in large numbers of quality decision makers annually.



Our proven visitor promotional strategies



Over the last decade, IEX has not only consistently attracted large quantity of visitors but also of great quality. Our proven visitor promotional strategies that include billboards and streamers, newspaper advertisements, direct invitation to an up-to-date database of relevant industry players and formal invitation through associations makes the IEX a must visit tradeshow in the region for more than 82,000 local and international visitors since its inception. Our research team will continue to identify new qualified that we can invite and we are continuously expanding our market area to cater to a larger audience.

Exhibit Profile

Sheetmetal Technology
Machine Tools
Softwares & Prototyping Systems
Measurement Technology

Mould & Die
Surface & Heat Treatment
Material Handling & Storage
Welding Technology

Industrial

5th Presentation



automation EXP 2011 PENANG

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internationale
INDUSTRIAL
EXP  *2011*
PENANG



Organised by :



Endorsed by :



Visitor Profile

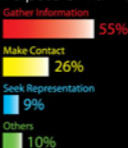
Agent / Distributor / Trader of Machine Tools
Aircraft Maintenance / Parts Manufacturing
Automotive Parts
Basic Metal / Foundries / Mills
Design & Consultancy Services
Electrical / Electronics Manufacturing

Government Agencies / Trade Associations
Mechanical, Fabrication and Metalworks
Oil & Gas Industry
Packaging / Printing
Shipbuilding & Maintenance
Telecommunications Equipment Manufacturing

Summarized Statistic



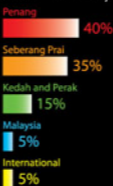
Purpose of Visit



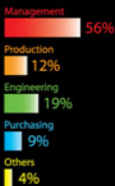
Purchasing Power



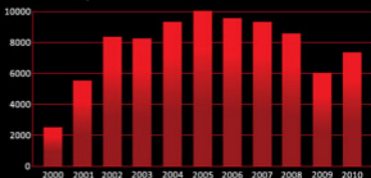
Visitor Locality



Job Function



Total Visitors



Penang, the industrial automation hub in Malaysia and for the region will again play host to the 5th Annual International Automation Expo (AEX).

With a large concentration of system integrators and machine builders in Penang to support the multitude of semiconductor and bio-medical multinationals, participation in the AEX is a must for serious automation suppliers as the event draws in more than 7300 buyers in 2010.

The AEX is organized by Intrenasionale and is supported by the Penang State Government and endorsed by MATRADE.

Exhibit Profile

- Automation Technology for Factory & Warehouse Automation
- Computer Aided Design / Manufacturing (CAD/CAM)
- Computer Aided Engineering (CAE)
- Conveyors Connectors
- Drives and Gears
- Hydraulic & Fluid Control Equipment
- Material Handling Systems, including Components such as Bearings, Clamps & Vices
- Pneumatic
- Process & Control
- Programmable Logic Controllers (PLC)
- Resistors & Sensors
- Robotics
- SCADA Systems
- Sensors and Management Systems
- Test and Measurement Technology
- Vision & Recognition Systems

Visitor Profile

- Aircraft Maintenance
- Airports & Seaports
- Automotive Manufacturing / Assembling / Parts
- Chemical / Petroleum
- Electrical & Electronics Production
- Fabricated Metal Products & Machinery Equipment
- FMCG
- Foundries
- Furniture
- HVAC
- M&E Consultants
- Machine Makers
- Oil & Gas
- Parts Manufacturing
- Pharmaceutical
- Process Engineering & System Integrators
- Semiconductor Industry
- Warehousing



Automation

Lower cost of participation for your company

Endorsed by:



The Intrenasionale Industrial Expo /Automation Expo is also the only locally organized international annual tradeshow for the general industry in Penang and has been endorsed by MATRADE since 2003. With this endorsement, qualified SMEs looking to participate in the IEX /AEX can apply for the Market Development Grant (MDG) which will reimburse up to RM 5,500 for booth cost per company. This greatly lowers the cost of participation and makes the IEX /AEX an even more attractive promotional option.

For further details, please visit www.matrade.gov.my

Advertising Activities

- Newspaper
- Trade Directories
- Billboard
- Visitor Invitations
- Website
- Streamer

Reserve Your Prime Exhibit Space

STANDARD BOOTH
3m x 3m



- A Modular Solid-Wall Shell Stand with Carpeted Floor Space
- Fascia Board with Company Name
- One Information Desk
- Two Folding Chairs
- Two Fluorescent Lighting
- One 13 amp power-point
- One Waste Paper Basket

RAW SPACE
3m x 3m



Investment Cost

Malaysian Companies

Non-Malaysian Companies

Standard Booth
Raw Space

RM 5,500 per 9 sq meter
RM 580.00 per sq meter

USD 2000.00 per 9 sq meter
USD 210.00 per sq meter

(please note that there is a minimum requirement of 18 sq meter for raw space)

Your Free Entitlements

- Exhibitor listing in www.iex.com.my / www.automationexpo.com.my
- VIPS, trade invitation material and emailer to invite your customers to visit you at IEX 2011 / AEX 2011
- Listing in Show Directory
- Complimentary access to Exhibitor Lounge

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