

Asean Elenex 2007 and Industrial Automation 2007 = A Successful Business Event!

The combination of the two leading industry events concluded on a most successful note after running for 4 days from 18 – 21 July 2007 at the Kuala Lumpur Convention Centre.

534 leading companies from 31 nations worldwide displayed some of the latest technology and systems over an area of 10,000 sqms which also included 5 national groups from China, Korea, India, United Kingdom & Singapore.

Some of the leading players comprised ABB, AM SGB, Advantech, Areva, Control & Switchgear, Emerson, Edex, FA Control, Festo, Harting, Igus, Indelsys, JJ- Lapp Cable, LKE Electric (Malaysia), Kerpen, Metal Work Pneumatic, Phoenix Contacts, Platinum-MRE, RS Components, Siemens, Srita, Tokai Engineering, Tyco Electric, Unique Industrial and Usha International. This set the stage for a truly comprehensive and top quality event .

The 4-day exhibitions saw exhibitors and trade visitors engage in top quality business discussions and technical product briefings at exhibitors booths, turning the 9361 trade visitors into exhibitors' potential business prospects.

This concluded both Asean Elenex 2007 and Industrial Automation 2007 as a successful business-focused event.

Some of the key features which helped to further enhance the value of the shows included the *IA-Community Machine Builders Village & Procurement Forecasts presentations*, by renowned machine builders at the show.

Some of the Machine Builders who participated : **FLEXLINK, GENETEC, TAKEIKI (representing MONTECH), U-METAL, ZOOMIC, PACKAGING SALES & SERVICE, VEPRO GROUP** amongst others.

They also presented their Procurement Forecasts throughout the show, drawing immense interest from across the industry.

The FMM ATIG also conducted the Industrial Automation Conference (IAC) 2007 aptly themed “ *Competitive Edge & Effective Management Through Automation Technology*”. The IAC 2007 held over two days during the show also provided major debates and deliberations concerning key issues of the industry. Some 100 delegates attended and also took the opportunity to visit the exhibitions.

The shows and conference were officially opened by Malaysia's Minister of Energy , Water and Communication and attended by Chairman of TNB, Tan Sri Amar Leo Moggie, Dato' Dr Hj Ariffin Aton, President & CEO of SIRIM , Mr Tiong Khe Hock, Chairman of FMM-ATIG and all exhibitors and conference delegates.

Part of the shows' success is attributed to the supporting bodies and agencies namely the Ministry of Energy, Water and Communications, the Ministry of Science, Technology and Innovation (MOSTI), the Energy Commission, SIRIM Bhd, Tenaga Nasional Bhd,

the Electrical and Electronics Association of Malaysia (TEEAM), the respective Automation Technology Industry Groups of both Federation of Malaysian Manufacturers (FMM-ATIG) and Singapore Manufacturers Federation (SMa-ATIG).

Looking ahead, the platform for the next edition for both Asean Elenex and Industrial Automation in 2009 is positive with a good number of companies already interested to book their booth for the shows which will be held from 15 – 18 July 2009 .