



GLASSTECH ASIA 2011

IN-CORPORATING

**HOLLOWGLASS ASIA 2011, SOLARTECH ASIA 2011, GLASS
ACCESSORIES ASIA 2011**

**9th INTERNATIONAL GLASS PRODUCTS, GLASS
MANUFACTURING. PROCESSING & MATERIALS EXHIBITION**

Jakarta International Expo

Hall A

23rd November – 25th November 2011

POST EVENT REPORT

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EXECUTIVE SUMMARY

The 9th presentation of Glasstech was organised jointly by the Singapore Glass Association (SGA) and Conference & Exhibition Management Services Pte Ltd (CEMS) at Jakarta International Expo, Hall A from the 23rd – 25th November. Local supporting body include Asosiasi Kaca Lembaran Dan Pengaman (AKLP), Ikatan Arsitek Indonesia (IAI), Himpunan Desainer Interior Indonesia (HDII), Building Engineers Association (BEA) and Green Building Council Indonesia (GBCI). As for overseas supporting bodies will be, Singapore Green Building Council (SGBC), Peninsular Malaysia Glass & Mirror Dealers Association (PPKCSM), Flat Glass Alliance of the Philippines, Inc (FGAPI), Italian Association of Glass Processing Machinery and Accessory Suppliers (GIMAV), Glass & Glazing Federation – UK (GGF), Philippines Chamber of Glass & Aluminum Industry Inc (PCGAI), Thai Glass Dealers Association (TGDA), the Vietnam Architectural Glass Association (VIEGLASS) and National Glass Association (NGA) – US.

AgogExpo was appointed as the official standbuilder for the event with Agility Fairs & Events Logistics Pte Ltd and Schenker Singapore Pte Ltd as the official freight forwarders.

GLASSTECH ASIA 2011 took off with 3,710.75 sqm of built-up area with a total paying area of 2,540 sqm. Compared to last presentation, exhibitorship rose 16.1%, 408 sqm from 2,132 sqm.

A total of 196 companies and organisations from 26 countries and regions participated in GLASSTECH ASIA 2011. 161 were main exhibitors and 35 were co-exhibitors.

All in all, the 3-days event was officially opened on 23rd November 2011 by various VIPs, Mrs Ir. (pron. In-senior) Toeti Rahajoe, MM, Director of Down Stream Industries of the Ministry of Industry of Republic of Indonesia, Mr Samuel Rumbayan from Asosiasi Kaca Lembaran Dan Pengaman (AKLP), Mr Yustinus from Asosiasi Kaca Lembaran Dan Pengaman (AKLP), Mr Masto Oe from PT Asahimas, Mr Johan Dharmawan from PT Muliaglass, Mr Edward Liu from Conference & Exhibition Management Services Pte Ltd (CEMS) and Mr Gan Chee Siong from Singapore Glass Association (SGA).

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1. INTRODUCTION

GLASSTECH ASIA 2011 incorporating 6th HollowGlass Asia 2011, incorporating 2nd Solartech Asia 2012 and 2nd Glass Accessories Asia 2010, the 9th International Glass Products, Glass Manufacturing, Processing & Materials Exhibition & Conference was held at Jakarta International Expo, Hall A from the 23rd November – 25th November 2011.

The event was co-organised by the Singapore Glass Association (SGA) and Conference & Exhibition Management Services Pte Ltd (CEMS).

An Organising Committee comprising members from both organisations was set-up to oversee the event. Representing the association in the committee were the following:

Chairman

Mr Gan Chee Siong

Company

Glimex Marketing Pte Ltd

Members

Mr Goh Lian Seah, Simon

Glass Point Construction Pte Ltd

Ms Janice Leong

Janco Impex Pte Ltd

Mr Gan Geok Chua

Singapore Safety Glass Pte Ltd

Mr Phoon Seu Meng

Singapore Safety Glass Pte Ltd

Ms Shen Jin Lan

Executive Secretary (SGA)

The event had received the support and endorsement from the following bodies:

1. Singapore Green Building Council (SGBC)
2. Nation Glass Association - US (NGA)
3. Indonesian Glass Association – Asosiasi Kaca Lembaran Dan Pengaman (AKLP)
4. Peninsular Malaysia Glass & Mirror Dealers Association (PPKCSM)
5. Philippines Chamber of Glass & Aluminium Industry Inc. (PCGAI)
6. Italian Association of Glass Processing Machinery and Accessory Suppliers (GIMAV)
7. Glass & Glazing Federation – UK (GGF)
8. Vietnam Architectural Glass Association (VIEGLASS)
9. Thai Glass Dealers Association (TGDA)
10. Green Building Council Indonesia (GBCI)
11. Building Engineers Association (BEA)
12. Ikantan Arsitek Indonesia (IAI)
13. Himunan Desainer Interior Indonesia (HDII)

GLASSTECH ASIA 2011 was officially opened on 23rd November 2011 by various VIPs, Mrs Ir. (pron. In-senior) Toeti Rahajoe, MM, Director of Down Stream Industries of the Ministry of Industry of Republic of Indonesia, Mr Samuel Rumbayan from Asosiasi Kaca Lembaran Dan Pengaman (AKLP), Mr Yustinus from Asosiasi Kaca Lembaran Dan Pengaman (AKLP), Mr Masto Oe from PT Asahimas, Mr Johan Dharmawan from PT Muliaglass, Mr Edward Liu from Conference & Exhibition Management Services Pte Ltd (CEMS) and Mr Gan Chee Siong from Singapore Glass Association (SGA).

2. PROJECT SALES & MARKETING

Exhibit sales and marketing was handled mainly by CEMS with inputs from members of the Organising Committee. The following sales agents in their respected countries were appointed:

- | | |
|------------------------------------|---|
| 1. UK | - ADG Exhibitions |
| 2. China | - Beijing Lead-Top International Fair Co. Ltd |
| 3. China | - Beijing Joining International Fair Co Ltd |
| 4. China | - CCPIT |
| 5. Germany / Austria / Switzerland | - Fair Management AG |
| 6. Taiwan | - Global Product Promotion Inc |
| 7. Indonesia | - Royallndo |
| 8. India | - Comnet Exhibition Pvt. Ltd |

Their results were as follows:

	Agent	Sqm in 2011	Sqm in 2010
1.	ADG Exhibitions	108	75
2.	Beijing Lead-Top International Fair Co. Ltd	144	-
3.	Beijing Joining International Fair Co Ltd	90	27
4.	CCPIT	126	108
5.	Fair Management AG	90	69
6.	Global Product Promotion Inc	63	108
7.	Royallndo	165	-
8.	Comnet Exhibition Pvy. Ltd	-	-

Official support for national pavilions was obtained from UK through the associations and export promotion organisations in the respective countries:

1. UK – Glass & Glazing Federation (GGF)

2.1 - Sales & Marketing Efforts

2.1.1 Direct Selling

Direct selling to potential exhibitors was done by CEMS, members of the organising committee from SGA and appointed sales representatives. Prospects were obtained from related exhibition directories, relevant trade association lists, suppliers to members of SGA, previous exhibitors and personal contacts of organising committee members.

2.1.2 Sales & Marketing Trips to Relevant Exhibitions

Sales and marketing trips were made by CEMS/SGA to the following exhibitions:

1. China Glass 2010 (Beijing, China)
2. Glasstec 2010 (Dusseldorf, Germany)
3. China Glass 2011 (Shanghai, China)
4. Vitrum Glass 2011 (Milan, Italy)

2.2 - Results

GLASSTECH ASIA 2011 took off with 3,710.75 sqm of built-up area with a total paying area of 2,540 sqm. Compared to last presentation, exhibitorship had risen 16.1%, 408 sqm from 2,132 sqm.

The German pavilion comprising of 11 companies, had taken up an area of 90 sqm while UK pavilion comprising of 12 companies had taken up an area of 108 sqm.

A total of 196 companies and organisations from 27 countries and regions participated in GLASSTECH ASIA 2011. 161 were main exhibitors and 35 were co-exhibitors.

Out of the 161 main exhibitors at GA11, 26.84% were exhibitors from Glasstech Asia 2010. The breakdown by country and region is given below. (GA 2010 figures in bracket)

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No.	Country/ Region	Main Exhibitors		Co-Exhibitors		Area	
		2011	2010	2011	2010	2011	2010
1	Australia	1	0	0	1	0	0
2	Austria	0	0	0	2	0	0
3	Belgium	1	2	0	2	18	18
4	Brazil	0	0	0	0	0	0
5	Brunei	1	1	0	0	126	126
6	China	50	24	14	9	498	498
7	Czech Republic	0	0	0	0	0	0
8	Denmark	0	0	0	0	0	0
9	Egypt	0	0	0	0	0	0
10	England	0	0	0	0	0	0
11	Finland	0	0	0	0	0	0
12	France	1	1	0	2	9	9
13	Germany	10	6	1	10	69	69
14	Hong Kong	2	4	1	1	60	60
15	Hungary	0	0	0	0	0	0
16	India	5	0	1	2	0	0
17	Indonesia	35	0	5	2	0	0
18	Iran	0	0	0	0	0	0
19	Israel	0	0	0	0	0	0
20	Italy	7	15	2	4	165	165
21	Japan	1	1	1	1	9	9
22	Korea	1	1	0	0	9	9
23	Malaysia	1	2	1	6	27	27
24	Mexico	0	0	0	0	0	0
25	Netherlands	0	1	0	0	9	9
26	New Zealand	1	1	0	1	0	0
27	Philippines	0	1	1	1	0	0
28	Poland	0	0	0	0	0	0
29	Portugal	0	0	0	0	0	0
30	Russia	0	0	0	0	0	0
31	Saudi Arabia	0	0	0	0	0	0
32	Singapore	21	45	6	10	932	932
33	Spain	0	0	0	1	0	0
34	Switzerland	1	0	1	1	9	9
35	Taiwan	5	9	0	0	108	108
36	Thailand	1	0	2	4	0	0
37	Turkey	1	0	0	0	0	0
38	United Arab Emirates	0	0	0	0	0	0
39	United Kingdom	13	8	0	2	75	75
40	Ukraine	1	0	0	0	9	9
41	Vietnam	1	0	0	0	0	0
	TOTAL	161	121	36	69	2540	2132

Main Exhibitors:		(in %)		(in sqm)
Local Participation	=	21.02% (29.44%)	=	534 sqm (628 sqm)
Foreign Participation	=	82.22% (70.56%)	=	2006 sqm (1504 sqm)
Repeat Exhibitors	=	26.84% (31.98%)	=	1169 sqm (1500 sqm)

3. ADVERTISING & PROMOTION

MARKETING COMMUNICATIONS CAMPAIGN

3.1 Advertising and Promotion

The following objectives were outlined for the advertising and promotional campaign. Marketing Campaign Objectives:

- To position Glasstech Asia as the largest glass product, glass manufacturing, processing and materials exhibition in Southeast Asia that offers access and opportunities into Southeast Asian markets via the locations it exhibits in
- Attract visitors to Glasstech Asia 2011 by:
 - Emphasizing Glasstech Asia's credentials as the exhibition with the widest array of glass products, glass manufacturing and processing technologies, and materials exhibition in Southeast Asia
 - Publicizing free conferences, seminars and forums on emerging trends like glass design, green building and façade engineering in the building and construction industry

3.2 Above-the-Line Marketing Campaign

Above-the-line marketing efforts comprised mainly of print advertisements. Print was used for the targeting of potential exhibitors and visitors. To reach a wider array of visitors from local and regional markets, numerous ads were placed in the respective major newspapers in those countries. For a more targeted approach, the obtaining of advertising space through barter agreements with local and regional magazines and publications relevant to the target audiences was made.

Supporting Publications (Barter Agreements)

Our barter agreements do not just include advertisements of events. It includes pre-event and post-event editorials, event coverage, database blasting (eDMs – electronic direct mailers, e-newsletters), placement of event web banners on media partners' websites and inclusion of event details in media partners' calendar of events.

In exchange for all their assistance in the promotion of Glasstech Asia, media partners were given brand exposure during the event and on our collaterals. The exposure can be obtained through the taking up of free booth spaces in the exhibition, distribution of publications during the event and acknowledgement of assistance (logo) in all marketing campaign materials (print, adverts, EDMs, e-newsletters, website, etc.).

For 2011's Glasstech Asia exhibition, we created a new category called "Local Publicity Partners" to cater to media partners from Jakarta as they requested a different set of barter terms.

The event's supporting media partners, publications and networks are listed below:

Official Publication

- Asian Glass Magazine (United Kingdom)

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Supporting Publications

Publication	Country of Origin
Artenergy Publishing SRL	Italy
Asian Glass	UK
BCI Asia	Indonesia
Building Review Journal	Singapore
Glass Bulletin	India
Media Okna	Russia
Middle East Glass Magazine	Middle East
Photon	Germany
Roof & Facade Asia Magazine	Singapore
Trade Link Media Pte Ltd (Southeast Asia Building)	Singapore

Supporting Online Portals

- China Glass Network
- eTradeAsia.com
- Glass Global
- Glass International
- Tradekey.com

Local Publicity Partners

- Bintang Home
- Building Indonesia
- Idea & Renovasi
- inilah.com
- Konstruksi
- LARAS
- My sweet Home
- real estate gate
- RUMAHKU
- Techno Konstruksi

Advertisements in Newspapers

A newspaper advertising campaign was carried out as a promotional tool to attract visitors to Glasstech Asia 2012. Advertisements were seen on Indonesian newspapers. The newspapers, size of the advertisements and insertion dates are indicated in the table below.

Date of advertisement	Media	Language	Size
16 Nov 2011 (Wed)	Investor Daily	Bahasa	20cm x 3 col
18 Nov 2011 (Fri)	Media Indonesia	Bahasa	20cm x 3 col
21 Nov 2011 (Mon)	Media Indonesia	Bahasa	Half page: 27cm x 7 col
22 Nov (Tues)	Jakarta Post	English	Half page: 27cm x 6 col
	Bisnis Indonesia	Bahasa	Half page: 27cm x 8 col
23 Nov (Wed)	Kompas	Bahasa	27cm x 3 col
	Jakarta Post	English	Half page: 27cm x 6 col
	Investor Daily	Bahasa	20cm x 3 col
24 Nov (Thurs)	Investor Daily	Bahasa	20cm x 3 col

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Unfortunately, due to subsequent last-minute changes to the advertisements for Media Indonesia (21 Nov 2011), Jakarta Post (22 Nov 2011) and Kompas (23 Nov 2011) and confusion on the side of Royalindo, incorrect advertisements were published in the abovementioned newspapers. A letter of complaint was subsequently written to Amelia of Royalindo and she replied with an apology and suggestions as to how the mistake may be avoided in the future.

Advertising in Radio

Radio announcement was carried out as a promotional tool to attract more visitors to Glasstech Asia 2012. The broadcast dates are indicated in the table below.

Date of advertisement	Radio Channels	Language	Duration
17 - 18 Nov	PAS FM / Elshinta	Bahasa	30 secs per slot (12x)
21 - 24 Nov	PAS FM / Elshinta	Bahasa	30 secs per slot (70x)

3.3 Through-the-line Marketing

Electronic Direct Mailer (EDM) and e-Newsletters

Electronic direct mailers (EDMs) were alternated with e-Newsletters for sending from November 2010 to September 2011 on a monthly basis to various publications and magazines in the industry. The information in these mailers is updated every month. They show the highlights of the event plus various additions or new developments in Glasstech Asia 2011. It may also include a touch of industry updates.

Web Banner

Glasstech Asia 2011 web banners with the event information dates, venues and all, is ensured to be present in the media partners' websites and calendar of events.

E-Invitations

There were also electronic invitations that were blasted out to the company's database industry professionals – event exhibitors, architects, contractors, property developers, building and engineers associations, door and window companies and visitors. E-invites were also created for exhibitors to invite their clients down for a meet-up at the exhibition.

E-newsletters

E-newsletters were sent out to provide market industry updates across the region to inform about the business potential of the event.

e-News Issue	Date
1	12 November, 2010
2	3 December, 2010
3	17 December, 2010
4	11 January, 2011
5	15 February, 2011
6	21 March, 2011
7	28 March, 2011
8	25 April, 2011
9	26 May, 2011
10	11 July, 2011
11	21 June, 2011
12	1 July, 2011
13	15 August, 2011
14	16 September, 2011

Fax Blasts

Fax blasts were made to invite general visitors and selected individuals for a focused networking session and local and international exhibitors.

3.4 Below-the-Line Marketing Campaign

This part includes the event's brochure, direct mailers, visitor invitation flyers, visitor information kits, the opening ceremony invitation card and networking reception invitation cards.

Event Brochure and Invitation Flyers

The event's brochure is sent to target names in the company's database. Similarly, the visitor invitation flyer was sent to target audiences. In some cases, invitations were disseminated through industry associations, namely, the Architects Association of Indonesia and the Indonesian Society of Interior Designers to get architects and interior designers to be aware of the event. Trade visitor invite flyers were disseminated to exhibitors for them to send to their target audiences. Invitations for the opening ceremony of Glasstech Asia 2011 were also sent to target individuals and recognized people in the industry.

NETWORKING SESSION INVITATION

We invited specific members from targeted associations and exhibitors to attend the exclusive Networking Session at Jimbaran Resto.

3.5 MEDIA COVERAGE

We hired a local Indonesian PR firm, MAP Communications, to handle local media coverage and public relations efforts. The services paid for are itemized as follows:

- Media Partnership
- Industry Partnership
- Strategic Media Planning
- Ads Placement
- Media Relations
- Industry Association Relations
- Onsite services
- Media Handling
- Press Release Distribution
- Press Kit Preparation
- Media Monitoring
- News Clipping
- Final Report Writing
- Press Conference

Glasstech Asia 2011 Press Conference

A press conference was held on 22 November 2011, a day before the official opening of Glasstech Asia 2011 to spread awareness of the exhibition and encourage the news media to write stories about the exhibition. A goodie bag printed with Glasstech Asia 2011's logo with the pre-prepared press kit was given to the media. A tour of the exhibition after the press conference provided opportunities for news media photographers to take snapshots of key management figures, the exhibition exhibits and exhibition floor. The latest press release was provided during this session along with other details such as exhibitors and floor space by our PR agency, MAP Communications.

Media Interview

Our local media partners interviewed key management figures on the Glasstech exhibition for insights into what they hope to accomplish with Glasstech.

4. TECHNICAL & OPERATIONS MANAGEMENT

Technical and operations management was handled by CEMS.

4.1 - Stand Construction

Agog Expo Pte Ltd from Singapore was appointed as the sole official standbuilder.

The hall was officially taken over by CEMS with Agog Expo on the noon of 20 November 2011 which was ahead of schedule. Floor marking was done on the very day.

Moving in by non-official standbuilders was allowed after 2pm on 21 November 2010.

The breakdown of space type and area are as follows:

<i>Stand type</i>	<i>Area (sqm)</i>	<i>% of total</i>
Shell Scheme	443	17.4
Special design	464	18.2
Singapore Pavilion	505	19.9
Indonesia Pavilion	471	18.5
UK Pavilion	108	4.25
China Pavilion	396	15.6
Taiwan Pavilion	63	2.48
Germany Pavilion	90	3.54
Total	2,540	100%

Agog Expo Pte Ltd handled all official requirements (Including shell scheme stands, facades and signages, buyer's lounge, seminar presentation area etc) for the organisers. As for the provision and installation of all electrical requirements on-site, it is handled by Agog Expo as well.

As planned, the 3 days build-up period (20th – 22nd November) and teardown day (26th November) proceeded in the hall.

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The stand construction process was generally smooth.

The tear down period began straight after the closing of the exhibition on the 25th November 2011. Dismantling of stands and removal of exhibits continued on the 26th November 2011 till late afternoon.

Post-event hall inspection by the venue owner did not reveal any defects to the hall. The hall was handed over to JI Expo by AgogExpo on the afternoon 26th November 2011.

The Official Stand-contractor, received several complaints, generally on the quality of the furniture ordered by the exhibitors. Apart from that, generally AgogExpo was doing good.

4.2 – Venue (Jakarta International Expo)

- 4.2.1 Air conditioning

Exhibitors requested for air-conditioning during setup days as it was quite humid in the hall.

- 4.2.2 Insufficient Lighting

Some exhibitors commented that lighting in the hall was rather dim which we added extra spotlights in their booths to brighten up the whole area.

- 4.2.3 WIFI Usage

Many exhibitors were unhappy that there were no complimentary WIFI within the hall as they will have to purchase the prepaid card or go through our internet kiosk in order to have access to the internet.

- 4.2.4 Accessibility

Though we cater buses to bring in the exhibitors and delegations but accessibility to the hall does prove to be quite a challenge as there is no public transport nearby apart from taxi.

4.3 - Freight Forwarding

Agility Fairs & Events Logistics Pte. Ltd. and Schenker Singapore Pte Ltd were engaged as the official freight forwarders of the event. Generally the moving in and out of exhibits procedures were completed swiftly without major congestion at the loading and unloading bay.

One particular incident happened for future reference.

Elite Connection Marketing

Elsen was discontented by the fact that he has to wait for his machine to be brought in to his booth. Reason is other exhibitors did not stick to the official move in timing and went early to shift their machine which caused a minor delay for those exhibitors who stick to the adhere timing.

4.4- Security Services

Official security agency for the event was provided by Delta as well. A total of 4 security officers were appointed during the build-up period and 8 security officers during the exhibition and tear-down period.

On the whole, the service rendered by Delta was satisfactory; no complaints were received from any of our exhibitors.

4.5- Cleaning Services

Cleaning services was carried out by both JI Expo and AgogExpo cleaning staffs. A couple of complains were received saying that their booth is not neatly clean up.

4.6- Catering Services

The official caterer was provided by JI Expo. The back area of hall A1 was provided for the catering of snacks to the exhibitors during the Happy Hour session on the 23rd November 2011. The caterer also provided for the Opening Ceremony Reception.

4.7- Photography

The official photographer was engaged by CEMS. Services provided were quite ideal as he manage to capture most of the exhibitors and visitors during the trade shows, he took initiative to take photos, and we need not urge him to do so.

5. CONCURRENT EVENTS & KEY PROGRAMMES

5.1 – Glasstech Asia 2011 Exhibitors Happy Hour

As a token of appreciation to the exhibitors, a Happy Hours was arranged on the evening of 23rd November 2011. Free Flow of beer was provided together with some finger food snacks during the Happy Hour session. Generally, it was quite well attended.

5.2 – Glasstech Asia 2011 Networking Reception

A Networking Reception was arranged on the evening of 24th November 2011. We make a reservation at Jimbaran Resto, an outdoor beach restaurant together with local dance performances. It was very well attended, most commented that it is a great venue but the food could be better.

5.3 - Technical Seminar Presentations

An open concept technical seminar presentation area was constructed to provide the exhibitor with presentation opportunity during the show days. Compared to 2010, the presentation is relatively well attended. Below is the presentation schedule.

Venue : Exhibition Hall A2 Seminar Presentation Area
Date : 23rd – 24th November 2011
* 12 scheduled sessions in total for 2 days

TECHNICAL SEMINAR PRESENTATION

Day 1 – 23 November 2011 (Wednesday)		
Session No.	Time (hrs)	Speakers' Presentation
1	1130 – 1215	 <p>Mr. Lim Guan Thean Sales & Marketing Manager – Asia Pacific Vesuvius Malaysia Sdn Bhd Topic: The Dynamics of Fused Silica Rolls, Operation and Maintenance Practices to Produce Quality Tempered Glass</p>
2	1230 – 1315	 <p>Mr. Choo Wee Liang Director Dekson Enterprises Pte Ltd Topic: Introduction of Stanley GMT Products</p>
3	1330 – 1415	 <p>Mr. Klaus-Dieter Schwabe Sales Manager SCHOTT Technical Glass Solutions Topic: Fire Resistant Glazing</p>
4	1430 – 1515	 <p>Mr. Chew Hock Huat Business Director Momentive Performance Materials – GE Constructions Sealants Topic: Next Generation 2 part Structural Sealants</p>
5	1530 – 1615	 <p>Mr. Ir. HM. Hidayat Rais, FBSp Lembaga Pendidikan dan Pengujian Façade</p> <p>Mr. Joseph Kristanto Project & Marketing Manager PT. Muliaglass Topic: Trend Glass Façade for High Rise Building</p>
6	1630 – 1715	 <p>Dr. Teo Wei Boon Senior Research Scientist Solar Energy Institute of Singapore Topic: Fenestration Energy Performance Measurement and Validation</p>

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Day 2 – 24 November 2011 (Thursday)		
Session No.	Time (hrs)	Speakers' Presentation
1	1030 - 1115	 <p>Mr. Pekka Nieminen VP Sales – Asia Glaston Singapore Pte Ltd Topic: How Glaston Products Bring Customer Value</p>
2	1130 – 1215	 <p>Mr. Charley Director Landglass Technology Co., Ltd Topic: Gas Heating Glass Tempering Furnace</p>
3	1230 – 1315	 <p>Mr. Mauro Ferrero Director of Sales Pneumofore S.p.A. Topic: How to Improve Forming and Save Energy</p>
4	1330 – 1415	 <p>Mr. Choo Wee Liang Director Dekson Enterprises Pte Ltd Topic: Introduction of Stanley GMT Products</p>
5	1430 – 1515	 <p>Mr. Richard Huang Industry Manager PT. Air Products Indonesia Topic: Integrated Combustion Solutions for Environment Benefits and Lower Cost to Glass Melting</p>
6	1530 – 1615	 <p>Dr. Teo Wei Boon Senior Research Scientist Solar Energy Institute of Singapore Topic: Fenestration Energy Performance Measurement and Validation</p>

5.4 – Asia-Pacific Architectural Glass & Design Conference

The first Asia-Pacific Architectural Glass & Design Conference will be held concurrently with Glasstech Asia 2011. Scheduled on 23 November, this first-of-its-kind event will provide industry experts, with a key channel to gain deeper insights.

Venue : Exhibition Hall A1 Conference Area
Date : 23rd November 2011

5.5 – Asia-Pacific Façade Engineering Forum

Facade engineers plays a crucial role in the aesthetic, quality, cost and durability of a building and therefore, it is important that facade engineers are constantly educated on the latest news, trends, technological innovations and developments within this industry. The first Asia-Pacific Facade Engineering Forum, organized concurrently with Glasstech Asia 2011, will serve as the key platform for facade engineers to congregate, network, share their expertise and expand their business opportunities.

Venue : Exhibition Hall A1 Conference Area
Date : 24th November 2011

5.6 - Asia-Pacific Green Building Seminar

Attending the Asia-Pacific Green Building Conference will enabled the architects, developers, contractors and engineers to ride with the tide of change that is sweeping through businesses worldwide. It is not just the customers and businesses that will benefit: with Asia-Pacific constantly undergoing change and development, the region will benefit greatly from practices that are considerate to the environment and surrounding human geographies.

Venue : Exhibition Hall A1 Conference Area
Date : 25th November 2011

5.7 – Business Lounge

The Business Lounge was open to all exhibitors and their guests for all 3 show days. Many discussions took place within the lounge which meets the main purpose of the business lounge. One important note to consider will be we should paste a notice on the entrance of the Business Lounge indicating that it is open exclusively for exhibitors and their guests. The rationale is to create better awareness from the exhibitors.

5.8 – Glasstech Asia 2011 Golf Tournament in conjunction with 15th SGA Annual Golf Tournament

A golf tournament was organised at Pantai Indah Kapuk (PIK) course to provide exhibitors with some fun as well as some networking opportunity.

6. MARKETING SERVICES

6.1 - Visitor Promotion Trips

Visitor promotion trips to various associations in the region were made to create awareness and widen publicity to promote Glasstech Asia 2011.

Courtesy calls on various associations in Manila, Hanoi and Kuala Lumpur were made. Informal meetings were held to inform the representatives of the associations on what were installed for their members for the event and encouraged them to disseminate information to their members and form group delegations to visit the exhibition. Various incentive packages were offered for the formation of visiting delegations.

Several media kits were distributed across the entire roadshow duration. These were then disseminated to target members and audiences by the supporting bodies.

Appended below was the schedule of the Visitor Promotion Trip

19 – 22 Oct 2010	Boracay, Philippines	- Hollowglass personnels
21 – 26 Aug 2011	Bangkok, Thailand	- All past exhibitors
18 – 21 July 2011	Jakarta, Indonesia	- Ikatan Arsitek Indonesia (IAI) - Green Building Council Indonesia (GBCI) - Building Engineers Association (BEA) - Himpunan Desainer Interior Indonesia (HDII) - Indonesia Flat & Safety Glass Association (AKLP)
	Hanoi, Vietnam	- Vietnam Glass Association (VIEGLASS)
	Kuala Lumpur, Malaysia	- Peninsular Malaysia Glass & Mirrors Dealers Association (PMGMDA)

6.2 – Official Opening Invitations

500 Invitation cards were sent out to the following groups of people to attend the Official Opening Ceremony.

Associations / Institutions
Embassies / High Commissions
Statutory Boards
Trade Boards
Chamber of Commerce

6.3 – Invitation Flyers

10,000 copies of printed. 4,000 copies were distributed to exhibitors for their own direct mailing to their own clients and 6,000 copies were mailed out to CEMS database of past registered & potential visitors.

The target groups receiving the direct mailing are as follow:

- Past Registered Visitors
- Architects
- Contractors
- Developer & Builder
- Engineers
- Facility Managers
- Interior Designer
- Potential Exhibitor
- Potential Visitor
- Glass Manufacturer & Distributor
- Doors & Windows Installer
- Government Bodies

6.4 – Internet

GA 2011 website was created and posted on the internet under the domain of - www.glasstechasia.com.sg

The GA 2011 website comprised some 30 webpages of information and listing of Exhibitors.

It also had a webpage for online pre registration.

There were in total 216 that pre-registered their visit online.

7. VISITORSHIP

The three-day exhibition attracted a total of 4040 attendees from 40 countries of which 20% were overseas and 80% were locals. The attendees for GA 2010 were 4636 In terms of percentage, there was a decrease of 12.8% in attendees.

Trade visitors alone were 4040 from 40 countries. Out of which - 808 (20%) were overseas and 3232 (80%) were locals.

Comparing with last event's statistics and confining to trade visitors only there was a decrease in visitorship of 12.8% from 4636 to 4040.

Overseas visitorship saw a fairly significant decrease of 30% from 1155 to 808 whereas local visitorship experienced a slight decrease of 7.1% from 3481 to 3232.

(see annex for detail of trade visitor count by country breakdown)

The breakdown of overseas visitors by geographical region.

	2011		2010		2008	
ASEAN (excl host country)	516	12.8%	519	14.2%	597	16.9%
Asia Pacific	132	3.3%	103	2.0%	305	8.6%
Middle East	33	0.8%	12	0.3%	57	1.6%
Europe	82	2.0%	20	0.5%	113	3.2%
Rest of the world	45	1.1%	52	1.4%	36	1.0%
Total Percentage	808	20%	706	18.4%	1108	31.3%

The top 5 ASEAN countries with the highest number of visitors:

Country	2011	Country	2010	Country	2008
Philippines	158	Malaysia	282	Philippines	235
Malaysia	97	Indonesia	149	Malaysia	99
Singapore	65	Thailand	71	Singapore	86
Thailand	62	Philippines	33	Thailand	28
Vietnam	21	Vietnam	24	Indonesia	19

The top 5 foreign countries outside ASEAN with the highest number of visitors are:

Country	2011	Country	2010	Country	2008
China	37	China	43	Hong Kong	22
Taiwan	21	Australia	26	China	18
India	10	India	22	Australia	14
Australia	9	Hong Kong	18	Taiwan	8
Korea	7	Japan	18	India	6

Pre Registered Visitors

A total of 239 pre-registered visitors submitted their registration forms.

8. EXHIBITORS SURVEY

An exhibitor survey was conducted to gather feedback on their participation and services received. The aim of the survey was to obtain as much feedback as possible from exhibitors so as to improve the standard of subsequent exhibitions.

Survey forms were handled out to all exhibitors on the 3rd day, and collected or returned on the same day of the exhibition. Kindly refer to the below for the tabulated results from the collected 100 survey forms.

SURVEY RESULTS GENERATED FROM **EXHIBITORS SURVEY FORM**

Total Number of Respondents: 100

Q1. What are your principal objectives for exhibiting?

- Gather market information – 49%
- Generate new business contacts and sales leads – 75%
- Launch new products – 18%
- Meeting existing clients – 50%
- Promote corporate image and awareness – 43%
- Recruit agents/distributors – 11%
- Secure at-show orders – 6%

Q2. Which of your above objectives have been met?

- Gather market information – 47%
- Generate new business contacts and sales leads – 52%
- Launch new products – 14%
- Meeting existing clients – 53%
- Promote corporate image and awareness – 37%
- Recruit agents/distributors – 0%
- Secure at-show orders – 0%

Q3. Please indicate on the sales results of your participation in the event.

- a) **Sales Confirmed (Total sales confirmed: S\$11,200,000)**
 - S\$0 – 55%
 - S\$50,000 – 6%

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S\$100,000 – 3%

S\$200,000 – 1%

S\$400,000 – 1%

S\$10 million – 1%

b) Sales under negotiation (Total sales under negotiation: S\$30,650,000)

S\$0 – 31%

S\$50,000 – 13%

S\$100,000 – 6%

S\$200,000 – 5%

S\$400,000 – 2%

S\$1 million – 4%

S\$2 million – 2%

S\$20 million – 1%

c) Sales expected over the next 12 months

(Total sales under negotiation: S\$75,200,000)

S\$0 – 10%

S\$50,000 – 6%

S\$100,000 – 13%

S\$200,000 – 8%

S\$400,000 – 8%

S\$600,000 – 5%

S\$800,000 – 6%

S\$4 million – 4%

S\$10 million – 1%

S\$15 million – 1%

S\$20 million – 1%

Q4. How would you judge the success of your participation at Glasstech Asia 2011 based on the following criteria?

a) Number of visitors at your stand:

Overwhelming (More than 500) – 1%

Good crowd (100-499) – 14%

Average (50-99) – 35%

Some (1-49) – 46%

None (0) – 1%

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b) Quality of the visitors at your stand:

- Very good – 4%
- Good – 43%
- Average – 38%
- Not so good – 8%
- Poor – 3%

c) Contacts with new customers:

- Very good (More than 200) – 1%
- Numerous (100-199) – 9%
- Average (30-99) – 30%
- Some (1-29) – 57%
- None (0) – 0%

Q4di. Contacts with visitors from outside Indonesia

- Very good (More than 200) – 4%
- Numerous (100-199) – 4%
- Average (30-99) – 29%
- Some (1-29) – 57%
- None (0) – 4%

Q4dii. From which countries/regions were the visitors at your stand from?

- | | |
|---|-------------------|
| Africa – 13% | Japan – 10% |
| America – 3% | Korea – 13% |
| Australia & New Zealand – 11% | Malaysia – 57% |
| Brunei – 2% | Middle East – 5% |
| China – 44% | Philippines – 48% |
| Europe – 17% | Singapore – 56% |
| India Subcontinent – 10% | Taiwan – 24% |
| Indonesia – 75% | Thailand – 31% |
| Indo-China (Cambodia, Laos,
Myanmar & Vietnam) – 26% | Others – 4% |

Q4e. Contacts regarding new markets

- Very good – 5%
- Numerous – 11%
- Average – 38%
- Some – 38%
- None – 7%

Q4f. Overall Sales Results

Very good – 4%
Numerous – 10%
Average – 24%
Some – 30%
None – 29%

Q5. How do you judge the quality and services at Glasstech Asia 2011 with regards to the following parties?

a) Show Management

Very good – 22%
Good – 54%
Fair – 18%
Poor – 3%
Very poor – 0%

b) Stand Builder

Very good – 10%
Good – 54%
Fair – 18%
Poor – 3%
Very poor – 0%

c) Freight Forwarder

Very good – 11%
Good – 32%
Fair – 14%
Poor – 3%
Very poor – 1%

d) Security

Very good – 14%
Good – 60%
Fair – 32%
Poor – 12%
Very poor – 1%

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e) Catering

- Very good – 9%
- Good – 38%
- Fair – 32%
- Poor – 12%
- Very poor – 1%

f) Stand Cleaning

- Very good – 16%
- Good – 53%
- Fair – 20%
- Poor – 9%
- Very poor – 0%

Q6. How would you rate the advertising and promotion programme:

- Good – 22%
- Sufficient – 53%
- Inadequate – 18%

Q7. Will you be taking part in the next show in 2012? (Please see Page 6 for reasons)

- Yes – 34%
- Maybe – 52%
- No – 11%

Q8. Are there any other countries you are specifically interested in? (Please see Page 7 for countries)

- Yes – 56%
- No – 23%

Question 8 - Countries	
Gin Jye Ming Glass Co Ltd	America
KL-Megla GmbH	Asian Market
ZNG Glass Co Ltd	Australia
Synergraphic Design Pte Ltd	Cambodia/India
AG Industries Asia-Pacific Pte Ltd	China
BP Aluminium Pte Ltd	China
Glimex Marketing Pte Ltd	China
VJF Systems Pte Ltd	China
EuroTECH Vacuum Technologies Co Ltd	China/Germany
Ritec International	China/India

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V-KOOL International / V-KOOL Singapore	Europe/America (Latin & North)
SIMTECH	Europe/Brazil/USA
Shandong JinJing	Germany
USE Electronics (S) Pte Ltd	Germany
Luoyang Landglass Technology Co Ltd	Germany/China/USA
Kin Long	Hong Kong
Roof & Façade	India/Malaysia
A&B Films Pte Ltd	India/Russia/Middle East
Eastech Digital Technology Co Ltd	Japan
GraceGlass	Japan
Avic Sanxin Co Ltd	Malaysia
China Triumph International Eng.Co Ltd	Malaysia
Ajiya Building Material Pte Ltd	Malaysia
Schmid Singapore Pte Ltd	Malaysia
Hydroball Technics (SEA) Pte Ltd	Malaysia
Zippe Industrieanlagen	Malaysia/Germany
Lisus Technology Pte Ltd	Middle East/India
Glass & Glazing Federation	Middle East/Thailand
Yuntong Glass Mech-Electro Technology Co Ltd	Myanmar
Zani Trading Enterprises	Myanmar
Guangdong Fushan Glass Machinery Co Ltd	Phillippines
Beijing Hanjiang Automatic Glass Machinery Co Ltd	Phillippines
Bystronic Asia	Phillippines
Forma/IWG	Phillippines
Janco Impex Pte Ltd	Phillippines
China Southern Glass	SEA
Cerium Technology (S) Pte Ltd	Singapore
ACSI Europe Ltd	Thailand
Fives Stein Ltd	Thailand
Lattimer	Thailand
Bovone Diamond Tools	Thailand
Ferlam Technology	Thailand
CompAir Far East Pte Ltd	Thailand
Glaston Singapore Pte Ltd	Thailand
Vesuvius Zyarock Ceramics (Suzhou) Co Ltd	Thailand
Grincoat Company Ltd	Thailand
Mago Manufacturing & Trading Pte Ltd	Thailand/Philippines
Graphoidal	Thailand-Bangkok
AGR	Thailand-Bangkok
ULG-GmbH	Thailand-Bangkok
A* Glasstech Pte Ltd	Vietnam/Cambodia/UAE
Cool N Lite Solar Film Pte Ltd	Vietnam/Indonesia/Thailand

9. IMAP SURVEY

IMAP OVERALL ASSESMENT REPORT

A. We confirm that our company is incorporated and based in Singapore, and has at least 3 of the following core business functions/ activities operated from Singapore:

Yes : 100% _____
No : _____

- a) Market development and planning
- b) Logistics and shipping management
- c) Research and development and design functions
- d) Manufacturing and other value-added activity
- e) Business and investment planning
- f) Banking, financial and treasury functions

B. ANNUAL COMPANY TURNOVER (S\$)

Below 1 Million : 25% _____
1 Million to 10 Million : 55% _____
Above 10 Million to 50 Million : 15% _____
Above 50 Million to 100 Million : 5% _____
Above 100 Million : 0% _____

1. Fair/Mission Outcomes

Please rate the following:

i. Effectiveness in generating business contacts

1 (Very Poor)	2	3	4	5
0%	0%	0%	5%	30%

6	7	8	9	10 (Excellent)
25%	25%	10%	0%	5%

ii. Effectiveness in achieving business deals

1 (Very Poor)	2	3	4	5
0%	0%	0%	5%	35%

6	7	8	9	10 (Excellent)
15%	25%	10%	0%	5%

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2. Business Contacts

Please indicate the number of business contacts made:

Ajiya Buildings Materials Pte Ltd	: 0
Bystronic Asia Pte Ltd	: 20
Cescoline Industries (Asia) Pte Ltd	: 2
Dekson Enterprises Pte Ltd	: 50
East Tech Glass Services & Construction Pte Ltd	: 50
Elite Connection Marketing Pte Ltd	: 25
Emarian Engineering Construction Pte Ltd	: 50
Estron Marketing Pte Ltd	: 50
Glass Technique Asia Pte Ltd	: 60
Glaston Singapore Pte Ltd	: 20
Biesse-Asia Pte Ltd	: 20
Le-Gardien (S) Pte Ltd	: 100
Meng Heng Glass Pte Ltd	: 120
MSG Singapore Pte Ltd	: 50
Momentive Performance Materials Asia Pacific Pte Ltd	: 0
Perwira Pte Ltd	: 30
Singapore Safety Glass Pte Ltd	: 70
Synergraphic Pte Ltd	: 5
System Aluminium Works	: 0
VJF Systems Pte Ltd	: 0
Total	: <u>722</u>

3. Sales Results

Please indicate the sales results achieved:

- i. Sales Confirmed (SGD\$) – SGD\$456,000**
 - a) Sales Under Negotiation (SGD\$) – SGD\$5,100,000**
 - b) Sales expected over next 12 months (SGD\$) – SGD\$8,380,000**

4. Overall Satisfaction

Please rate the following:

1 (Very Poor)	2	3	4	5
0%	0%	0%	0%	35%
6	7	8	9	10 (Excellent)
25%	25%	5%	5%	5%

5. Event Organization by TA/C

Please rate the following:

i. Pre-event marketing efforts provided by organizing TA/C

(E.g. Quality and timeliness of marketing materials, well organized pre-event briefings, facilitation of queries, networking activities, etc)

1 (Very Poor)	2	3	4	5
0%	0%	0%	5%	35%

6	7	8	9	10 (Excellent)
20%	15%	20%	0%	5%

ii. Quality of logistics arrangements provided by TA/C

(E.g. Travel & accommodation, ground transfers, etc)

1 (Very Poor)	2	3	4	5
0%	0%	0%	10%	15%

6	7	8	9	10 (Excellent)
15%	30%	15%	5%	10%

iii. Location of Singapore pavilion

(If applicable)

1 (Very Poor)	2	3	4	5
0%	0%	5%	5%	25%

6	7	8	9	10 (Excellent)
10%	25%	20%	5%	5%

iv. Overall responsiveness of organizing TA/C in attending to your queries

(E.g. Rules and regulations of IMAP, design, construction, claims processing time, etc)

1 (Very Poor)	2	3	4	5
0%	0%	0%	5%	20%

6	7	8	9	10 (Excellent)
10%	30%	20%	5%	10%

6. IMAP SCHEME

Are you aware that you have participated in this event which is supported under the iMAP scheme

Please indicate:

Yes	No
95%	5%

7. COMMENTS/ SUGGESTIONS

- i) Cescoline Industries (Asia) Pte Ltd : Too expensive for hiring staff
- ii) Meng Heng Glass Pte Ltd : Excellent work. More communication assistance.
- iii) MSG Singapore Pte Ltd : Please consider sun's orientation & inform exhibitor in advance. Heat & glare had caused discomfort to our guests and personnel stationed at the booth
- iv) Momentive Performance Materials Asia Pacific Pte Ltd : More aggressive on publication
- v) VJF Systems Pte Ltd : Should provide free wifi connection for exhibitors

10. OBSERVATIONS & RECOMMENDATIONS

Judging from the overall results of the survey as well as our observations, below are some of the recommendations:

10.1 - Technical & Operations Management

10.1.1 Stand Construction & Service Level

Observation

Generally, AgogExpo is doing fine. They had enough manpower and were fairly efficient in handling to exhibitors' request. Only concern was the quality of the furniture, which cause some discontentment in few of our exhibitors. Apparently, Bystronic and Beijing Hanjiang were quite annoyed by AgogExpo as the chairs they provide were in very bad shape which caused them to fall down while seating on the damaged chairs. Another instance would be the cleanliness of the booth whereby we receive many complains saying that their booth is dirty and dusty. They had to actually call me up every day in the morning to prompt them in cleaning up the place which I personally went over to the AgogExpo office to inform them.

Recommendation

Should Glasstech Asia goes back to Jakarta, Indonesia, we will engage another standbuilder for better quality of furniture. Safety is our priority for the exhibitors.

Observation

Lights in some parts of the hall were quite dim which some of the exhibitors approached us for assistance on this issue.

Recommendation

Jl Expo should seriously look into this matter, the least they could do is to ensure sufficient lightings for our exhibitor. Unless necessary, we will not consider going back to Jl Expo again, JCC as mentioned by the exhibitors is a better place to hold exhibitions.

Observation

No air-conditioning during the 3 days of buildup. As one of the buildup day falls on a weekend, not a single staffs from Jl Expo is reachable. The worst part is they do not even bother to return phone calls which left many problems pertaining to the hall unresolved.

Recommendation

As mentioned earlier on, we will not be going back to Jl Expo any longer.

Observation

Accessibility posts a challenge to some of the exhibitors/visitors especially for them to leave Jl Expo. They do not have a taxi kiosk which leaves many of them stranded at the foyer area waiting for incoming taxis though we do provide shuttle buses to send our exhibitors back to the 4 official hotels.

Recommendation

Jl Expo should engage a "Blue-Bird" taxi pick up kiosk so that there will be a frequent flow of taxis coming into the hall.

Observation

Internet services are an important tool for most exhibitors. Unfortunately, JI Expo does not provide complimentary WIFI services which many of them have to purchase prepaid card in order for them to log on to the internet

Recommendation

We will have to ensure complimentary WIFI accessibility within the hall in the future with other hall owners.

10.1.2 Travel Agent

Observation

We did not engage an official travel agent as we realized the price is not as competitive comparing to booking through travel websites. We can then get the best price out of the few websites selected.

Recommendation

We will see if we can engage a travel agent that provides the best value for Glasstech Asia 2012.

10.2 – Key Programmes

10.2.1 Glass Technologies Seminar Presentation

Observation

The attendance of the technical seminar presentation programme was not too ideal. Main reason is we were having concurrent conferences which attracted many visitors to attend the conferences.

The announcement of the seminar presentation has to be made within the seminar area which many visitors are not aware of the seminar presentation as the announcement was too soft. On our side, we should also place a note at their booth on the day itself to keep them inform of the session

Recommendation

The seminar presentation area should be build further away from the conference area so announcement could be made to create awareness among the visitors.

10.2.2 Asia Pacific Conferences

Observation

The attendance for all the 3 conferences was fairly good as all the conferences is supported by the relevant associations. As the presentation was conducted mainly in English, many locals had a hard time catching up with the speaker.

Recommendation

Presentation materials should be distributed to the attendees for easy reference. They should also consider interpreting the slides in both English and Bahasa Indonesia as most of them are local attendees.

10.2.3 Glasstech Asia 2011 Exhibitors Happy Hour

Observation

Generally, the happy hour was well attended as many of the exhibitors stay back to have their dinner and interact with one another. Unfortunately, half way through the session, there was a blackout within the hall which resulted many of them leaving. Thankfully, the food catered was sufficient for all exhibitors and their guests.

Recommendation

We will just have to take note on the unforeseen circumstances like blackout. Probably having an emcee to organise some interesting activities during the Happy Hour will keep them staying throughout the whole session.

10.2.4 Glasstech Asia 2011 Networking Reception

Observation

It was very well attended, with most of them singing praises on the venue selected. As the venue is near the beach, most felt is a light-hearted dinner after a hard day of work. They get to interact with industries friends and meet big players from the relevant industries. Some of them did comment that there should be a better variety of food and the performance could have been more interactive.

Recommendation

We will try to incorporate this idea of having outdoor networking reception in our future cycle as well but we will have to pay special attention to the selection of food and the on-going performances.

10.3 – Visitors Recruitment

Observation

We manage to garner all if not most of the relevant association supports such as the Indonesia Arsitek Association (IAI), Buildings Engineers Association (BEA), Himpunan Desainer Interior Indonesia (HDII) and Green Building Council Indonesia (GBCI). We even catered buses and provide accreditation points for them to attend our conferences but the turnout rate from them is not as good as we expected.

Recommendation

We should come up with better ways to attract the members as it seems that many of them has pre-register for the conference but they failed to turn up for the conferences.

Observation

There are still many important countries relating to glass industry that we must target.

Recommendation

To cultivate more association support for Glasstech Asia, if possible we will organise an annual glass conference with representatives from all associations worldwide, just like the Asian Federation of Glass Manufacturer. From there, we will seek interest from them and spread Glasstech Asia through word of mouth.

Observation

There was no survey done for visitors. It is important to know the psyche of the visitors as well as the exhibitors so that we will know in the future how to target the visitors.

Recommendation

Propose a survey for future presentation. Besides the normal questions, it is important to come up with questions that will allow us to understand visitors better, like their media habits.

Observation

Some of the visitors were not comfortable in speaking English, which explains why they prefer approaching the Chinese exhibitors. Apart from that, the UK and Italy exhibitors were not enthusiastic in promoting their products, they simply sat at their booths and chatted among themselves. In fact, some of the booths were left empty most of the time without anyone present at the booth.

Recommendation

On our side, what we can do is to bring specific target audience to both UK and Italy pavilions; at least we are doing our part to help bring in buyers they are interested in. On top of that, we might also consider organise a talk/seminar to educate them on how they can promote their exhibits and what we organiser can help to facilitate them.

.11. CONCLUSION

All in all, Glasstech Asia 2011 was a success despite facing some challenges.

Visitorship was quite a challenge especially on our last day, 25th November 2011. As always, CEMS has to take more measures to step up on visitor promotion.

Generally, we did a survey with the exhibitors on the venue for Glasstech Asia 2012. Most exhibitors chose Thailand and Malaysia as their preferred country.

We can be certain that Glasstech Asia in Thailand will be a great success judging from the response gathered from the exhibitors. We we will have to check on the hall availability and dates before officially releasing the news to our exhibitors.