

CIA2009 - Success Lauded by Satisfied Attendees

Exhibitors and visitors at CIA2009 concluded a rewarding week at the show which showcased the latest technologies and solutions. Excitement on the show floor was apparent as exhibitors met prospective new clients and touched base with existing partners, paving the way for potential business deals. "Our products have generated interest and good response. We are very pleased about that," said Bien Thng, from exhibitor Sinfrared.

CIA2009 continues to be the most important trade exhibition for Asia's process engineering, controls, instrumentation and scientific equipment industries. The value brought about by the show to exhibitors was evident through repeat exhibitors who see benefits in returning year after year. "This is our fifth time at CIA. We are satisfied with our participation and we find it to be a cost-effective way to meet our customers. It serves our purposes very well," said Narasimha Murthy Bhatta, Julabo Singapore Pte Ltd.

Already, some exhibitors are psyched to be back for CIA2011. "We've had good quality leads - we have already signed up to participate in the next exhibition in 2011!" said Shreya Madgulkar Sarpotdar, Forbes Marshall.

Visitors at the shows were equally pleased with what they saw. "The new stuff are very interesting. It is a good show with a lot of things, so there is no need to go abroad to look for what I want," said Pan Han Seng of ParexDavco, a manufacturer of building and construction materials.

At the inaugural Industrial Bus and Wireless Technology Conference, critical issues pertaining to plant designs for long-term operability based on industrial bus technology and the deployment of wireless networking were discussed. Expert speakers from the industry provided delegates with insights on how to handle key challenges and opportunities available. "The conference enabled me to see the innovative

products that companies are building for the industrial, biotechnology, and measurement industries. In addition, my discussions with company representatives provided me with first hand information on how technology - wireless innovation, faster processors, and larger digital storage capabilities - will shape the future of their products." said Jonathan Chua, Founder & CEO, Duration Inc.

Wireless technology looks set to reduce cost for businesses, particularly those in the Oil and Gas Industry. According to Said bin Taib, Process Control Manager with Malaysia's Petronas Carigali Sdn Bhd, the main advantage of wireless technology is that it can be used under very harsh conditions, without installation of cables. This will improve efficiency, quality and productivity, which ultimately means reduction in business cost. Wireless is gaining ground in the Oil and Gas industry, and Petronas has plans to "take it further", he added.

Reflecting on a satisfactory showing this year, Singapore Exhibition Services' Tee Boon Teong, Project Director of CIA2009 gave this assurance. "Going forward, we will be making the 2011 show bigger and better, adding in a few extra features, such as focus areas. We are pleased with the positive response and we are glad that CIA, together with EnviroAsia, continues to bring value to industries in the region."

CIA2009, together with EnviroAsia2009, attracted 6,244 business and trade attendees from more than 30 countries. The event will return in 2011 as two co-located exhibitions - AnaLabAsia2011 and CIA2011. The move to place more focus on AnaLabAsia is aimed at better catering to the growing demand for analytical instrumentation from growing industries in the Asia Pacific region. AnaLabAsia2011, CIA2011 and EnviroAsia2011 will return in 2011 from 22 - 25 November at Suntec Singapore.

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