

Co-located with:



Indo-China's International Energy Event



2009  
June 18-20

BITEC, Bangkok

## Thailand's Premier Engineering Event Attracts Record Audience

**Innovation, safety and cost-efficiency brought into focus**

**June 2009 – Bangkok:** Held from 18 – 20 June, the E5 Engineering Series 2009 drew its largest ever industry audience reaching a record 11,894 professionals from 62 countries, the majority of Asian visitors attended from Malaysia, followed by Singapore, Japan, China, India, Myanmar, Indonesia, Vietnam, Philippines and Korea.

E5 2009 occupied 6,000 m<sup>2</sup> at the BITEC International Exhibition Center in Bangkok and encompassed a complete range of engineering solutions for industrial automation, electrical and energy efficiency and plant safety, sectors that are dominating the investment in the region's manufacturing growth. Co-located with ProPak Asia, the event attracted a wide scope of industrial buyers looking for a wide scope of engineering solutions.

61.98% of visitors indicated that they were visiting the show specifically to buy product, gain information about future purchases or seeking business distribution partnerships. Mr. Chayapol Thanutchapat of Mitsunami explained

that "E5 is the exhibition to find new developments and engineering technologies, the show was very useful, an excellent event not to be missed".

Mr. Chanok Pitipala, Senior Fire Specialist at Seacon Development (Public) Co. Ltd. said "the show was very useful and we expect to invest more over the next 12 months". In fact, a total of 64.91% of visitors surveyed reported an expected increase in their investments over the next twelve months, with an additional 30.99% continuing at the same level of investment.

With efficiency, safety and cost-effectiveness brought into focus, the event provided visitors with today's most advanced technology available, ranging from power electricity, lighting, safety and fire protection systems to maintenance solutions. Exhibiting at E5 2009 was Mr. Wiroon Khundiloknantakorn of Pacific Technology Distribution who confirmed "it was a brilliant show, we received a very good response from the right people and new business connections were made."

World leading products at the show included those of ABB, Schneider, Sanyo and Müller whose energy efficient, innovative technologies attracted widespread attention. Third time exhibitors to the event were Mennekes Elektrotechnik GmbH. Participating in the German National Pavilion, Mr. Suphamit Ruangpitaporn the Country Manager said the feedback exceeded their expectations. "We met exactly the right people, especially the decision makers from leading companies, we're very satisfied with E5 and plan to return again", he explained. 75.15% of visitors to E5 2009 were responsible for buying product.

There were 105 companies from 22 countries participating in the event. Apart from presenting new products and solutions, it featured exhibitions and seminars incorporating into an unprecedented learning platform for engineers, contractors, system integrators, entrepreneurs, buildings inspectors as well as the interested public to share their views on various energy subjects. New participants included Sumo Precision, Mr. Dechawat Thamrongpipatpanich, their Marketing Manager, explained that "this is our first time to join E5 and we had a very good response. We've been able to expand our business target to key manufacturers. We'll certainly return to the next E5."



The success of E5 2009 was the culmination of collaborative efforts of government and private sectors including Metropolitan Electricity Authority (MEA) in association with Electricity Generating Authority of Thailand (EGAT); Provincial Electricity Authority (PEA); Department of Industrial Works: Ministry of Industry (DIW); Bangkok Fire & Rescue Department Bangkok (BMA); Air-Conditioning Engineering Association of Thailand (ACAT); Illumination Engineering Association of Thailand (TIEA); Thai Mechanical and Electrical Design and Consultant Association of Thailand (MECT); Thai Electrical and Mechanical Contractors Association (TEMCA); The Building safety Inspectors and Officers Association (BSA); Thailand Convention & Exhibition Bureau (TCEB); and Industrial Estate Authority of Thailand (IEAT).



"Energy innovations play a significant role in the manufacturing process. Despite current economic downturn, the search for innovative manufacturing solutions has never been diminished. The E5 Engineering Series 2009 has provided manufacturers and investors with all they need to improve efficiency, safety and cost-effectiveness that enable them to counter the ailing economy," said Pornthape Thunyapongchai, MEA Governor.

**Buyer Reports**



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**Total Conference Attendances : 1,177**

The industry conference programme held concurrently with the event attracted a total of 1,177 delegates, the 3 day conference, led by the MEA and the supporting Associations of TEMCA, MECT, TIEA and BSA, was titled "Advancement through Engineering Innovation, Energy Efficiency and Renewables".

Conference Partners



**E5**  
The  
Engineering  
Series  
[www.e5thailand.com](http://www.e5thailand.com)  
**2011**  
JUNE 16-18  
BITEC, Bangkok  
THAILAND

THE WIDEST SHOWCASE OF TECHNOLOGY, SERVICE AND SOLUTION FOR THE ENGINEERING, ENERGY AND ELECTRICAL INDUSTRIES.

The next event will be held from the 16 to 18 June 2011 at BITEC, Bangkok. For more information contact [e5@besallworld.com](mailto:e5@besallworld.com) or visit [www.e5thailand.com](http://www.e5thailand.com)

## E5 2011 Show Registration Form

Name/Lastname:   
 Position:   
 Company:   
 Address:   
 City:   
 Postcode:   
 Country:   
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E-mail:

Type of Business:

- I am interested in exhibiting at E5 2011.
- Please send me a stand proposal.  
We require  sqm.
- Please keep me updated. I expect to make a decision in  month(s).
- Please send me information on visiting only.

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