



20 - 22 July 2006
Royal Paragon Hall, Siam Paragon,
Bangkok, Thailand
Sound . Light . Audio . Visual . Music . Broadcast . Installation . System Integration

PRESS RELEASE

Singapore, 9 February 2006

PALA & Install Asia 2006 Exhibition – Be A Part of One of Southeast Asia's Largest Economy Thailand – Host Country of PALA Thailand & Install Asia 2006

PALA & Install Asia 2006, which is into its 18th presentation this year, seeks to provide infinite trade opportunities for businesses in the professional audio & lighting, Audio Visual, Music, Broadcast and Project Installations seeking to break into the Southeast Asia! Be part of the PALA Thailand & Install Asia 2006!

PALA Thailand & Install Asia 2006
Royal Paragon Hall, Siam Paragon
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www.palaonline.com

Southeast Asia – the emerging economies for commercial opportunities

Increasingly showing trends of an improvement in its economies, the Southeast Asia region is the place to be to develop your businesses. The PALA team brings you some updates on what's going on within the region for your business opportunities!

Why Thailand?

- Thailand is strategically located in the heart of Southeast Asia, with a well-developed infrastructure.
- Thailand is also the gateway towards the Greater Mekong Sub-region comprised of Cambodia, Laos PDR, Myanmar (Burma), Vietnam and Yunnan Province, China.
- Thailand, Southeast Asia's second-biggest economy, plans to spend more than 1.7 trillion baht over the next five years on public infrastructure works to boost the country's economic growth¹. The Thai Government has recently announced this in January 2006 in a move to stimulate Thailand's economy by improving the country's communications, transport infrastructure and health services. Investors are invited to bid for these mega public works.

*According to the news reports, Mr Thaksin said, "The government will consider a range of financing proposals from project bidders... 'We seek project proposals that are technically world-class, employing cutting-edge and appropriate technology". More than 1,000 business leaders and companies are said to be vying to be part of this mega public works project. The tender decision of winning companies is projected to be completed by September 2006.*⁴

- In a survey conducted by the CEI Asia Pacific Magazine in 2005, Thailand's capital, Bangkok, has been voted as one of the top leading regional destinations for conferences, exhibitions and incentives purposes.²
- Thailand's Prime Minister Thaksin Shinawatra forecasted that Thailand's economy could grow as much as 6% this year with plans of large-scaled projects.
- Contributing to this projected growth is Thailand's largest retailer, Central Group, which recently announced a US\$244 million combined plan to develop five new shopping complexes or hotels around Asia within the next five years. Not only is Central Group planning to grow its businesses in Thailand, it is seeking to expand aggressively within Asia.³ With the prospects of new shopping complexes and hotels, there will be demands for professional audio, lighting, systems integration and architectural lighting specialists.

Be a part of Thailand's growing economy and harness on the many business opportunities available! **PALA Thailand & Install Asia 2006** aims to maximize Bangkok's reputation as the City of Entertainment and Leisure by staging the exhibition in this choice City!

In our next email broadcast, we will bring you more updates on our upcoming show activities and more news of the region. Stay tuned!

1: Business Times, 30 December 2005

2: Business Times, 7 January 2006

3: Business Day, 24 November 2005

4: Business Times, 27 January 2006