



## **PRESS RELEASE**

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### **PALA 2006 TO GRACE THE NEW ROYAL PARAGON HALL EXHIBITION & CONVENTION CENTRE, SIAM PARAGON, BANGKOK, THAILAND**

South East Asia's most established exhibition in professional sound, light, broadcast, audio visual, installation and music - **PALA 2006**, is all geared up to thrill exhibitors and visitors to the newly opened Royal Paragon Hall Exhibition & Convention Centre this 20-22 July 2006.

The Royal Paragon Hall at Siam Paragon Shopping Complex is strategically located in the heart of Bangkok where prime business district meets with the birthplace of the city's trendiest fashion and lifestyle for over four decades. Siam Paragon is considered the "Jewel of Asia" and a "World Class Destination" which makes Royal Paragon Hall the world class venue in the prestigious location. Royal Paragon Hall is composed of a main hall which can be divided into two halls with respective sizes of 3,000 and 2,500 square metres. Annexed to the hall are five comfortable sized meeting rooms to accommodate alongside seminar and conferences. Being multipurpose in its functionality and equipped with the most advanced technology, the Royal Paragon Hall will focus on events such as exhibitions, trade fairs, high end consumer fairs, product launches, live performances, concerts, fashion shows and entertainment show.

"It had been a tough decision on our end to decide on the ultimate venue for PALA Thailand. For the simple reason, that Bangkok has a good selection of world-class exhibition centres! Accessibility and functionality of the venue facilities are important criteria for our exhibitors and visitors, local and foreign", said Ms Rosalind Ng, Managing Director, Asia, of IIR Exhibitions.

PALA's regular exhibitors are upbeat about Thailand being the chosen venue for 2006 event. Being at PALA 2006 will provide attendees valuable inroads to the Greater Mekong Subregion (GMS) which is slated to be one of the fastest growing subregions of the world. GMS comprises of Cambodia, Laos, Burma, Thailand, Vietnam and the Yunnan Province of China. Reinforcing this optimism, the Thai government has recently announced that it will invest 1.7 trillion baht (US\$ 42.5 billion) in public infrastructure projects over the next four years. The planned public infrastructure development projects will include 500 billion baht for developing the Skytrain and subway for a combined distance of 300 km; 100 billion baht for public health care projects and education projects. In addition, the construction sector in Thailand will grow to US\$5.2 billion in 2005 then to US\$5.4 billion in 2006..The sector is expected to experience moderate growth for the next two years and an acceleration of growth in 2007 when spending feeds through into this sector from the government's new investment program.

The Thailand Convention & Exhibition Bureau (TCEB) has pledged its support to the event and Thai Airways is the official airline of PALA Thailand 2006. On the international front, PALA 2006 would continue to rally the support of international trade associations including CETA (China Entertainment Technology Association); PLASA (The Professional Lighting and Sound Association, UK); SECARTYS (The Electronics and Computer Technology Exporter Association of Spain), Spain and ICEX (Spanish Institute for Foreign Trade), Spain.

PALA Thailand 2006 is set to impress the industry with a think-tank of new exhibits, enriching seminars and workshops and exciting event highlights next July!

Source: BCI Asia and Business Day