



PRESS RELEASE

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PALA & Install Asia 2006

Set to Be Staged in Thailand for the First Time in 18 Years

Brings Professional Sound, Lighting & Broadcast Equipment, Technology & Installation to Thailand

BANGKOK, THAILAND, 12 January 2006 --- **PALA 2006**, the 18th International Exhibition on Professional Audio & Lighting, Audio Visual, Music, Broadcast and Project Installation for the South East Asia Region, and **Install Asia 2006**, the cutting-edge installation and integration technologies showcase for residential and commercial projects, will be staged together in Thailand for the very first time.

Scheduled to be held from 20 – 22 July 2006 at the newly opened Royal Paragon Hall, Siam Paragon, Bangkok, **PALA Thailand & Install Asia 2006** will provide the region with an all-encompassing and synergised event for professional audio, lighting, audio visual and project installations in the entertainment and leisure industry as well as for commercial and residential project installations.

According to Ms. Rosalind Ng, Managing Director (Asia), IIR Exhibitions Pte. Ltd, the PALA Thailand & Install Asia 2006 will create immense business opportunities in Thailand, the Greater Mekong Sub Region and the surrounding region's entertainment, leisure and project installations market.

"Thailand's economic growth is targeted to grow at an optimistic 5 to 6 per cent this year – with the timely launch of **PALA Thailand & Install Asia 2006 in Bangkok**, the exhibition presents an excellent and multifaceted networking platform for professionals in the audio, audio visual, lighting, broadcast equipment and systems integration and installation industries to tap into these flourishing markets," stated Ms. Ng.

"With Thailand's predicted export rates to grow to 15 per cent in 2006, the PALA Thailand & Install Asia 2006 will allow business entities from around the region and within Bangkok to contribute to the economy," Ms. Ng added.

The event's exhibit profile will include professional audio equipment and systems, professional lighting, equipment and systems, accessories and components, architectural lighting, audio/video, broadcast and post production & studio sound equipment, digital network solutions, DJ equipment, entertainment facilities, design installation, staging & rigging, laser technology, music software and hardware, musical instruments, projectors/projection systems, and safety and security, among its varied products range.

PALA 2005, held last year in Singapore, attracted some 359 exhibiting companies, from 28 countries. Some 7,356 professional trade visitors from 54 countries attended the event, making it one of the most successful events in its history.

At this year's event, IIR Exhibitions, the Show Organisers expect to attract over 350 exhibiting companies and 8,500 professional trade visitors from all over the world.

INSTALL ASIA – The Cutting Edge Installation & Integration Technologies show

Held in conjunction with **PALA Thailand 2006**, **Install Asia 2006** will showcase cutting-edge installation and integration technologies for residential and commercial projects after its successful showcase in Middle East.

Based on increasing demands for high-end lifestyle choices, **Install Asia 2006** aims to convene international manufacturers, mechanical engineers, professional contractors, installers and integrators from the professional

audio visual & projects industries on a common platform with architects, AV, design and building consultants, engineers, contractors, venue and property owners and end-users.

According to Ms. Ng, the market both in Thailand and the surrounding S. E. Asian region is ripe for such an event with the rapid development of new entertainment & leisure outlets, as well as commercial and residential properties.

“At present, in Thailand, as well as neighbouring Vietnam, new construction and major project development continue to grow at break neck speed. New projects, such as Vietnam’s US\$158-million international airport - which will be operational in 2008 are being launched and developed. Commercial installation equipment & technologies to integrate, install and operate professional audio and lighting systems, AV, and broadcasting are needed to meet the demands of these projects,” stated Ms. Ng

“Countries like Thailand, Malaysia, Singapore, Indonesia and the Philippines achieved an annual average growth rate of 5.93% in Gross Domestic Product (GDP) in 2004, surpassing 4.80% in 2003. Meanwhile, in 2004, Vietnam achieved an overall annual GDP growth rate of 6.29%, “With such impressive and consistent growth, great opportunities exist for project equipment and installations in the entertainment and leisure industry as well as for commercial and residential project installations,” Ms. Ng added.

Important projects such as Bangkok’s new Suvarnabhumi airport, set to open in 2006, has sparked a surge in new hotel construction around its perimeter; a modern opera house is being planned equipped with top level sound, acoustic and production systems; and many cinemas throughout the country are being digitalized.

In the region, there are a number of mega projects being planned that will require professional sound, lighting and broadcasting equipment and installation including --- Singapore’s Integrated Resorts project featuring world class gaming and entertainment; Singapore’s Marina Bay mega infrastructure and building project, Johor, Malaysia’s Danga Bay project; Indonesia’s New Sands International Executive Club and the Virtual Reality laboratory in Vietnam.

Also, in surrounding countries such as Cambodia and Vietnam, inroads are fast being made into the entertainment and audio-visual market sectors – all affecting the demand for professional audio and lighting installation and systems integration. Install Asia seeks to cater to this increasing demand for specialised and sophisticated systems integration and technologies.

According to Mr Vithaya Sintharapantorn, Director – Exhibitions, Thailand Convention & Exhibition Bureau (TCEB), the key reasons behind the selection of Thailand as the venue for this year’s **PALA & Install Asia 2006** are not only because of the local and regional markets’ huge commercial opportunities in the entertainment, architectural and installation industries, but also because of the country’s well-developed service infrastructure, world-class venues and meeting facilities, internationally-recognised award winning hotels and resorts, and its strategic location serving as a gateway to the countries of the Greater Mekong Sub region --- comprised of Cambodia, Laos, Myanmar, Vietnam and Yunnan Province of China --- Southeast Asia, South Asia, East Asia, Australasia and the Pacific.

“Needless to say, events of this kind are of great importance to Thailand’s developing economy, helping to generate tremendous foreign exchange earnings and economic returns for the entire country,” stated Mr. Vithaya.

“Therefore, the timely launch of **PALA Thailand & Install Asia 2006** not only presents an excellent networking platform for professionals to tap into Thailand and other flourishing regional markets, but enhances TCEB’s goal of being Asean’s Exhibition Hub by increasing the number and quality of world class events staged in Thailand. This is why the TCEB decided to support the **PALA Thailand & Install Asia 2006** and welcomes the industry’s full support and participation in making this edition of the event, the most successful in its long history,” Mr. Vithaya added

Now in its 18th presentation, the three day event provides an opportunity whereby industry professionals can meet and convene to collect market intelligence and new ideas, be inspired, explore business and project opportunities and garner the latest technologies and applications from industry leaders.

PALA Thailand & Install Asia 2006 is therefore the MOST important business event for companies looking for new opportunities and to expand market share in the entertainment, architectural and installation industries in the South East Asia region. IIR Exhibitions look forward to welcoming professionals from this industry from 20th to 22nd July 2006 in Bangkok, Thailand.

About IIR Exhibitions Pte. Ltd.

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About PALA Thailand 2006

PALA Thailand 2006 (www.palaonline.com) is *the* meeting place in Southeast Asia for professional audio and lighting, incorporating audio-visual, music, broadcast, installation and systems integration. Targeted to reach out to visitors and exhibitors in the entertainment, events, architectural, installation and leisure industries, **PALA Thailand** facilitates commercial opportunities for growing your products' brand, expanding the current market share and increasing products' sales.

About Install Asia 2006

Held in conjunction with PALA 2006, **Install Asia** (www.install-online.com/asia) showcases cutting-edge installation and integration technologies for residential and commercial projects. Based on increasing demands for high-end lifestyle choices, Install Asia aims to convene international manufacturers, installers and integrators from the professional audio visual & projects industries on a common platform with architects, design and build consultants, engineers, contractors, venue and property owners and end-users. **Install Asia** – check out what's in store!

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