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**Millions S\$ sales led to Singapore's companies
AEIS believes in "METALEX Vietnam 2009"
MEGA Show for Metalworking Industries
Ready to rock Ho Chi Minh City, This October**

Association of Electronic Industries in Singapore (AEIS) believes this is a very good opportunity and platform for Singapore's companies who want to tap into Vietnam market, especially, after a resounding success at arranging the biggest exhibition in Hanoi in May. Reed Tradex is ready to organize another mega show "METALEX Vietnam 2009" covering metalworking machinery and technologies from 8 – 10 October 2009 at the Saigon Exhibition & Convention Center (SECC) bringing 500 leading brands of the world from 25 countries. More than 7,000 visitors are expected to attend.

Ms. Nichapa Yoswee, Managing Director of Reed Tradex Company, Thailand and Vietnam's leading exhibition and conference organizer, said that in May the company has created a new phenomenon in Vietnam by organizing the largest and most comprehensive machinery and metalworking exhibition in Hanoi. This is the ***Vietnam Manufacturing Expo 2009*** exhibition of machinery and technology in response to the needs of four industries the plastic and rubber industry, mold making and metal forming industry, automotive parts industry and automation technology industry. This show is co-located with ***NEPCON Vietnam 2009***, the 2nd International Electronics Manufacturing Technology Trade Exhibition and Conference in Vietnam, one of global NEPCON series for over two decades for the electronics industry. On this occasion, HE Mr. Nguyen Quan, Deputy Minister for Science and Technology, graciously chaired the Opening Ceremony, and invited Vietnamese businessmen and manufacturers to attend this show which is a great opportunity for them to find new business and business partners. In all this show is considered a great success with 7,377 visitors over three days of the show. There were more than 20 appointments made for Business Match Making. The rate of rebooking for the 2010 show is higher than 85%.

Mr. Hamzah Bani, Executive Director of Association of Electronics Industries in Singapore (AEIS) said with confidence that it was a very good opportunity and true platform for Singapore's companies in the industries who want to explore and tap into Vietnam market. It is proved by feedback that received during participation as Singapore Pavilion in NEPCON Vietnam 2009. It was a success although we have smaller representation due to economic crisis. Participating companies were pleased with the contacts/business leads established during the show. More than S\$ 50,000 confirmed sales, S\$1.1 million sales under negotiation and S\$ 1.2 million sales expected over the next 12 months. Now another good platform is going to be happened in Ho Chi Minh City. It is **Electronics Assembly 2009** which co-located with **METALEX Vietnam 2009**. We have confirmed to participated and support the shows again due to we believed that the shows will provide a lot of businesses and opportunities. Companies in Singapore should be encouraged to catch up this opportunity due to the feedback that gathered shown that Hanoi and Ho Chi Minh City provide different opportunities and business partners.

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Reed Tradex is now organizing another great show towards the end of the year in October in Ho Chi Minh City. This is **METALEX Vietnam 2009** Vietnam's largest machinery and metalworking technology exhibition, to be held 8-10 October 2009 at the Saigon Exhibition and Convention Center (SECC), Ho Chi Minh City. This show is a part of the METALEX Series, the largest metalworking show in ASEAN. This involves bringing machinery and technology from 500 leading brands from 25 countries and organizing 20 conferences and technology of topical interest. It is believed that METALEX is the No. 1 show in the region and is the True Platform for the metalworking industry. Because of this, the show receives support from governments of countries that see the importance and capability of the industrial market in Vietnam and bring their machinery and technology team to display in the show. They are from Singapore, Taiwan, the United Kingdom, and Thailand. Apart from bringing machinery and technology groups to show in the Exhibition, many brands also brought their very latest models to display at the show, while other brands came prepared to discuss setting up business agents in Vietnam.

"METALEX Vietnam 2009's special highlight is the activities of robots. There is a Robot Demonstration where robots not only show their capability at work, but also their intelligence –the robot playing musical instrument to show moving different parts of the body similar to humans. Another highlight is the display of large CNC machine (Computer Numerical Control) which will be shown for the first time in ASEAN. Also not to be missed is the cooperation between three countries i.e. Japan, Vietnam and Thailand in holding a major conference which benefits the Vietnamese industrialists, where every side is ready to offer their knowledge and expertise. Over three days of the show, more than 7,000 visitors are expected" says Ms. Nichapa. # (End)#

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