

**Press Release
For Immediate Publication**

MALBEX 2007 – Construction Industry Poised for Greater Growth!

Exhibitors see new opportunities and markets as 9MP projects take off

October 22, 2007, Kuala Lumpur- MALBEX 2007 Malaysia's most comprehensive trade show for the building industry ended on a high note, with more than 10,000 visitors and close to 200 participants from 19 countries.

Held in halls 1,2 and 4 of the KLCC Convention Centre, the event was officiated by the Deputy Minister of Works Dato' Ir Mohd Zin Mohamed and ran from 19 to 22 September.

Dato' Zin said the Malaysian construction industry was poised to strengthen from industry friendly measures announced in Budget 2008, as well as ongoing implementation of projects under the 9th Malaysia Plan. With these measures in place the construction sector is expected to register a growth of 5.2% (2006: -0.5%) for 2007.

Exhibitors can look forward to more specifications and procurement activities in the months ahead

This year international exhibitors made up 30% of total exhibitors, up from 20% a year ago. Countries/ regions represented at this years' exhibition included Austria, Australia, Belgium, Brunei, China, France, Germany, India, Italy, Korea, Malaysia, New Zealand, Philippines, Singapore, Spain, Taiwan, Thailand, United Kingdom and USA .

Post exposition satisfaction surveys conducted by the organizers showed exhibitors were satisfied that they had achieved their 4 main objectives of increasing sales to existing customers, increasing awareness of their company and products, creating awareness of new products and maintaining their profile as major industry players.

Response for MALBEX 2008 has been positive, with some 50% of space already rebooked. These include country / region pavilions such as Australia, China, Singapore, Taiwan, Thailand and association pavilion BMDAM.

The exhibition, co-organized by Reed Exhibitions and Construction Industry Development Board saw a record 58 first time exhibitors. For these first time exhibitors, MALBEX was the perfect springboard to launch products, seek alliances, and find local and foreign distributors. This year, exhibitors spanned the entire gamut of the industry with enlarged participation from the construction equipment segment.

Continuing its commitment to educate and update skills within the building and construction industry, MALBEX 2007 also showcased a number of seminars and workshops. One of the more timely conferences, a one day forum entitled "Roof & Façade Asia Forum 2007 – Sustainable Development for Growth", provided a platform for industry participants to listen to and exchange ideas with experts on the key challenges and issues facing the construction industry in maintaining sustainable development.

A two day conference themed "Challenges of Global Mega Projects" dealt with practices to enhance knowledge and to improve construction industry efficiency. This year co-organiser Construction Industry Development Board (CIDB) celebrated its 50 years in national development by showcasing some of its remarkable achievements over the past five decades.

For more details on MALBEX 2007, please visit www.malbex.com.my

About MALBEX 2007

Into its 24th year MALBEX is Malaysia's longest running and best known building and construction industry exposition. This annual event is co-organised by Construction Industry Development Board (CIDB), MALBEX 2007 is endorsed by MATRADE and fully supported by prominent industry associations.

About Reed Exhibitions

Reed Exhibitions is the world's leading events organiser. In 2006 Reed brought together over six million industry professionals from around the world generating billions of dollars in business. Today Reed events are held in 34 countries throughout the Americas, Europe, the Middle East and Asia Pacific, and organised by 37 fully staffed offices.

Reed organises a wide range of events, including exhibitions, conferences, congresses and meetings. Its portfolio of over 460 events serves 52 industry sectors, including: Aerospace, building and construction, design, electronics, energy, oil and gas, entertainment, food and hospitality, gifts, healthcare, IT/telecoms, jewellery, manufacturing, marketing and business services, pharmaceuticals, property, publishing, security, sport and recreation, transport and logistics, travel.

Working closely with professional bodies, trade associations and government departments Reed ensures that each and every event is targeted and relevant to industry needs. As a result, many Reed events are market leaders in their field.

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For more information, please visit. www.reedexpo.com

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