



PALME Asia 2009 Defies The Odds And Surpasses All Expectations

Exhibitors and visitors alike had glowing reviews with regards to this year's edition of PALME Asia. The three day event which took place from 16-18 July 2009 at Suntec Singapore marked several firsts in attracting the audience to the event amidst the current economic crisis. First was the Visitor Fly-in Program, which was divided into the Hosted Buyers and the Targeted Visitors. The Hosted Buyers are purchasers from large organisations, both corporate and public as well as the key committee members of current and ongoing projects within the South East Asian region. The Targeted Visitors were key visitors to the show, namely, Audio Consultants/ Engineers, Lighting Consultants/ Designers, Large Venue/ Stadia Owners, Architects and key decision-makers from Houses of Worship. Another first was also the Connect @ PALME Asia Online Business Matching Platform, in which Buyers and Sellers of matching interests are paired up online. Also in attendance at this year's show were the Chinese and Vietnamese group delegations led by, Mr. Zhang Yong Jia, Chairman of the China Entertainment Technology Association and Mr. La Quoc Khanh, Deputy Director, from the Department of Tourism, Sports and Leisure, Ministry of Culture, Vietnam respectively. In total, PALME Asia 2009 attracted a total visitorship of 4,457 with 32% of the visitors coming from outside of Singapore.

"PALME Asia 2009 has far surpassed last year's event. There is better crowd not only in terms of quantity, but more importantly in the quality of the visitors."

Lawrence Tan, Yamaha Music (Asia)

"The best job they (IIR Exhibitions) have done in a while. There is a good flow of people and seems to be a better crowd. Also overall the ambience is cosier. For us it is better than expected."

Soren Storm, Managing Director, Martin Professional

"PALME Asia 2009 was much better than 2008. It is evident that the management had spent a lot of effort and money in ensuring that this year's event is a success. A big improvement from last year!"

Henry Ang, Managing Director, Showtec Communications

"The seminars this year were very good. Also, the special networking events such as the Buyer-Seller Networking Luncheon were excellent platforms for both sides to interact. This is the first time we are participating as DTS Singapore and compared to last year this year's show is much better in terms of quality. It is good to be here and as far as DTS worldwide is concerned, our revenues last year doubled over the past years and despite the economic situation we are confident of finishing this year with the same revenues as last year."

Franco Zagghi, Vice President Sales, DTS.

"It has been a busy first two days and we are happy with the show. PALME Asia helps us build relationships with the region and though this year's show is smaller it has enabled us to network and showcase our solutions."

Alan Tham, Sales Manager, DTS Singapore

"This year's PALME Asia has a much better quality of visitors. I have visitors who came because they have received the SMS reminders. Well done!"

Zullikhan Abdullah, Director, Oracle Projects International

"As exhibitors, we appreciate the extra mile that the team at IIR has taken to activate the visitors to the show. For example, the many incentives taken to bring quality visitors to visit the show. We have seen the push in advertising both in the print and new media and the money spent in flying in top notch visitors, which has helped the show tremendously."

Harry von den Stemmen, International Sales Manager, Robe South-East Asia

"The communications via different forms of media, like direct mails, email, and SMSs, in short utilizing the technology of today, brings the marketing of PALME Asia to a totally different level in the push to bring in quality visitors."

Steve Rawlins, Director, Intelligent Lighting Design

"It was a very good show! We saw quality customers, got very good leads and we now have four new distribution channels! What surprised me was the number of visitors from churches who came down and showed genuine interest in our products. We are already following up with some consultants we met during the show and it looks like we are going to get some business out of it. Overall, PALME Asia 2009 was significantly better than 2008."

PV Joseph, Managing Director, Lighting Controls

"The show went very well. Thanks to the staff at IIR for all their help preparing for the show."

Bill Andersen, Marketing Director, TMB

"On behalf of the PALME Asia Team, I would like thank all exhibitors and visitors for coming to PALME Asia 2009. We definitely plan to build on this year's success to create an even more conducive and productive platform for 2010."

Rosalind Ng, Managing Director (Asia), IIR Exhibitions

The 2010 event will take place from 20-22 July 2010 in Ho Chin Minh, Vietnam, at the Tan Binh Exhibition and Convention Centre. www.iirx.com.sg



Acoustic & Lighting System and RCF



R-L: Franco Zaghini of DTS, Henry Ang of Showtec Group, Chris Scott of Logic Systems, and Alan Tham of DTS Singapore



Martin Professional MD Soren Storm and his Singapore-India team



Antari's Sophia Ao and LSD's Louis Teo



Prolyte Products Asia Pacific's Josephine Chong with Andrew Yong, J.H. Koh, and Allen Wong



The Robe Dream Team led by CEO Josef Valchar (3rd from left) with Louis Teo, Harry von den Stemmen and Alec Grivac



Jens Poelhker of MA Lighting with Allen Chan of A&L and Sasha Xiong of PR Lighting



Glenn Wong of Total Solution and JR Chai of Vari-Lite



Yamaha Music Asia



Glenn Wong (TSM), Lawrence Tan (Yamaha Music Asia), Rosalind Ng (IIRX), and Joe Sim (Showco)



PR Lighting's Cui Lin, Sasha Xiong and Lawrence with A&L System Allen Chan and Desmond Tan



DTS Singapore made its first official presence with Showtec Group (Singapore)



Dominic Koh with Sindo Exports Koh Yock Kee



Simon Loh of SL Pro Trading with clients from India



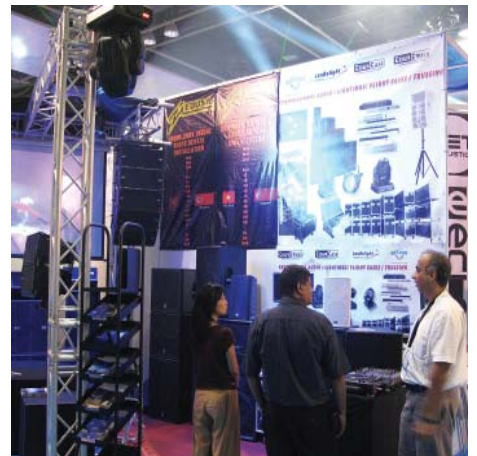
Colin Miranda from Medusa Sound (Vietnam branch)



Electronics & Engineering (Singapore)



MTJ's Rocky and Sandy Jong



Medusa Sound (Singapore)



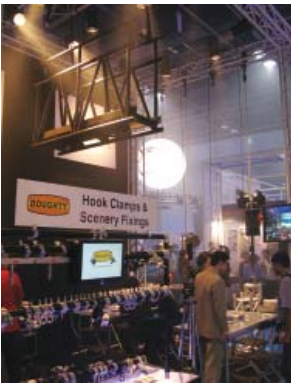
Tiew Lai Hin, MD Integrated Audio Visual with Gary Yap, Regional Manager (SEA), Strand Lighting Asia



Lighting Controls & Zero88



Yamaha's Lou Garcia with Quebec's Jauhari and Rahim



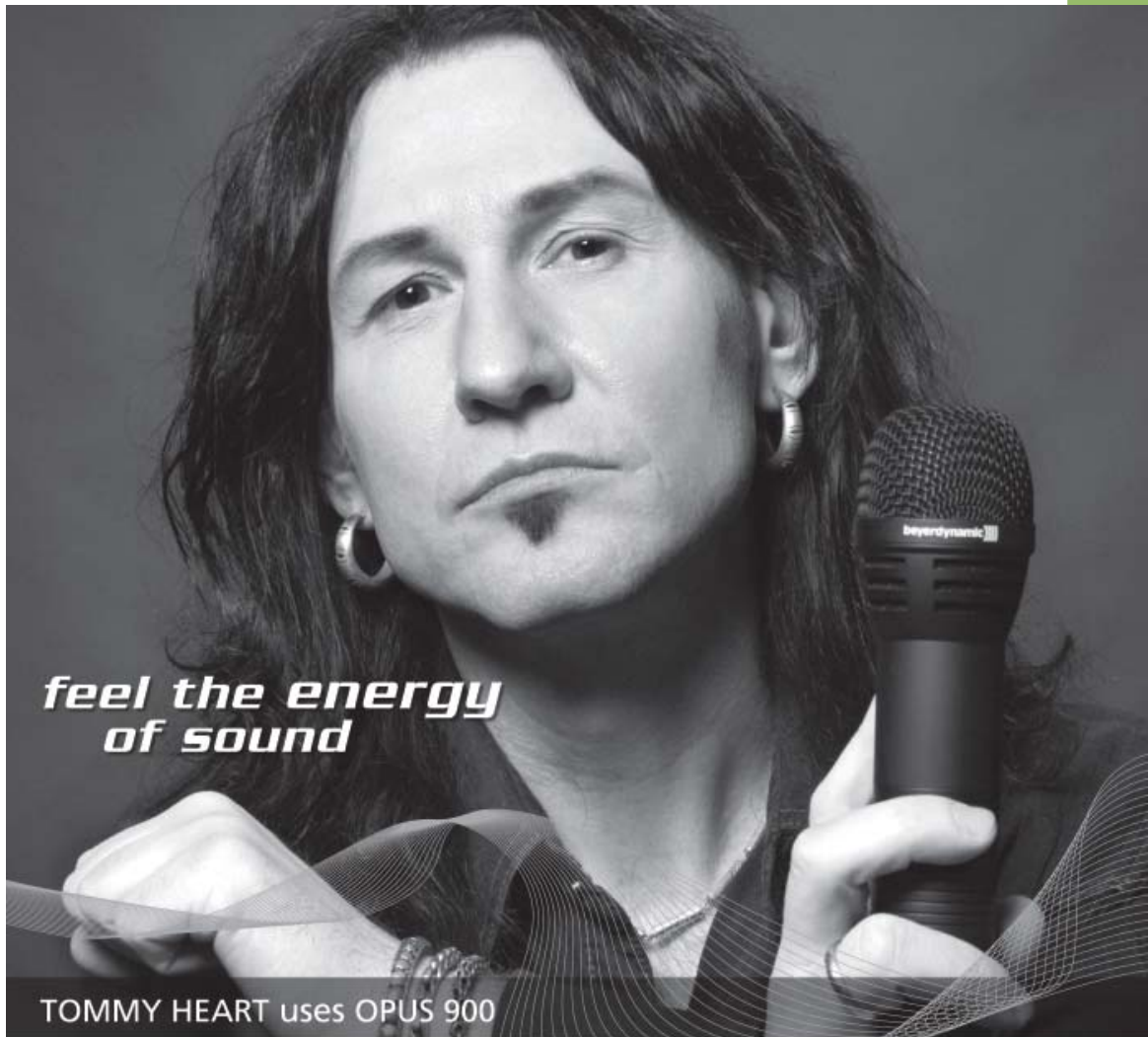
Prolyte Products Asia Pacific



Taufiq Suratman of TMP with Eugene and Paul of A&L System



Visitors trying out the Robert Juliat followspot



TOMMY HEART uses OPUS 900

FAIR WARNING | SOUL DOCTOR



beyerdynamic))))



SFAT's Christopher, Jack and Mark with Louis Teo of LSD (Singapore)



Walter Rothenbuhler of Swisson, Louis Teo from LSD and Niel Beelen from arkaos



With the Road Hog are Louis Teo and Mike Hanson of High End Systems



Logic Systems with Yazid and John



A stunning display from Barco & High End Systems



TMB stand



Tony Kam from Republic Polytechnic with Karen Yuen of Electro-Acoustics Systems (Singapore) and the EAS team



Vichai Trading (1983) MD Thaweesak Thamsirisup (at right) chatting with the guys at the AKG table



Leslie Chua from Martin Architectural



Robert Yeo, Jeremy Tan and Warren Dragon



C.B. Wee of Spektra Electronics (Singapore)



Ardan Peddell from The Emerald Hill Group and Razaq Zakaria from Denon DJ School



Alan Chan of T Entertainment with Prem Lulla of Rave Productions



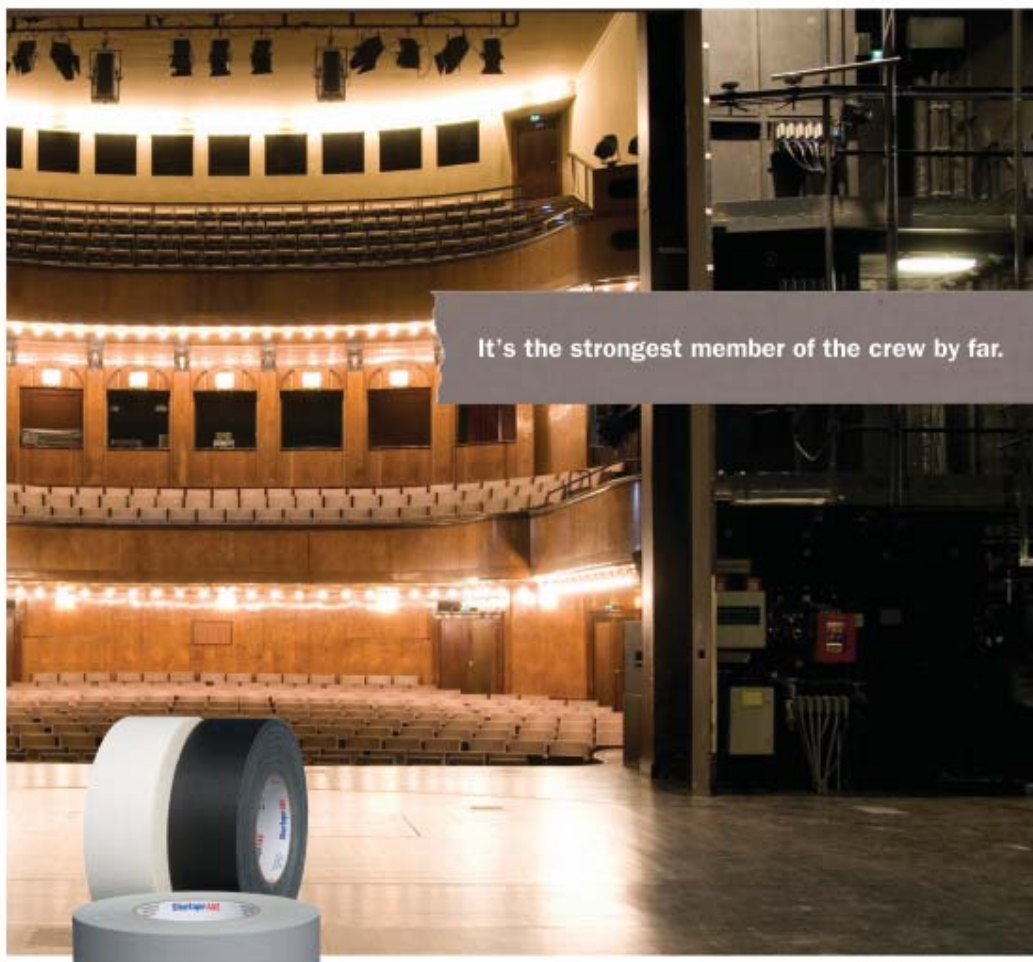
Ewan McDonald of Adamson beside the awesome DiGiCo SD8 console



Y.S. Liang of Hop Music (Malaysia) and Isaac Ho of db Electronics (Malaysia)



Audio Light Asia



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P-665 Gaffer's Tape, by Shurtape A&E, doesn't mind doing the heavy lifting. Or holding. Or bundling. Or sealing. It provides superior strength and durability, until the production's complete. You don't compromise anywhere else on set. Why compromise on your tape?

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