

OVERVIEW

TRADE VISITORS

3,600

COUNTRIES REPRESENTED

20

PARTICIPATING COMPANIES & BRANDS

150

BUSINESS MATCHING SESSIONS

250

12-14 September 2018

Hall 5 -6, IMPACT Exhibition Center, Bangkok, Thailand

BMAM Expo Asia 2018 – the international exhibition and conference on building maintenance and facilities management concluded successfully as the gateway into Asian FM market. This trade event provided an arena for suppliers, end-users and professionals to network, exchange knowledge, share best practices and stay updated on the latest industry need. 3,600 trade visitors from 20 countries around the world discovered the latest in building maintenance and facilities management.



OUR SPONSORS AND SUPPORTERS

Sponsor



Networking Night Sponsor



Ministry of Industry / Thailand Building Manager Association
 Center Department of Alternative Energy Development and Efficiency
 Architect Council of Thailand / Digital Economy Promotion Agency
 Thailand Facilities Management Association / Cleaning Contractor's Club
 Smart Cities Thailand Association / Thai Appraisal Foundation
 Property Management Association of Thailand
 Thailand Environmental Engineering Association of Thailand
 The Building Inspector Association / Hotel Security Association Thailand
 Environmental Engineer of Thailand / Energy for Environment Foundation
 Illumination Engineering Association of Thailand / Thai Generator Association
 Executive Security Services Association of Thailand
 Thailand Environment Institute
 The Energy Conservation Foundation of Thailand
 RFID Thailand Association / Thai Security Association
 Thai Mechanical and Electrical Design and Consulting Engineer Association
 Thai Electrical and Mechanical Contractors Association

EXHIBITOR OVERVIEW

COUNTRIES REPRESENTED



Singapore



Hong Kong



India



Cambodia



South Korea

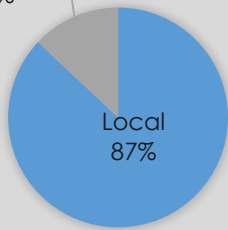


Taiwan



Thailand

International
13%



6,164 m²
exhibition space

150
participating
companies & brands

7
countries

EXHIBITOR SATISFACTION

considered the exhibition important to their business **91%**

were satisfied with the exhibition **75%**

were satisfied with maintaining existing contacts of buyers and business partners **73%**

would recommend the exhibition to their industry colleague **63%**

“BMAM Expo is a good platform for us to meet the right target group of customers and the feedback from visitors is quite positive. Furthermore, we networked with our new business partners that we met during the show to strengthen our business”

Mr. Warakon Veerapatcha
Co-founder and CEO
Digital Bulter Co., Ltd.

EXHIBITOR TESTIMONIALS

“BMAM Expo is a good platform to meet key clients and contractors. If you would like to penetrate the Thai market, this is the right show!”

Mr. Henry So
CEO
Bekind Group Limited, Hong Kong

VISITOR OVERVIEW

3,600 Trade Visitors | **20** Countries

TOP 10 COUNTRIES REPRESENTED



Thailand



China



Singapore



South Korea



Germany



Japan



Cambodia



Hong Kong



Malaysia



Philippines

TOP 5 OBJECTIVES FOR VISITING

To keep up-to-date with new technology / industry trends. **86%**

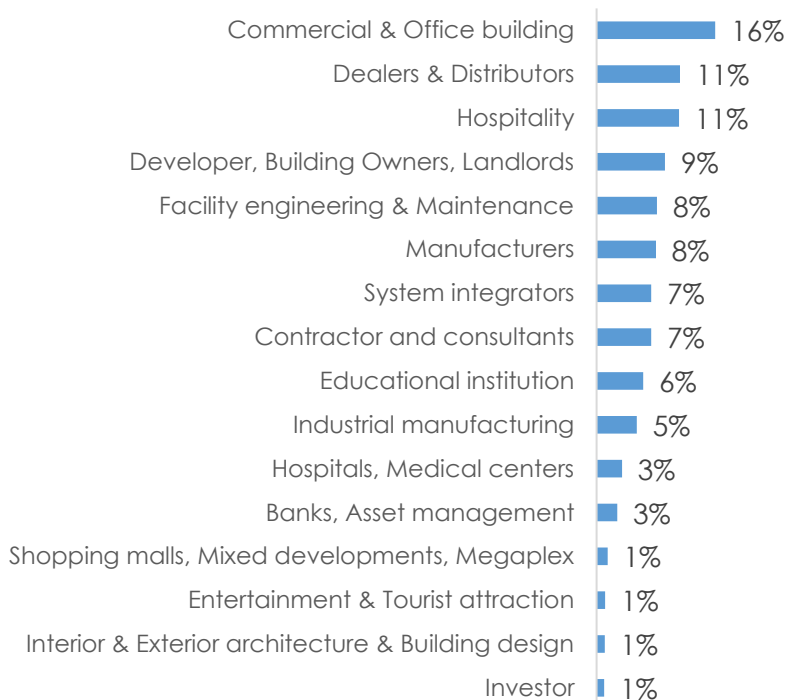
To source new products / suppliers. **85%**

To compare products with a view of placing orders. **83%**

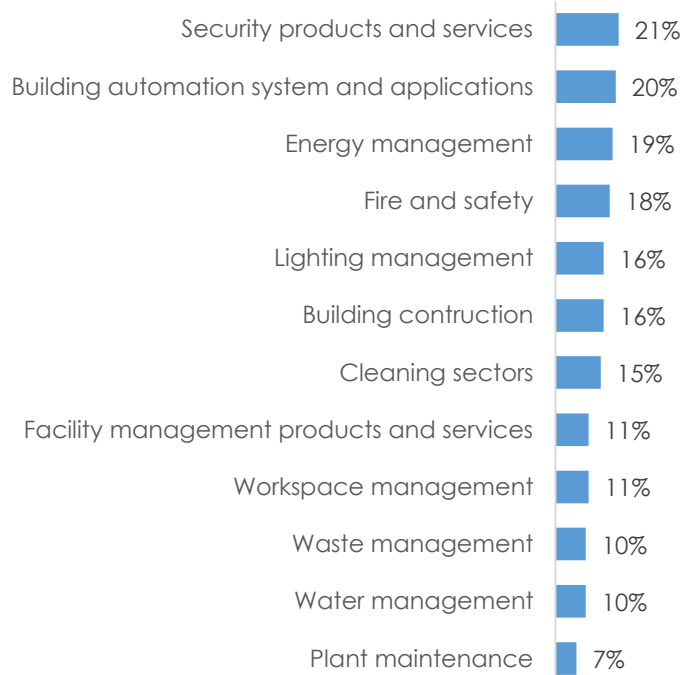
To keep up-to-date with new technology / industry trends. **82%**

To see new product launched. **80%**

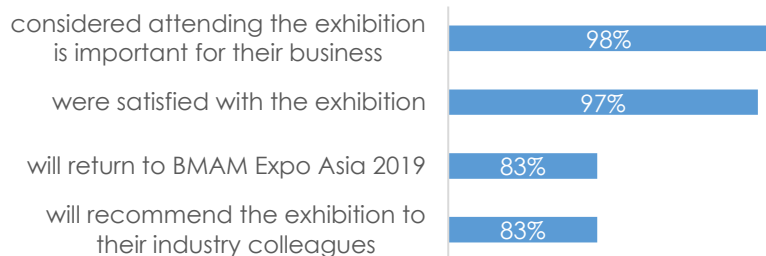
AREA OF BUSINESS



PRODUCT / SERVICE OF INTEREST



VISITOR SATISFACTION



VISITOR TESTIMONIALS

“

“We are doing facility management business in India and came here to explore the new technologies which will help us improve our business. It is good that we found lots of new suppliers and we can bring a lot of technologies to our country to put a benchmark on our business. My colleagues and I plan to come back here again next year”.

Mr. Puneeth Gowda
Facility Assistant Manager
Golflinks Embassy Business Park Management Service LLP, India

“I am in the security department of Siam Commercial Bank. This is my second time that I attend BMAM Expo Asia. It is such a great show which offers me the opportunity to gain new ideas and knowledge to apply with my work”.

”

Mr. Phudit Jarat
Safety Specialist
Siam Commercial Bank PCL, Thailand

SHOW HIGHLIGHTS



VR Office Solutions

A special zone provided the opportunity for visitor to design a full office scheme and experience a 360° virtual tour around the project using VR devices.



AI Security Showcase

The demonstration of statistical analysis, facial recognition and the identification system crucial for security checks.

BSA Building Safety Award 2018

Acknowledging the company with excellence building safety namely

The Siam Cement Group PCL; Siam Commercial Bank PCL; Cypress Semiconductor (Thailand) limited.



The 3rd Thailand Security Award

Award ceremony to Thai security guards and companies of the year.



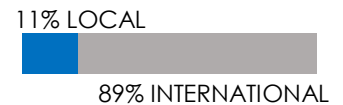
FREE-TO-ATTEND SEMINARS

FM in-depth knowledge platform presented by FM industry experts. The sessions attracted more than **890 delegates** for three days programs. The topics covered integrated solutions for FM of the future; cleaning innovation 4.0; RTLS (Real-Time location service); smart way to build smart city.



BUSINESS MATCHING - Over **250 business meetings** were arranged during the exhibition.

The platform for buyers to source high-quality suppliers and schedule appointments in advance.



SHOW PROMOTIONS



WEBSITE

The BMAM website attracted over **49,875 visits** and **20,007 unique visitors** in the run up to the show.



ELECTRONIC DIRECT MAILES

Email marketing was the most comprehensive and effective campaign, with **49,000 emails** sent to the most relevant trade professionals in the industry.



VISITOR INVITATIONS

12,000 invitation cards were mailed to FM trade professionals carefully selected from our extensive and ever-growing database.



ONLINE ADVERTISING

50 banners on targeted online partner websites to reach both local and international audience. Google AdWords campaign resulted in **941,152 displays** for Ads Network; **72,507 displays** for Google Search.



PUBLIC RELATIONS

An extensive PR campaign produced **40 pieces** of editorial coverage, with an equivalent advertising value of **1,175,985 THB**.



TELEMARKETING

15,000 targeted calls by trained telemarketers, tasked to target the FM professionals.



PRINT MEDIA

BMAM Expo Asia 2018 worked with over **14 leading international and regional trade media partners** to provide coverage in an extensive range of publications, online platforms, blogs, electronic mailings and etc. with **40 print adverts** on a circulation of more than **150,000 copies** in Thailand and international regions.