



# ICA 2012

The 11th International Exhibition & Conference on  
Instrumentation, Control & Automation Technology

**MAY 22 - 24, 2012**  
Kuala Lumpur Convention Centre, Malaysia

#### Presents



#### MEASUREMENT TECHNOLOGY

The 11th International  
Exhibition on Measurement,  
Testing, Calibration,  
Instruments & Services



#### PROCESS CONTROL & SYSTEMS

The 11th International  
Exhibition on Process  
Controllers, Software &  
Systems Technology



#### PUMPS, VALVES & MOTORS TECHNOLOGY

The 11th International  
Exhibition on Pumps,  
Valves & Motors Technology



#### LABORATORY

The 11th International  
Exhibition on Scientific  
Laboratory, Research &  
Analytical Instruments



#### ENVIRONMENTAL TECHNOLOGY

The 11th International  
Exhibition on Environmental  
Testing, Monitoring,  
Control & Waste



#### INDUSTRIAL AUTOMATION

The 11th International  
Exhibition on Robotics,  
Automation, Drives, Software  
Technology & Services

**ASIA'S LEADING  
EVENT THAT CATERS TO  
A HIGHLY COMPLEX  
MANUFACTURING INDUSTRY**



# **SUPERB TIMING**

**- Strong Economic Growth**

The Malaysian economy registered a 7.2% GDP growth in 2010, largely contributed by the services and manufacturing sectors, which grew by 6.8% and 11.4%, respectively. Malaysia's total Foreign Direct Investments (FDI) also hit a high of US\$15.6 billion (RM47.2 billion) in the same year, mainly in the manufacturing sector with a total of 910 approved projects.

Malaysia's fundamentals are strong, with analysts saying that a growth of 7% in 2011 is achievable.

This augurs well with the nation aspiring to become a high income economy by 2020. To achieve this, there has to be the unleashing of productivity-led growth and innovation, especially in the manufacturing sector, which will continue to receive a lot of attention under the Third Industrial Master Plan (IMP3, 2006-2020).

Besides the M&E, the Government has also identified 12 target growth industries in the manufacturing sector for further development and promotion. Some of these which include Medical Devices, Metals, Pharmaceuticals, Petrochemicals, Rubber-based and Food Processing, will require some form of process control, automation and measuring instruments in the manufacturing plants. With this, the opportunities are enormous and the potential largely untapped.

Petroleum Nasional Bhd (Petronas), for example, recently announced that it has set aside RM250 billion in capital expenditure (capex) over the next five years. A big chunk of it will benefit the process control and automation sector as Petronas continues to expand and boost the efficiency of its operations.

**FUNDING** - The government has also recently launched a Business Growth Fund worth RM150 million to finance the commercialisation of high technology companies. The only way for Malaysia companies to remain globally competitive is to invest heavily in sophisticated process control and automation systems. The time is now or never!

# **THIRD INDUSTRIAL MASTER PLAN (IMP3) 2006 - 2020**

**- Spearheading the manufacturing industry**

Compared to other more advanced and industrialised countries, Malaysia is able to produce high quality products at lower cost. Its workforce is highly skilled and knowledgeable, capable of running high technology production facilities efficiently.

Under the IMP3, the machinery and equipment (M&E) industry has been earmarked to be one of the key areas for growth and development.

Globally, the M&E industry is continuously being driven by technological advances, process specialization and customer requirements for shorter throughput times, faster delivery and lower costs. The M&E manufacturers, like their counterparts in industrialised countries, are leveraging upon their strengths in core activities, such as Research & Development (R&D), software development, system integration, assembly, testing and calibration while focusing on quality of production.

**- Increasing Market Share**

Malaysia cannot continue to compete with the other low cost producing nations in the region. The country is forging ahead from being a low cost producing country, to become a nation manufacturing high value-added and high technology M&E which will help manufacturers to be globally competitive and also to meet international standards such as the ISO9000 series. To succeed, manufacturers need to install accurate and reliable instruments and process automation to improve their productivity and quality.

With the entry of AFTA in 2006, the competition has forced Small and Medium scale Enterprises (SMEs) to think in terms of the global market. In order to stay competitive, these enterprises would have to continuously upgrade their production facilities.

# **MEETING GLOBAL STANDARDS & COMPETITIVENESS**



## RETURN OF INVESTMENT & BROADEN YOUR BUSINESS NETWORK

### - An opportunity not to be missed

- ▶ The high profile that the ICA 2012 enjoys is something that cannot be disputed.
- ▶ Since its inception in 1992, ICA has proven itself to be a highly successful event which attracts key decision makers from the manufacturing & service industries.
- ▶ It is "one-of-its-kind" event that highly focuses on instrumentation, control & automation technology to attract end-users, the people you really want to show your solutions.
- ▶ A perfect biennial promotional platform to market your solutions and reinforce your leading position or to make a major inroad into this huge and growing market.
- ▶ It is a perfectly timed event to ride on the growth path of the country's GDP



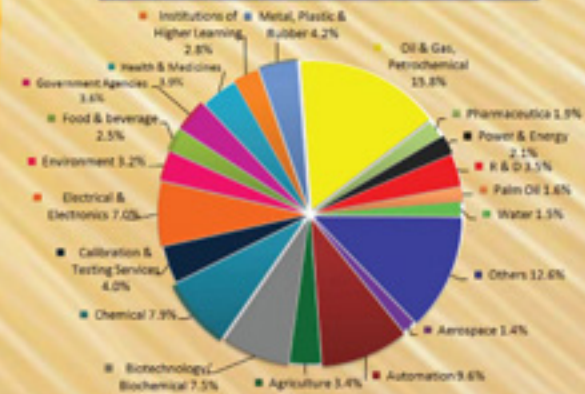
## RECOGNITION, SUPPORT & ENDORSEMENT

The event is officially endorsed by the Ministry of Science, Technology and Innovations, in recognition for its success and contributions to the manufacturing and service industries. It is well supported by the media, making it the most talk-about event of this nature in Malaysia.

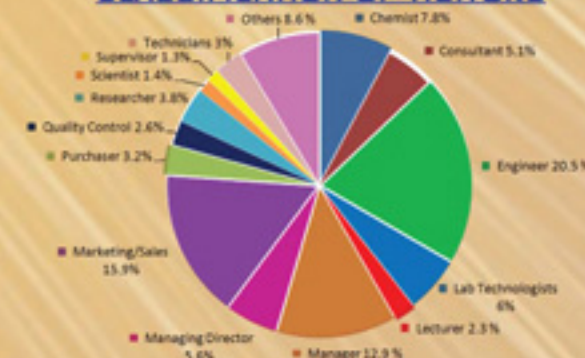
## VISITORS' PROFILE - Huge & Impressive

As shown in the accompanying chart, a total of 5,202 trade visitors thronged the ICA2010, many of whom are key business personnel whose fields are relevant to the objectives of the biennial event.

### VISITORS BY BUSINESS TYPE



### CLASSIFICATION OF VISITORS



## ICA 2012 - CATERING TO THE HIGHLY COMPLEX MANUFACTURING AND SERVICE INDUSTRIES

Manufacturing sector is expected once again to be the Star Performer. Together with the increase in investments in the R&D facility, the country is rising from its electronics and oil & gas roots to become a major player in biotechnology, medical device manufacturing and high precision & value-added tech production.

This highly-focused event will serve various industries such as :

- Aerospace & Automotive
- Biotechnology & Lifescience
- Chemical
- Calibration & Testing Laboratory
- Communications
- Defence
- Electrical/Electronics/Semiconductors
- Energy & Power
- Environment
- Food & Beverages
- Government Agencies
- Metal/Rubber/Plastics
- Oil/Gas/Petrochemical
- Oleochemical
- Pharmaceutical
- Research & Development
- Water & Waste Management



## EXHIBITS' PROFILE

- This is non-exhaustive and is only meant as a guide

- ▶ Measuring, Testing, Calibration, Analytical, Diagnostics, Balances, Laboratory Instrumentation & services
- ▶ Controllers, Programmers, Process Systems, Sensors, Flowmeters, Monitors, Pumps, Valves, Gauges, Software, etc.
- ▶ Automation Systems, Robotics, Conveyers, Distribution/Supervisory Systems, Hydraulics, Pneumatics, Switches, Motors, etc.
- ▶ Environmental Monitoring Systems, Testers, Detectors, Recycling Systems, Treatment/Management, Filters, Green Technology, etc.



## PROMOTION & PUBLICITY CAMPAIGN

### – Strong Government and Media Support

Together with a comprehensive publicity campaign, ICA 2012 is expected to attract top class trade and professional visitors. This campaign includes :

- News releases & Press events
- High level contacts between Organizers and Governmental agencies
- Several conferences, workshops and technical presentations
- Advertisements in major printed and electronics media
- Direct mailing
- Posters
- Newsletters
- News Dailies

## ORGANIZERS

### – Globally Recognized

ICA 2012 is organized with the combined resources of two huge organizations and that of several supporting agencies. After 10 highly successful shows, and having turned ICA show into a globally recognized show, we know what it takes to repeat the success and bring it up another level.

#### SIRIM Berhad

##### – Malaysia's Prime Mover for Quality

SIRIM Berhad is the national standards authority and research and technology development organization dedicated to assist local industries in enhancing their international competitiveness through technology and quality.

#### Facon Exhibitions Sdn Bhd

##### –Experienced and Professional

Together with its offices in the Asian region, Facon has organized numerous events around this region. Many of these events enjoyed the endorsement and support of Government agencies, securing for the company professional recognition of its organizational and management expertise.

Organised by:



Endorsed by:



Supported by:



Supporting Media:



## VENUE

### – World Class

Kuala Lumpur Convention Centre (KLCC) located in the heart of the City, is once again selected to host this prestigious event as it is the most advanced purpose-built convention and exhibition centre with world-class supporting facilities such as hotels, conference rooms, light rail transit, 6,700 car parking spaces, and more...

## HOW TO PARTICIPATE?

### – Simple

Simply complete the Contract For Participation Form and together with the required payment made in favor of "FACON EXHIBITIONS SDN BHD", mail them to :

#### FACON EXHIBITIONS SDN BHD

10B, Jalan Desa Jaya, Taman Desa  
58100 Kuala Lumpur, Malaysia  
Tel (60) 3 – 7981 8766  
Fax : (60) 3 – 7981 8771  
Email : sales@faconex.com  
Website : [www.faconex.com](http://www.faconex.com)

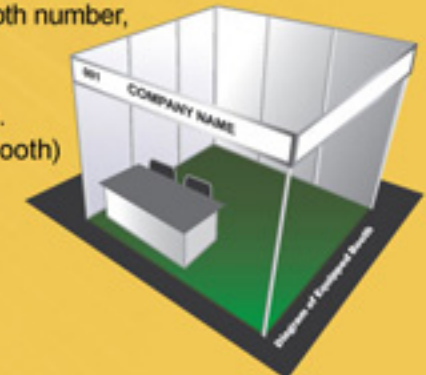
## PARTICIPATION COSTS

### – There are two options :

**Bare Space** : RM950 per square meter  
(Min. 18 square meters)

**Equipped Booth** : RM990 per square meter  
(Min. 09 square meters)

The cost is inclusive of partitions, carpet on floor area, fascia board with company's name & booth number, 2 fluorescent lights, 1 no. 13amp power outlet, 1 information desk & 2 chairs.  
(see diagram of equipped booth)



Organised by:



Endorsed by:



Supported by:



Supporting Media:

