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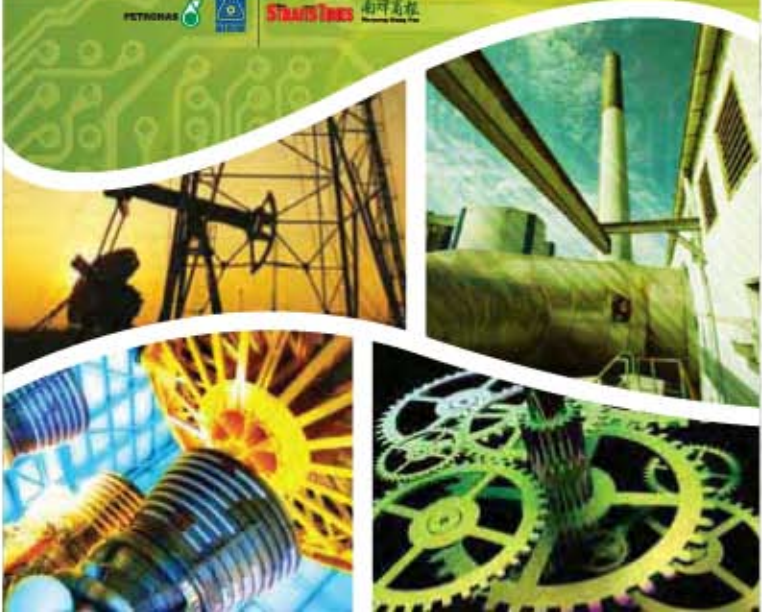
ICA 2010

The 10th International Exhibition & Conference on Instrumentation, Control & Automation Technology

Conference on:
"Value added innovation in instrumentation to meet global challenges"
 June 9th, 2010
 Kuala Lumpur Convention Centre, Malaysia

Organized by:
 FACON Exhibitions Sdn Bhd
 ICA Instrumentation & Control Society of Malaysia
 Endorsed by:
 Ministry of Science, Technology and Innovation, Malaysia
 Malaysia Control Trade Development Commission

Supported by:
 PETRONAS
 Supporting Media:
 STRAITS TIMES 南洋商报



If undelivered please return to:
 Faccon Exhibitions Sdn Bhd (132551-T)
 10B, Jalan Desa Jaya, Taman Desa
 58100 Kuala Lumpur, Malaysia
 Tel: 03-7981 8766



Conference on:
"Value added innovation in instrumentation to meet global challenges"

ICA 2010 Exhibition

June 8-10, 2010

"Innovative Solutions for the highly complex manufacturing industry"

Since its inception in 1992, ICA exhibitions have proven to be highly successful in meeting the demands of trade and professional visitors. This 10th edition is once again expected to provide manufacturers an innovative platform to source and upgrade their processes and quality, thus boosting manufacturing performance which helps increase market share and meet international standards.

Occupying some 5,000 sq meters of floor space at the Kuala Lumpur Convention Centre (KLCC), this biennial event will provide one-stop answers to cutting-edge technology solutions in the fields of instrumentation, control and automation.

The ICA 2010 will host more than 400 participating companies from some 20 countries including 2 international groups from China and Singapore. Many of these are world renowned and award winning exhibitors such as Siemens, Profibus, Offshore-CPI, Precision Control, Azbil Malaysia, Exact Control, Horizon Land, dpStar, Fluke, KG Instruments, KVC, Kobold, Vector Infotech to name a few.

The extensive representation of the industry, combined with a large display of latest state-of-the-art technologies, will make the exhibition a very appealing event to the industry. Visitors can also witness the launch of new products and attend technical presentations for latest updates.

With an economic turnaround becoming certain, economists have revised upwards Malaysia's GDP target to above 4.5% for 2010. ICA 2010 is superbly timed as sourcing for state-of-the-art techno solutions is expected to resume at a frenetic pace with the manufacturing sector once again picking up steam.



Plan your visit now and be part of an international gathering of CEO's, MDs, scientists, consultants, engineers, chemists, technicians, researchers, etc.....

Conference on:
"Value added innovation in instrumentation to meet global challenges"

June 9th, 2010

Kuala Lumpur Convention Centre, Malaysia

Conference

Globalization has resulted in increased business opportunities and at the same time the landscape has become more competitive across all industries be it in Oil & Gas, Petrochemical, Aerospace, Electrical Electronics and etc. Competitiveness drives for further creativity and innovation as industries search for more innovative products and technologies to continuously increase efficiency and quality.

With increasing costs, global challenges and ageing assets in the picture, industry players need to further improve overall plant performance and at the same time ensure safety at all times. Practical application of innovative technology and instrumentation in optimizing processes and resources with the support of capable personnel is imperative. Standards, guidelines and best practices can further boost manufacturing performances.

The ICA2010 Conference, jointly organized by Instrumentation & Control Society of Malaysia (ICSM) and **Facon Exhibitions Sdn. Bhd** will be held at the prestigious Kuala Lumpur Convention Centre on **9th June 2010**. Experts & industry specialists will present at the Conference.



The Conference with the theme entitled, "Value added innovation in instrumentation to meet global challenges", will provide an excellent forum for delegates to hear and seek solutions from the experts and industry specialists on the challenges faced and best practices for the industry. It will also provide delegates the opportunity to get an update on the latest instrumentation and control technology available in the market.

The Conference presentation papers comprise materials which will benefit both technology providers and end-users. They will give the instrumentation personnel fraternity good insight into practical applications and best practices for their workplace in pursuing superior performing assets.

Come and join us at this conference and let us work together for the betterment of the industry.

1 Malaysia, 1 I&C Industry...

Programme

- 7:45 AM Registration of delegates
- 8:10 AM Delegates to be seated
- 8:15 AM Safety Briefing
- 8:20 AM Welcoming Address By ICSM President
- 8:30 AM Montage Presentation & Opening Ceremony
- 8:40 AM **Wireless - How Plants are Benefiting from WirelessHART Standard Instrumentation**
Emerson Process Management (M) Sdn. Bhd.
- 9:10 AM **ISA100.11a The Answer to Your Wireless Needs**
Yokogawa Malaysia
- 9:40 AM **Holistic Approach to Wireless Instrumentation and Control Design**
Honeywell Process Solution
- 10:10AM **Coffee Break**
- 10:30AM **Challenges in Selection of Wireless System**
PETRONAS Group Technology Solutions
- 11:00AM **Game Changer - Visibility, Enablement, and Process Innovation for a Mobile Workforce**
Invensys / Foxboro (Malaysia) Sdn. Bhd.
- 11:30AM **Lesson Learnt on High Pressure Water Injection Valves Engineering**
Control Components Inc. (CCI)
- 12:00PM **Optical Flame Detectors: Engineering Selection**
Detector Electronics Corporation (Det-Tronics)
- 12:30PM **Summary By MC**
- 12:35PM **Token of Appreciation Give-Away**
- 12:50PM **Lunch Break and Visit to ICA 2010 Exhibition**
- 2:00 PM **Baby Steps Towards Improving IPF Compliance and Life-Cycle Management in Petronas**
PETRONAS Group Technology Solutions
- 2:30 PM **Best Practices/Lesson Learnt in Implementation of Safety Trip System Upgrade**
PETLIN (M) Sdn. Bhd.
- 3:00 PM **Efficient Technologies to Protect and Condition Monitor Reciprocating Machinery**
PROGNOST Systems GmbH
- 3:30 PM **Coffee Break**
- 3:50 PM **Best Practice/Lesson Learnt in Asset Management Implementation in Malaysia LNG**
Malaysia LNG Sdn. Bhd.
- 4:20 PM **Diagnostics for Flow Instrumentation - An Answer to A Global Challenge**
KROHNE Oil & Gas Malaysia
- 4:50 PM **Summary By MC**
- 4:55 PM **Token of Appreciation Give-Away**
- 5:10 PM **End of Conference**

(The above program is subjected to changes without notice)

REGISTRATION FORM

Registration Fees

- Per Delegate : RM690
- 3 or more Delegates : 10% discount
- Exhibitors : 10% discount
- Early Bird (register by 7th May) : 10% discount

Fees include lunches, coffee/tea breaks and conference materials. Attendance is by registration and seats are confirmed upon receiving payment. 50% refund applies if registration is cancelled before 21st May and thereafter no refund.

To participate, please complete Sections A & B of this form and fax it to **FACON EXHIBITIONS SDN BHD**, Fax No.: 60-3-7981 8771

A) Delegates' details

Please register the following delegate(s) for the ICA2010 Conference:

- | | |
|----------|------------|
| 1. _____ | Tel: _____ |
| 2. _____ | Tel: _____ |
| 3. _____ | Tel: _____ |
| 4. _____ | Tel: _____ |
| 5. _____ | Tel: _____ |

Please attach the original form with your cheque, no. _____ amounting to RM _____ for the above delegate(s) and mail 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
 All cheques to be made in favour of **Facon Exhibitions Sdn Bhd**

B) Applicant's details

- Applicant's name: _____
 Designation: _____
 Company: _____
 Address: _____

 Country: _____ Tel: _____
 Email: _____ Fax: _____

Signature/Company Stamp _____ Date _____

Accommodation

The Crowne Plaza Mutiara Kuala Lumpur is the official hotel for the Exhibition and Conference. Delegates will enjoy the following special reduced rates with breakfast per room night:

Deluxe Single @ RM330++ Deluxe double @ RM370++
 Grand Deluxe Single @ RM410++ Grand Deluxe double @ RM450++
 Note: Bookings will be based on room available basis.

For bookings please contact:
 Ms Carmen Teo, Assistant Director of Sales
 Tel: 60-3-2148 2322/ 60-3-2146 3846 Fax: 60-3-2146 3887
 Mob: 60-12-601 0088 Email: carmen.teo@crowneplazamutiara.com

Please mention that you are attending the ICA2010 or M.LAB2010 Exhibition & Conference to qualify for the above rates.