Gateway to Landscape Asia Unlimited Business Opportunities!
See You In Kuala Lumpur, Malaysia

ASIA'S INTERNATIONAL PREMIER & LARGEST
LANDSCAPE ARCHITECTS & DESIGNERS, INNOVATIVE
LANDSCAPE, SOLAR ENERGY, PHOTOVOLTAIC TECHNOLOGY,
BUILDING, CONSTRUCTION & EQUIPMENT
INDUSTRY TRADE SHOW

Organised by:

Co-Organiser:

Endorsed by:

National Landscape Department
Ministry of Urban Wellbeing, Housing and Local Government
Ministry of Science, Technology and Innovation

MPiA

B2B
FACE TO FACE
POTENTIAL

BUSINESS MATCHING

NETWORKING

POTENTIAL
MULTI - BILLION
MARKET

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Organised by:

FREM Forest Research Institute Malaysia
Ministry of Natural Resources and Environment

Malaysian Timber Industry Board

CIDB Malaysia

GBC KL

Clickedge

Media Today Group

Marshall Cyndech Business Information

IAEE

IAAB

IAAB

PAIA

PAIA
The Leading’s Exhibition Organiser Since 1997

CELEBRATE 21 YEARS OF EXHIBITION
EG Groups The Region’s Leading Exhibition Organiser Since 1997

At EG Groups Holding we combine creativity, professionalism and experience as expert organisers of national and international trade shows. Since 1997 we have built a reputation as a leader in the field of exhibition management staging major shows for a diverse range of industries.

The company has managed more than 200 major trade and consumer shows. Driven by an entrepreneurial spirit, the shows are developed from initial concepts through to staging. The company, with its operations throughout Asia, and is linked internationally through our network.

We are committed to creating successful, well attended events where governments, trade associations and commercial enterprises come together to build prosperous alliances.
National Landscape Department
Ministry of Urban Wellbeing, Housing and Local Government

OBJECTIVES

- To create a clean, comfortable and safe living environment.
- To strive and regulate the landscape development nationwide through the formulation and enforcement of policy, regulation and related acts.
- To preserve the balance between the developmental and vicinity through the quality and sustainable landscape development execution.
- To ensure the quality, competitive and effective cost of the landscape development, public parks, open spaces and recreation facilities.
- To enhance the professionalism in national landscape planning, development and management.
- To identify and enriching the National landscape resources for the future benefits.
- To Promote the landscape industry development.

FUNCTION

- To plan, coordinate, implement and regulate the landscape development, open spaces requirement, green areas and national recreational facilities.
- Enforcement of legislation, policies execution and guidelines at various stages of landscape planning, implementation and management.
- To generate the development and expansion of landscape industry.
- To implement and coordinate the research application programs in various landscape related fields.
- To provide establish technical expertise for the efficient national landscape resources development.
- To be an advisor to the various government levels in landscape planning, implementation and management.
- As the National Landscape accreditation centre.
FRIM
Forest Research Institute Malaysia
Ministry of Natural Resources and Environment

OVERVIEW

Forest Research Institute Malaysia (FRIM) is one of the leading institutions in tropical forestry research in the world. Founded in 1929, the former Forest Research Institute became a fully-fledged statutory body, governed by the Malaysian Forestry Research and Development Board (MFRDB) under the Ministry of Primary Industries, in 1985.

Presently, both FRIM and MFRDB are under the purview of the Ministry of Natural Resources and Environment. The Institute sits on a 545-ha site adjacent to the Bukit Lagong Forest Reserve in the Kepong municipality, 16 km northwest of Kuala Lumpur. FRIM was awarded the MS ISO 9001:2000 certification in December 2007. It was gazetted as a ‘Natural Heritage Site’ on 10 February 2009 under the National Heritage Act 2005, and officially declared as a National Heritage on 10 May 2012. The Institute is helmed by Dato’ Dr Abd Latif Mohmod as its Director General since May 2008.
SUPPORTED BY:

Institute of Landscape Architects Malaysia (ILAM)

ADVANCING LANDSCAPE ARCHITECTURE

Founded in 1981, the Institute of Landscape Architects Malaysia (ILAM) is Malaysia’s national professional association for landscape architects, representing more than 1,000 members. We lead the stewardship, planning, and design of built and natural environments across the nation.

The Institute’s mission is to advance landscape architecture and raise the visibility of the profession through advisory support to both public and private sectors. Education, accreditation support, international relations with other professional bodies, awards and recognitions within the industry and conducting seminars are programmes designed to uplift professional standards at all levels.

LANDSCAPE ARCHITECTURAL SERVICES

- School and college campuses
- Corporate and commercial grounds
- Public gardens and arboreta
- Historic preservation and restoration
- Hotels, resorts, golf courses
- Hospital and other facility sites
- Interior landscapes
- Land planning
- Landscape art and earth sculpture
- Monument grounds
- Parks and recreation
- Land reclamation and rehabilitation
- Residential sites
- Security design
- Streetscapes and public spaces
- Therapeutic gardens
- Transportation corridors and facilities
- Urban and suburban design
- Water resources
ILEAF – International Landscape Exhibition Alliances Federation is the leading global alliance of the world’s landscape tradeshow organisers and conference, as well as the major national and international exhibition associations, and selected partners of the exhibition industry.

ILEAF main goal is to represent, promote and support the business interests of its members and the exhibition industry. ILEAF directly represents around 10,000 exhibition industry employees globally, and also works closely with its 55 national and regional associations members. 260 member organisations in 62 countries around the world are presently signed up as members.

Over 100’s international trade fairs proudly bear the IFLEA approved label, a quality guarantee for visitors and exhibitors alike. ILEAF members continue to provide the international business community with a unique marketing media aimed at developing outstanding face-to-face business opportunities, business matching & networking.
Event Title:
LAX’18
LANDSCAPE ASIA 2018
KUALA LUMPUR, MALAYSIA

Co-located with:
AGROTECH ASIA,
PARK & RECREATION ASIA,
SME GREEN BIZ ASIA,
SOLAR & PV ASIAN EXPO & CONFERENCE

Venue:
KLCC – HALL 5 – 6
KUALA LUMPUR CONVENTION CENTRE,
Kuala Lumpur, Malaysia

Event Date:
27 – 29 AUG 2018

Opening Times:
Monday to Wednesday
10:00 am - 5:00 pm (Trade Exhibition Only)
Wednesday
10:00 am - 5:00 pm (Trade & Public)

Exhibitors:
Local & International Exhibitors

Estimate Visitors:
Invited Local & Foreign Visitor 5,000
Public Visitors 10,000

Admission:
Free for Invited Guest & Trade Delegates Public

“Our mission is to provide our exhibitors the best opportunity to meet potential clients on a face to face basis.”
The only photovoltaic exhibition Gateway to Asean to be host in Malaysia

As the only International photovoltaic exhibition representing Asean, the 2018 EXPO Solar/PV Asean is to be held in Kuala Lumpur Convention Centre, Malaysia from 5 - 7 April 2018. Since FIT policy is reduced by recently aggravated finance in Europe and economic depression, the market of global photovoltaic industry is expanding from Europe to Asean.

Further, Asean is more noted in the world than ever, because FIT & RPS policy is recently enhanced to support the photovoltaic generation industry in Southeast Asia including China and India.

Faithfully playing its role as the hub of Asean photovoltaic industry and the Gateway to advance to Asean photovoltaic market, EXPO Solar/PV Asean newly changes & leaps toward international photovoltaic exhibition in conjunction with EG Groups 21th Years Celebration.

EXPO Solar/PV Asean is to be held by positively reflecting the opinion of overseas exhibitors and buyers who prefer open in April and newly expanding supplier-oriented exhibition to exhibition for actual user and end user of photovoltaic generation system. Your interest and participation will be much appreciated.

As the global photovoltaic market moves from Europe to Asean due to the recent reduction of FIT policy and financial crisis in Europe, the companies & buyers related to global PV become more interested in Asean market. EXPO Solar is rapidly emerging as the gateway for main global photovoltaic companies to advance to Asean photovoltaic market.
EXHIBITOR PROFILE

Photovoltaics (PV)
- PV Cells and Modules
- PV Thin Film
- PV Components
- PV Inverters
- PV Mounting Systems, Installation Aids and Tracking Systems
- PV Monitoring, Measurement & Control Technology Energy Management
- PV Integration and Automation
- Building Integrated Solutions (BIPV)
- PV Manufacturing Equipment
- EPC Contracting / Project Development
- PV Maintenance, Repair and Operations

Solar Technologies and Related Services
- Software & IT Solution
- Consulting Services
- Testing Institutions
- Research and Development
- Financing and Investment
- Education and Training
- Government Organizations and Associations
- Media and Publishing Engineering and Design Services

Energy Storage
- Batteries, Battery Packs
- Battery Management Systems
- Charging Technology and Devices
- Fuel Cells
- Energy Storage Systems Maintenance, Repair and Operation

Solar Thermal Technologies (ST)
- Solar Thermal Collectors
- Solar Thermal Process Heat
- Solar Thermal Air-conditioning and Cooling
- Solar Thermal System Technologies (Control Systems, Pumps, Fittings, Heat Exchangers, Expansion Tanks, Air Separators)
- Solar Thermal Building Integrated Solutions
- EPC Contracting / Project Development
- CSP Maintenance, Repair and Operations
AN EG GROUPS EVENT

LAX'18
AWARDS
28 AUG
day

Prestigious • Branding Recognition

KUALA LUMPUR
CONVENTION CENTRE
LAX’18 AWARDS
Held along with LAX’18 Gala Night
28 August 2018
Kuala Lumpur Convention Centre

LAX’18 PRESTIGE AWARD
LAX’18 INNOVATIVE DESIGN AWARD
LAX’18 BEST BOOTH DESIGN AWARD
LAX’18 PRODUCT CATEGORY AWARD
LAX’18 BEST PROPERTY SHOW HOUSE
LAX’18 LANDSCAPE AWARD
LAX’18 BEST PLAYGROUND SAFETY DESIGN AWARD
LAX’18 INTERNATIONAL AWARD
LAX’18 MEDIA LANDSCAPE AWARD

Prestigious • Branding Recognition • Networking
Why Exhibit?

HOSTED IN THE MOST PRESTIGIOUS VENUE IN ASIA

LAX'18 provides the ideal platform for organisations to showcase leading trend products, new services, key skills as well as being the perfect environment for visitors to discover the newest and most innovative products and solutions to help them in their designs and projects.

LANDSCAPE Asia 2018
EXPO Solar
Asean Int’l Solar Energy Expo & Conference

PV ASEAN
Asean Int’l Photovoltaic Exhibition

“Our mission is to provide our exhibitors the best opportunity to meet potential clients on a face to face basis.”
WHY EXHIBIT?

THE MOST COST EFFECTIVE FIVE SENSES OF MARKETING

Anyone who supplies solutions for the landscape sector and who targets decision makers within this dynamic market including suppliers of:

Artificial plants, artificial trees, artificial turf, decking, flooring, fencing, water features, water fountains, commercial furniture, garden furniture, structures, garden buildings, lighting, commercial lighting, irrigation, living walls, living roofs, metalwork, outdoor kitchens, barbecues, outdoor fire places, sculptures, planters, containers, pools, hot tubs, spas, soils, composts, mulches, stone, paving, aggregates, tools, machinery, living trees, living plants and living turf.

The value of exhibiting is enhanced by opportunities for:

- Highlighting your latest innovations in the new products showcases
- Face-To-Face interaction with qualified buyers & decision-makers
- Networking Opportunities & Business Matching
- Meet prospective new customers who are there specifically looking for products and solutions.
- Capture new data to build a new customer database
- Build company or brand awareness
- Demonstrate your commitment to the industry
- Use it as a catalyst and platform for other marketing activity
- Build company or brand awareness
- Meet and do business with fellow exhibitors
- Meet existing customers to reinforce your relationships

B2B FACE TO FACE POTENTIAL
BUSINESS MATCHING
NETWORKING
POTENTIAL MULTI - BILLION MARKET

“Our mission is to provide our exhibitors the best opportunity to meet potential clients on a face to face basis.”
WHO SHOULD EXHIBIT?

LAX '18 AIMED AT ANY PROFESSIONAL INVOLVED IN THE LANDSCAPE ARCHITECT, DESIGN, SPECIFICATION, CONSTRUCTION AND MAINTENANCE OF PUBLIC, COMMERCIAL AND RESIDENTIAL.

This Exclusive Event brought to you by:

eg groups
SINCE 1997

EG GROUPS HOLDING SDN BHD
(5940099-V)
WHO SHOULD EXHIBIT

Artificial Flowers | Artificial Plants | Artificial Trees | Artificial Turf | Balustrading | Bird Baths | Consultancy | Containers
Coppings & Cappings | Compost | Computer Software / Training | Decking | Design (Landscape, Garden) | Drainage
Flowers | Exterior Maintenance | Fairtrade Flowers | Fairy Lights | Fencing | Fertiliser | Floral Sundries | Florist | Follies
Fountains | Garden Buildings | Gates | Geotextiles | Grass Seed | Gravel | Gravel Stabilisers | Golf Course | Hedging
Herbicides | Hydroponics | Indoor Furniture | Interior Maintenance | Irrigation Systems | Lighting | Living Roofs | Living Walls
Metalwork | Mulch | Natural Stone | Natural Swimming Pools | Network Service | Outdoor Furniture | Patios | Paving
Photovoltaic Systems | Planters | Plants | Pots | Props | Publication | Railings | Sculptures | Sheds | Shrubs | Soil
Specialist Flowers | Specialist Plants | Specialist Trees | Statues | Stone | Substrates | Summerhouses | Sundials | Timber
Topiary | Trees | Tropical Flowers & Plants | Turf | Urns | Vases | Vegetation Control | Water Features | Wild Flowers
Government Agencies | Related Association | Landscape Architects & Designers | Green City | Green Building
Landscape Building & Construction Equipment | Landscape Related Industry

“Our mission is to provide our exhibitors the best opportunity to meet potential clients on a face to face basis.”
Billboards strategically placed along the major roads attracted over 80,000 cars daily

& much more billboards display toward the event.
LAX'18 AN EG GROUPS EVENT

TARGET AUDIENCE

LANDSCAPE ARCHITECTS, LANDSCAPERS CONTRACTORS, CONSULTANTS, INTERIOR DESIGNERS / LANDSCAPERS, LOCAL GOVERNMENT AGENCIES / PARKS, GARDEN CENTRE / DEALERS, GOLF COURSES OWNER, PROPERTY DEVELOPERS, MEDIA & ETC

"Our mission is to provide our exhibitors the best opportunity to meet potential clients on a face to face basis."

EXPECTED VISITORS TO THE LAX '18 EVENT

- Other: 2%
- Media: 3%
- Property Developers: 5%
- Golf Course Owner: 6%
- Garden Centre / Dealers: 8%
- Local Government Agencies / Parks: 9%
- Interior Landscape / Designer: 12%
- Consultants: 15%
- Landscapers Contractors: 18%
- Landscape Architects: 22%

LAX'18 - LANDSCAPE ASIA 2018 © COPYRIGHT 2018 *Subject to changes at the organizer’s discretion
LAX’17 had attracted Asia region buyers and visitors attention from 23 countries including Malaysia totalling 11,283 visitors concluded over USD11 Millions sales and over 80 projects to follow up worth over USD150 Million.

The total trade visitors and business professionals marked at 46.60% (5,238) included public 50% (5652).

Among the top visiting countries were China (439), Singapore (247), Indonesia (172), Philippines (107), India (97) & Pakistan (89).

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<th>Visitor</th>
<th>Total Visitor</th>
<th>% Percentage</th>
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<tbody>
<tr>
<td>Local (Trade)</td>
<td>3543</td>
<td>31.40</td>
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<tr>
<td>Public</td>
<td>5652</td>
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<tr>
<td>Student</td>
<td>346</td>
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<td>Media</td>
<td>47</td>
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<tr>
<td>Foreign (Trade)</td>
<td>1695</td>
<td>15.20</td>
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<tr>
<td>Total</td>
<td>11,283</td>
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<table>
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<th>Country</th>
<th>Visitor</th>
<th>% Percentage</th>
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<tr>
<td>Singapore</td>
<td>247</td>
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<td>China</td>
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<td>Japan</td>
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<td>Saudi Arabia</td>
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LAX’17 Extensive A&P campaign coverage articles and press releases in all major paper & publication + EDM of EG Groups 150,000 database, additional partners website, association, government agencies & chamber of commerce additional 120,000 database deliver targeted to the LAX’17 event.

- Online Web Banner Advertisement

- Magazine Advertisement

- Newspaper Advertisement
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See You In Kuala Lumpur, Malaysia!

LANDEXPO Solar PVASEAN

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