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TyrexpoAsia'11

Exhibitors praise TyrexpoAsia09 as dates confirmed for 2011



Visitor numbers and reaction 'more than acceptable' in prevailing market conditions

Exhibitors attending the seventh staging of TyrexpoAsia in Singapore have praised the exhibition for exceeding expectations in the global recession.

Despite many tyre businesses cutting international travel budgets, the three-day show still managed to attract a total of 2,985 visitors, just five per cent fewer than for the last staging in March 2007.

Exhibitor numbers were up eight per cent at 135, although total exhibition floor space remained the same as companies opted for more economic stand design.

"Every show organiser wants to increase visitor numbers show-on-show but in these tough times we are very pleased that so many still decided to travel. We view that performance as more than acceptable taking everything into account," said Paul Farrant, managing director of show organiser ECI International.

As expected, local and regional delegates from Singapore, Malaysia, Indonesia, Taiwan, China and Thailand provided the greatest number of visitors, but overall 77 countries were represented at the Singapore Expo Centre.

Paul Farrant also confirmed that the exhibition will again be held at the Singapore Expo centre in two years time, with the new dates confirmed as 29, 30 and 31 March 2011. "We have no hesitation in returning to Singapore, which is a popular and proven destination for this show. By scheduling the exhibition for March we will continue to avoid other competing events in the region and are being consistent to help our exhibitors and visitors with their forward planning and marketing."

Among exhibitors declaring their satisfaction was Hercules Tire's corporate business development officer, Joe Rechia. "The show was excellent, we were very busy and have made a ton of contacts. The quality of people was very good. I'm very happy," he said.

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