

By Informa Markets

IMMEDIATE RELEASE

ASEAN Super 8 Goes Fully Virtual from 1 - 30 Nov 2021, Physical Event Rescheduled to 8 – 10 Nov 2022

KUALA LUMPUR, 3 Sept 2021: Informa Markets' **ASEAN Super 8**, the leading trade show for the South-east-Asian built environment, will be transformed into a fully-virtual exhibition, known as "**Sourcing Month**", from **1 – 30 November 2021**. **ASEAN Super 8 Virtual Connect Exhibition 2021** will be held in conjunction with the International Construction Week (ICW) hosted by the Construction Industry Development Board (CIDB), and features **Virtual Exhibitions, Conferences, Webinars, Business Matching, and Networking activities**.

ASEAN Super 8 Virtual Connect Exhibition 2021 will take place between 10am – 6pm daily from 1 – 30 November 2021 and will feature niche expositions namely ASEAN M&E, ASEAN TENAGA Energy, ASEAN Lift, ASEAN Solar, ASEAN Light, REVAC, Futurebuild SEA and IFSEC Southeast Asia.

"ASEAN Super 8 will take a completely virtual avatar this year, replicating our hybrid exhibition experience with additional new and exciting digital programmes for our participants. This marks a great transformation from the traditional physical format. Our decision to go fully virtual was made following overwhelming requests from stakeholders, exhibitors and industry professionals to continue ASEAN Super 8, in spite of the COVID-19 developments," said **Alice Lem, Deputy Event Director of ASEAN Super 8, Informa Markets Malaysia**.

She added that exhibitors, visitors and stakeholders have leveraged the COVID-19 crisis as an opportunity to embrace the digital format. While the pandemic has reduced opportunities for growth, the 2021 edition of ASEAN Super 8 seeks to offer solutions by bringing together vendors and buyers, no matter where they are, in a completely safe virtual environment.

Gerard Leeuwenburgh, Country General Manager of Informa Markets Malaysia said: "In further supporting the business community, Informa Markets Malaysia has recently rolled out a **new marketing business service** that will cover editorial support, digital marketing, website development, conferences, webinars and many more. I am confident that the new service offering will help businesses gain a good return on investment (ROI) on every ringgit spent on marketing-related services".

Chief Executive of CIDB Malaysia, Datuk Ir. Ahmad 'Asri Abdul Hamid said "The fully virtual ICW and ASEAN Super 8 will address the needs of all stakeholders, exhibitors and visitors. This year's ICW, themed "*The Next Normal in Construction*", seeks to prepare businesses for the post-coronavirus future and would highlight potential areas for growth. The ICW and ASEAN Super 8 are expected to see a stronger traffic of visitors this year, following a solid response in 2020".

“We are working closely with Informa Markets, industry stakeholders and the relevant government agencies, and are committed towards the continued success of ICW and ASEAN Super 8 2021.”

ASEAN Super 8 Virtual Connect Exhibition 2021 & ICW will be held for the entire month of November, which will also be called as the “Sourcing Month”. Unlike physical exhibitions that run only for a few days, the Sourcing Month allows exhibitors and visitors to enjoy networking opportunities, an improved procurement experience and learning through a series of free-to-attend webinars and conference sessions, including International Construction Transformation Conference (ICTC), Asset Facility Management Conference (AFMC), ASIS APAC Conference, innovation symposium and business matching, for one whole month.

Previously, the 2020 edition of ASEAN Super 8 Virtual Connect Exhibition attracted 31 exhibiting companies covering various industry sectors, with a solid turnout of 1,132 unique visitors from 37 countries. ASEAN Super 8 Virtual Connect Exhibition digitally connected built environment industry players with real time trade opportunities.

Informa Markets also wishes to announce that the **physical ASEAN Super 8 will make its return on 8 - 10 November 2022, at Malaysia International Trade and Exhibition Centre (MITEC), KL**, paving the way for exhibitors to once again interact face-to-face with trade fair visitors. As the organiser, Informa Markets will continue to closely monitor developments related to COVID-19 and will provide timely communication to the exhibitors and visitors.

For more information, visit www.super8asean.com

Notes to Editor:

ASEAN Super 8 is Organised by Informa Markets, a division of Informa plc. Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. As the world’s leading exhibitions organiser, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year. For more information, please visit www.informamarkets.com.

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