



Press Release  
12 May 2011

Hong Kong, China

## **UBM acquires AMB's some major exhibitions business in South East Asia**

*Adds five tradeshows in South East Asia; four further events planned for 2011*

UBM plc today announces that it has acquired the major business and assets of AMB Exhibitions Sdn Bhd and AMB Events Sdn Bhd in Malaysia, Vietnam and the Philippines, on behalf of UBM Asia.

Established in 1996, AMB ([www.ambexpo.com](http://www.ambexpo.com)) operates five exhibitions in Malaysia and Vietnam, with four further new events planned for this year – three in the Philippines and one in Vietnam. The shows serve the water, livestock, energy, and mechanical/electrical industries.

AMB's two largest shows are AsiaWater and ASEAN M&E Expo, which together account for approximately two thirds of 2010 revenue. AsiaWater is a biennial exhibition focused on environmental protection, soil erosion, flood control, sanitation, wastewater and resource management; its sixth edition was held at the Kuala Lumpur Convention Centre in Malaysia in April 2010, covering 4,000 net square metres. ASEAN M&E Expo is a biennial umbrella event encompassing security and fire protection, ventilation, air conditioning, energy and power; the 2010 show – also held at the Kuala Lumpur Convention Centre – covered 4,500 net square metres.

In 2010 the business generated revenues of approximately US\$4m. AMB's founder Andrew Siow Kwang Vian will remain with the business as a consultant following the acquisition, together with his team of 15 employees. The business is headquartered in Malaysia.

Jimé Essink, President & Chief Executive Officer of UBM Asia said:

"The acquisition of AMB accelerates the expansion of UBM's exhibition business into South East Asia. UBM has existing interests in the core industries served by AMB's shows and

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complementary footprints in three of the region's fastest growing economies – the Philippines, Malaysia and Vietnam – as well as successful operations in Thailand and Singapore. I would like to welcome Andrew Siow Kwang Vian and his team into UBM Asia and I look forward to working with them to drive the business forward in close co-operation with M.Gandhi, Managing Director of UBM in Malaysia and Thailand.”

– Ends –

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#### **Notes to Editors**

##### **1. About UBM Asia ([www.ubmasia.com](http://www.ubmasia.com))**

Owned by UBM plc listed on the London Stock Exchange, UBM Asia operates in 16 market sectors with headquarters in Hong Kong and subsidiary companies across Asia, including UBM China in Shanghai, Hangzhou, Guangzhou and Beijing. We have over 200 products including trade fairs, conferences, trade publications, B2B/B2C portals and virtual event services. As Asia's leading exhibition organiser and the biggest commercial organiser in the two fastest growing markets in Asia: China and India, we stage the leading events of their kind across Asia. Our 150 events, 34 publications and 14 vertical portals serve a 1,000,000 plus quality exhibitors, visitors, conference delegates, advertisers and subscribers from all over the world with high value face-to-face business-matching events, quality and instant news on market and industry trends and round-the-clock online trading networks and sourcing platforms. We have over 800 staff in 17 major cities across Asia, stretching from Japan to Turkey.

##### **2. About UBM plc ([www.ubm.com](http://www.ubm.com))**

UBM plc is a leading global business media company. We inform markets and bring the world's buyers and sellers together at events, online, in print and provide them with the information they need to do business successfully. We focus on serving professional commercial communities, from doctors to game developers, from journalists to jewellery traders, from farmers to pharmacists around the world. Our 6,000 staff in more than 30 countries are organised into specialist teams that serve these communities, helping them to do business and their markets to work effectively and efficiently.

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