

News Release
For Immediate Release

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Inaugural Imaging Expo Singapore and Photo Imaging X-change opened doors to 5, 386 visitors

The first specialized imaging and photography show in South-East-Asia and The Pacific region -- Imaging Expo Singapore, incorporating P.I.X - Photo Imaging X-change 2007 closed with a bang! The 3 day event was held from 2-4 November and welcomed 5,368 visitors.

Featuring big imaging brands like Adobe, Broncolor, Bowens, Canon, Hasselblad, HP, Jenis, Kodak, Noritsu, Profoto, Samsung, Sigma, Tamron, Yashica amongst other brands, Imaging Expo Singapore saw visitors flooding to the to experience the newest technology in imaging.

In this digital era, the inaugural event could not have come at a better time. In his opening speech, Guest of Honour, Second Minister of Information, Communications and the Arts, Dr. Vivian Balakrishnan said: "The photography and imaging industry in the Asia Pacific region is growing rapidly. Hence, the IES event is a good platform to showcase products and technology based on the entire imaging workflow. The trade fair also creates excellent networking opportunities for regional traders, distributors, retailers, professional end-users and consumers to interact with one another."

The show first started with pre-conference workshops on 1st November that took delegates out to the field to learn tips and tricks from the masters themselves. From static shots of *James Bond's Aston Martin* at the *Raffles Marina*, or a bridal model at *Amara Sanctuary Resort Sentosa*, to a *Photo Safari* around Singapore, our participants enjoyed a fruitful day with our star photographers and like-minded individuals.

In conjunction with Imaging Expo Singapore, the Singapore Photographic Trade Association hosted the first-ever Regional Photo Industry Leader's Forum on 2 November. Mr Baey Yam Keng, Member of Parliament, Singapore was the Guest-of-



Imaging Expo Singapore
P.I.X – Photo Imaging X-change
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www.imaging-expo-singapore.com
www.pix-singapore.com

Contact:
Hazel Chan
Tel. + 65 6500 5731
Fax + 65 6296 2771
E-mail h.chan@koelnmesse.com.sg

Koelnmesse Pte Ltd
152 Beach Road
#25-05 Gateway East
Singapore 189721
Singapore
Tel. +65 6500 6700
Fax +65 6294 8403
info@koelnmesse.com.sg
www.koelnmesse.com.sg

Management:
Jochen Witt
(President and Chief Executive Officer)
Wolfgang Kranz
Oliver P. Kuhrt
Herbert Marnier
Dr. Gerd Weber

Chairman of the Supervisory Board:
Mayor of the City of Cologne
Fritz Schramma

Place of business and (legal) domicile:
Cologne - Amtsgericht Köln, HRB 952

Honor at this forum, in which participants were engaged in an in-depth discussion on the challenges facing the photo industry in this digital age. Mr Steven Yu, Managing Director of Kodak China, has to this say about the forum: "Instead of the big brands fighting with each other over price and products, they should be creating value of photography to consumers." His sentiment was also shared by Mr Akirou Mitsui, President of the Japan Photo Association: "I've learnt a lot from this discussion. I realised that Imaging Expo Singapore is a very important show in Asia in bringing the value of photography to consumers".

Held parallel to Imaging Expo Singapore was P.I.X - Photo Imaging X-change, a cutting-edge interactive event comprising of conferences, seminars and classes for anyone interested in imaging and photography.

Overall, the exhibitors, speakers and conference delegates were very happy with the show. Peter Meurrens, Senior Operations Manager, Lenspen Parkside Optical Inc. expressed his views about the inaugural show: "IES is truly an exceptional show. It has exceeded our expectations. We met new potential distributors for our products, particularly in the Indian market. This is a good place to distribute new products and meet new business partners."

"The conference brought much fresh air and hope for the future of professional photography in the region. I sincerely hope that this becomes the platform where the currently fragmented photographic community develops a new kinship and bonding with one another," said Mr Tan Eng Howe, a speaker at the wedding workshop.

Asia Pacific Vice President of Koelnmesse, Mr. Michael Dreyer said: "It is our hope that this dedicated imaging and photography event will become the region's most important annual event for the photographic and imaging industries. The event will bring together people who shape and drive the imaging industry as well as opportunities to penetrate the markets emerging from digital technology's impact."

The next Imaging Expo Singapore and Photo Imaging X-change will be held on 20 – 22 November 2008.

For more information, please contact the following:

Page
3/3

Hazel Chan

Koelnmesse Pte Ltd

Tel: +65 6500 6732

h.chan@koelnmesse.com.sg

Agnes Heng

Koelnmesse Pte Ltd

Tel: +65 6500 6732

a.heng@koelnmesse.com.sg