

Cambodia  
**ARCHITECT  
AND DECOR**

# POST SHOW REPORT

## A HUGE SUCCESS OF THE FIRST ARCHITECT EXHIBITION IN CAMBODIA

Cambodia Architect & Decor 2016, the first international exhibition of its kind in Cambodia, has ended with a great success! . The exhibition proved to be a truly networking and industry platform for education, exchange and share of market knowledge, technology and innovation, as well as to serve the growing demand of building materials, architectural, interior design, furniture and decoration for Cambodian market. The exhibition was co-organized by ICVeX, a professional exhibition organizer and a subsidiary of Index Creative Village PCL in Thailand – the World’s 7<sup>th</sup> ranked for creative event marketing, in collaboration with Cambodian Society of Architect (CSA) whose network included 3000 graduated architects and professional architects in Cambodia, along with the supports from Board of Architects (B.A.C.) and Young Entrepreneurs Association of Cambodia (YEAC).

Cambodia Architect & Decor showcased over 100 brands and companies from 10 countries including Cambodia, Thailand, Malaysia, Singapore, Vietnam, Korea, Germany, Italy, India and USA. Exhibit included product, technologies, innovation and solution ranged from construction and building materials to architectural, interior design, furniture and decor.

The official opening ceremony presided by H.E. Phuong Sophean, Secretary of State of the Ministry of Land Management, Urban Planning and Construction, Secretary General of Cambodia Board of Architects was well attended by Cambodia's top media, VIPs and visitors.

Co - organized by



Officially supported by



Board of Architects Cambodia (B.A.C.)



Young Entrepreneurs Association of Cambodia (YEAC)

## SHOW OVERVIEW

Date : 9 - 11 June 2016  
 Venue : Diamond Island Convention & Exhibition Center (DIECC)  
 Exhibition profile : Building Materials  
 Architecture  
 Interior Design  
 Furniture & Decor  
 No. of exhibitors : 88  
 No. of visitors : 3,543



# EVENT'S HIGHLIGHTS

Cambodia Architect & Decor and Cambodian Society of Architects (CSA) organized a few special activities aimed at inspiring, sharing and gathering of professionals in building and construction industry.

## CAMBODIA'S DESIGN INNOVATION SEMINAR

A three-day seminar achieved its objective in sharing and exchanging knowledge among professionals in the building & construction industry. Over 300 delegates attended and experienced the in-depth presentation and panel discussion.



## CAMBODIA ARCHITECT GALA DINNER

CSA's Architect Gala Dinner, a remarkable night of fun, brought together many architects, project developers and industry professionals!

Special thanks to the sponsors



## SHOWCASE OF THE DESIGN COMPETITION WINNERS

The first annual CSA competition was one of the most prestigious awards for Cambodian arts and architecture. The competition's idea aimed to redefine arts and architecture design through the implementation of technologies, materials, programs, aesthetics, and spatial organizations along with studies on globalization, flexibility, adaptability, and the digital revolution.



## LUCKY DRAW PRIZES

2 returned economy tickets "Phnom Penh-Bangkok" sponsored by Bangkok Airways, the official airline of Cambodia Architect & Decor, for the lucky visitors who pre-registered to visit the show.

Special thanks to the sponsor





# BREAKDOWN OF VISITORS BY DEMOGRAPHY

The three-day exhibition welcomed 3,543 visitors divided as 98% local visitors(Cambodia) and 2% international visitors from 9 countries : China, England, France, Italy, Japan, Singapore, Thailand, USA and Vietnam.

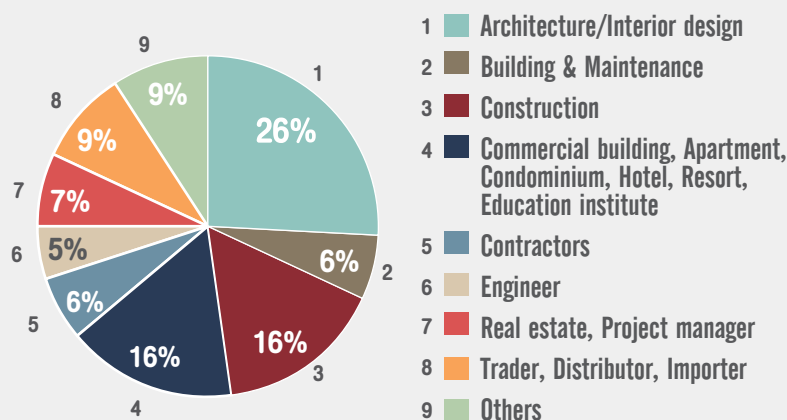
OVER 69%

Involved in purchasing decision

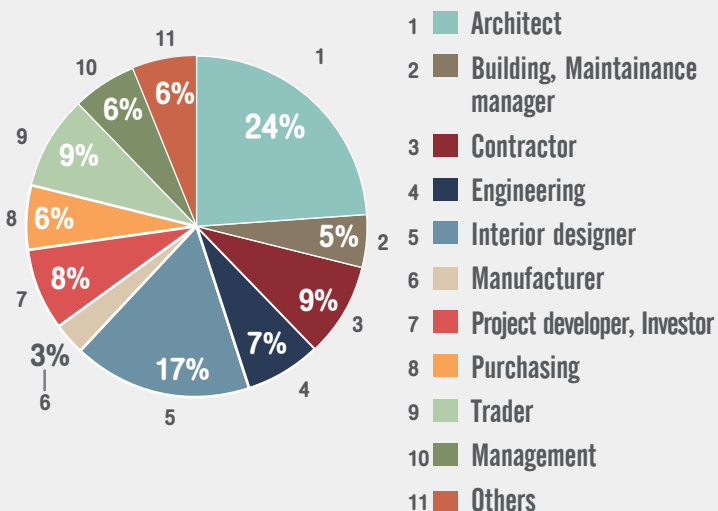
Reasons to attend the EXPO

- Evaluate for the next year participation
- Gathering product information
- Procurement & Purchase
- Seeking architect, interior designer, consultant
- Join seminar

## BY MAIN ACTIVITY



## BY JOB FUNCTION



## BY PRODUCT OF INTEREST

### BUILDING MATERIALS 49%

- Materials, Tool & Equipment 9%
- Flooring 7%
- Glass 7%
- Concrete Material & Sealants 6%
- Color 6%
- Sanitary ware, Kitchen ware 5%
- Wall & Door 4%
- Roof-Insulation Awning, Steel, Metal 3%
- Lumber 2%

### FURNITURE 19%

- Home finished & Furniture 15%
- Outdoor Furniture 4%

### IT & TECHNOLOGY 6%

- Home Theater, Sound Equipment, Computer & Software 4%
- CCTV 2%

### ARCHITECT, INTERIOR, DECOR 24%

- Home Decoration & Interior Design 11%
- Lighting 7%
- Swimming pool, Sauna & Spa 3%
- Curtains 3%

### OTHERS 2%

## VOICE OF VISITORS

Congratulation to Cambodia Architect & Decor! This exhibition is highly beneficial to Cambodian building & construction, architectural and interior design development. The event is fruitful and enjoyable to us as one of the leading Architect firm in Cambodia.



A-Seven Corporation Co.,Ltd.  
Watchara Chongsuwat  
Principal



Home Master Group  
Lim Ly  
General Manager



ORKIDE Villa  
Khieu Sarsileap  
Chief Operating Officer – Board of Directory

I am very excited to know that Cambodia construction business is booming, and and this is widely known to our neighboring countries and the world. Hopefully in the near future our architect fair can be as big as in

Thailand in term of more variety of construction products and company.

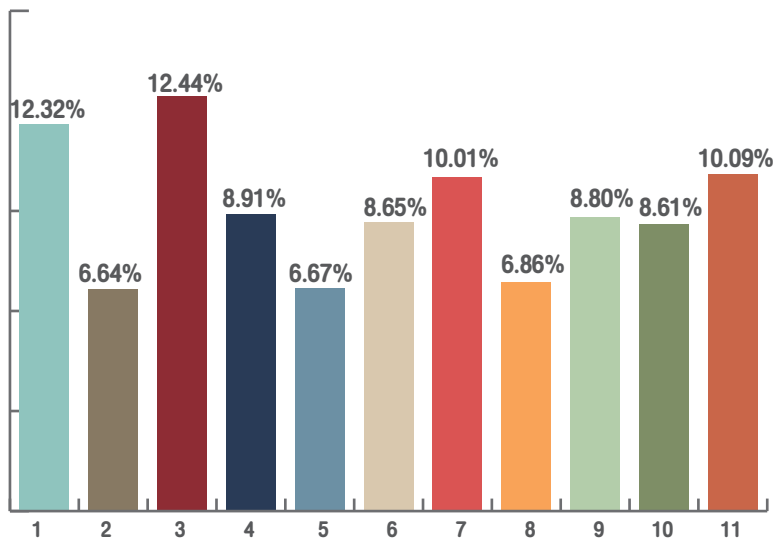
I am very happy that this is first time in Cambodia we got such huge Architect Fair, with a good standard and successful exhibition, This exhibition will enhance our local architects to understand more about what is the new trend

and products in the constructions market, in order to design more good quality of buildings. Hopefully we could have this kind of exhibition every year in Cambodia.



# EXHIBITOR'S SURVEY REPORT

## MAIN REASONS FOR EXHIBITING IN CAMBODIA ARCHITECT & DECOR 2016

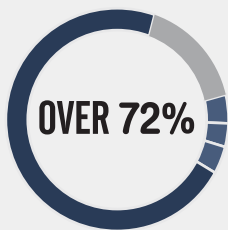


- 1 ■ Generate sales leads
- 2 ■ Retain customers, Penetrate current account
- 3 ■ Promote corporate image, Build awareness
- 4 ■ Launch, Introduce new products
- 5 ■ Conduct market research, Survey
- 6 ■ Engage high quality customers
- 7 ■ Educate customers about products & services
- 8 ■ Sell, sign contracts or generate request for proposals
- 9 ■ Networking
- 10 ■ Recruit channel partner, Sales agents, Distributors
- 11 ■ Support suppliers, Distributors, Dealers

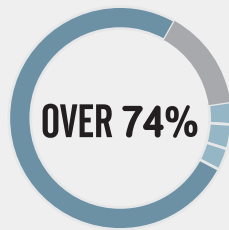
## EXHIBITORS' EVALUATION TO THE SHOW



Meet exhibitor's objective

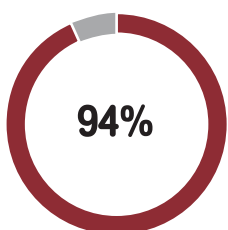


Rated the exhibition as a **value marketing tool** to reach to targeted customers

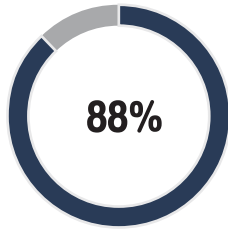


Rated the **quality of visitors** as good and excellent

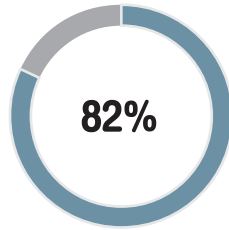
## EXHIBITORS' SATISFACTION



Satisfied with organizer's support



Satisfied with logistic support



Satisfied with venue

## EXHIBITOR'S VOICE OF CONFIDENCE

We are pleased that TOA Paint has decided to join the first Architect and Decor exhibit here in Cambodia. The event has provided us the right venue to showcase our decorative and industrial paint products and for us to establish new connections within the industry as well as other relevant sectors. It has likewise added value to our networking and brand promotion initiatives. We look forward to the next one.

**TOA Paint (Cambodia) Co.,Ltd.**  
Christopher P Borja  
Country Manager



The architect and decor fair was a great platform for those involved in construction and carpentry to find quality standardized equipment & materials. With knowledgeable staff who provide outstanding services, we Heng Asia were honored to be a part of this event and eagerly await the next event.

**Heng Asia**  
Chea Khin  
CEO



We brought quality products of Thailand to introduce in the exhibition. We have got good feedback and have distribution channel through local dealer in Cambodia. This year we consider ourselves successful since Cambodian people have known more about quality brand from Thailand. Given the almost similar culture, climate, and people, we strongly believe our products and other Thai products will perform well in Cambodian market.

**Bangkok Polywood Co., Ltd.**  
Mr. Amorn Prakaisriroj  
Executive Director



# A SPECIAL THANKS TO 2016 SUPPORTING PARTNERS

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## MOVING FORWARD TO 2ND EDITION

# A

Cambodia  
**ARCHITECT  
AND DECOR**

# 8-10 JUNE 2017

Diamond Island Convention & Exhibition Center  
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