

A SPECTACULAR AND SUCCESSFUL SHOW!

Cambodia Architect & Decor 2017 ended with overwhelming success in all areas. The 2nd Cambodia Architect & Decor show firmly established itself as Cambodia's best sourcing platform for Building Materials, Architecture, Interior Design, Furniture and Decor.



The show was presided over by H.E. Phuong Sophorn, Secretary of State for the Ministry of Land Management, Urban Planning and Construction of Cambodia and Secretary General of the Board of Architects Cambodia. The event was also honored to welcome several VIPs and distinguished guests including Ms. Ek-on Khunacharoen, Minister Counsellor and Mr. Jiravuth Suwanna-arj, Minister Counsellor (Commercial) Office of Commercial Affairs from the Royal Thai Embassy; Dr. Sin Sochiet, President of Cambodian Society of Architects (CSA); Mr. Kriengkarn Kanjanapokin, Co-Chief Executive Officer of Index Creative Village & parent company of ICVeX; and Mr. Ajinveat Vhongthong, Project Manager of ICVeX together with international & local journalists and industry VIPs.

This unique trade exhibition provided unbeatable business and networking opportunities for architects, interior designers, property developers, construction professionals, traders and distributors. It was also a special opportunity to do business and to source various materials directly with major manufacturers and distributors from over 150 local and international companies, coming from China, Korea, Italy, Myanmar, Singapore, Thailand, Vietnam and more. It was a good opportunity for several exhibitors to launch their new products and designs in Cambodia.

Co - organized by



Ind9x
CREATIVE VILLAGE



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Cambodian Society of Architects

Officially supported by



Board of Architects Cambodia

SHOW OVERVIEW

| | |
|--------------------|--|
| Date | : 8 - 10 June 2017 |
| Venue | : Diamond Island Convention & Exhibition Center (DIECC) |
| Exhibition profile | : Building Materials Architecture Interior Design Furniture & Decor |
| No. of booths | : 90 |
| No. of visits | : 4,309 |



EXHIBITION'S HIGHLIGHTS

The Architectural Profession and the Built Environment seminar

The seminar was hosted by the Cambodian Society of Architects. It featured local and international speakers from Thailand, Malaysia and Singapore, who shared knowledge on the latest & future trends, past successes and challenges of the current Architectural, Interior Design and Construction industries. All Seminars were very popular during all 3 days, by welcoming 415 delegates.

Cambodia Architect 2017 Networking Dinner

Business Networking dinner was also arranged to provide special business connections and networking opportunities. All underlined the importance of business networking during the show, and in local and regional community industries in general.

Special thanks to our sponsors



Showcase of the Design Competition Winners

The exhibition also showcased the work of the winners of the CSA 2017 Design Competition Award under the concept: 'Provincial Gateway to Cambodian Heritage' which attracted much attention. This event highlighted the talents and capabilities of the next generation of architects & interior designers.

Lucky Draw Prizes

Four returned economy tickets "Phnom Penh-Bangkok" from Bangkok Airways, the official airline of Cambodia Architect & Decor, for the visitors who pre-registered to visit the show and an attendee of Cambodia Architect Networking Dinner.

Special thanks to our sponsor



PR & SHOW PROMOTION

TV channels



Online & Social media



Billboards - Banners- Lamp posts - Tuk Tuks



Magazines



EDM



Direct invitation to targeted visitors

Radios



Monthly electronic direct mail campaign

Newspapers



Show preview



VISITORS' OVERVIEW



The three-day exhibition welcomed 4,309 visitors, which is an increased of 23% compared to 2016, composed for 95.8% local visitors (Cambodia) and for 4.2% of international visitors from China, France, India, Indonesia, Japan, Malaysia, Philippines, South Korea, Singapore, Switzerland, Taiwan, Thailand, USA and Vietnam.

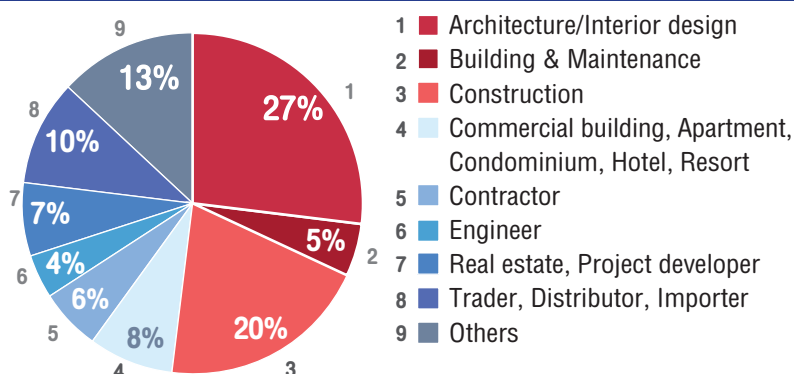


of visitors declared to be involved in purchasing decision

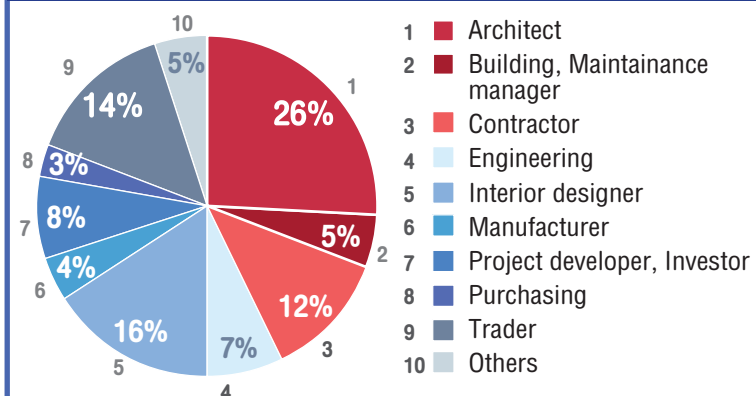


- Procurement & Purchase
- Seek architects, interior designers, consultants
- Evaluate next year participation
- Gather product information
- Join the seminar

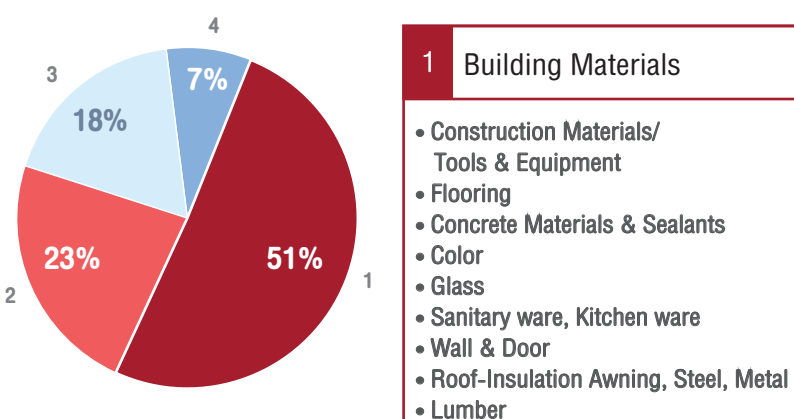
BY MAIN ACTIVITY



BY JOB FUNCTION



BY PRODUCT OF INTEREST



1 Building Materials

- Construction Materials/ Tools & Equipment
- Flooring
- Concrete Materials & Sealants
- Color
- Glass
- Sanitary ware, Kitchen ware
- Wall & Door
- Roof-Insulation Awning, Steel, Metal
- Lumber

2 Architect, Interior, Decor

- Home Decoration & Interior Design
- Lighting
- Curtains
- Swimming pool, Sauna & Spa

3 Furniture

- Home finished & Furniture
- Outdoor Furniture & Decoration/ Landscaping

4 IT, Technology & Others

- CCTV
- Home Theater, Sound Equipment, Computer & Software

VOICES OF VISITORS

Cambodia Architect & Decor is an annual industry gathering of architect, design and developer industries. Its offers education and business opportunities and I'm glad it was a success in 2017.

A-Seven Corporation
Watchara Chongsuwat
Principal



We are pleased with the success of the 2nd Cambodia Architect & Decor. The exhibition presented new products and design corresponding to our needs and the growing market. We are looking forward to visiting the exhibition again in 2018.

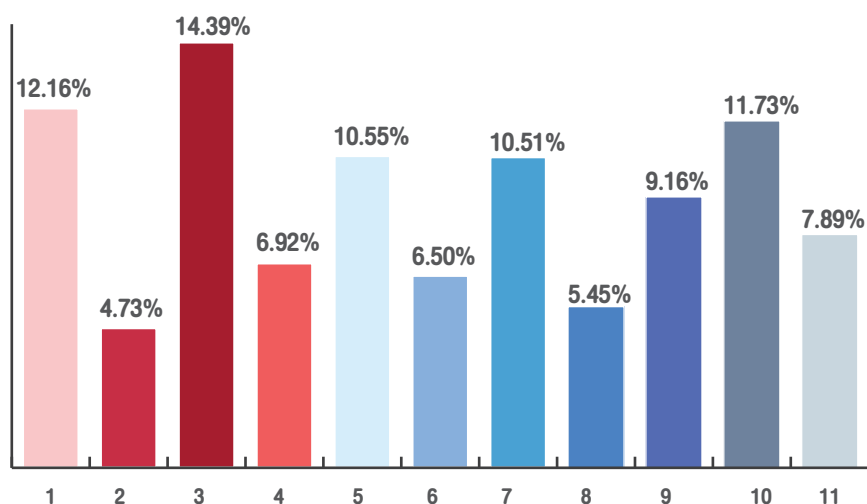
ORKIDE Villa
Khieu Sarsileap
Chief Operating Officer – Board of Directory



EXHIBITORS' SURVEY REPORT

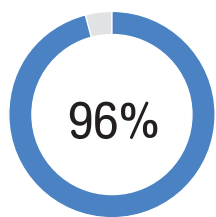


MAIN REASONS FOR EXHIBITING IN CAMBODIA ARCHITECT & DECOR 2017

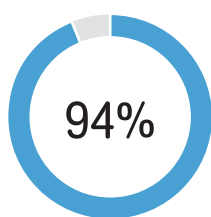


1. Generate sales leads
2. Retain customers, Penetrate current account
3. Promote corporate image, Build awareness
4. Launch, Introduce new products
5. Conduct market research, Survey
6. Engage high quality customers
7. Educate customers about products & services
8. Sell, sign contracts or generate requests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

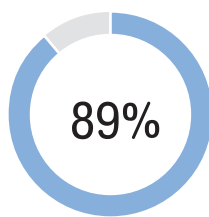
EXHIBITORS' EVALUATION OF THE SHOW



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

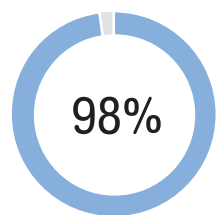


Rated the exhibition as a **valuable marketing tool** to reach targeted customers

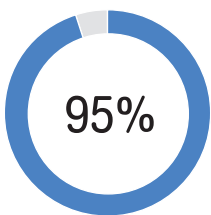


Say the show met their **objectives**

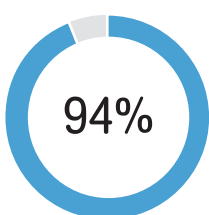
EXHIBITORS' SATISFACTION



Satisfied with the organizer's support



Satisfied with the venue



Satisfied with logistic support

EXHIBITORS' VOICE OF CONFIDENCE

2nd Cambodia Architect & Decor brought together active and influential executives from architects, interior designers, property developers and traders. It is the best platform for architecture and interior design industries in Cambodia. SCG is committed with eco innovative solutions to support the show and industry growth.

SCG Cambodia
Pongdhana Dejjvittayaporn
Sales and Marketing Manager



2nd Cambodia Architect & Decor success enables us to engage with architects, interior designers, property developers, architect & design students as well as industry professionals for business and education opportunities. It is an effective and important platform for Cambodian's architect and design industry development.

Heng Asia
Chea Khin
CEO



This event connects us with high level architects, interior designers and property developers in Cambodia. We are pleased to have joined the event for the first time and look forward to the next editions.

AA Interiors Cambodia (AICA)
Alex Chua
General Manager

