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## **UBM plc acquires AMB 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 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 \$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 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 –

