



**PHILCONSTRUCT**



**HVAC/R**  
**PHILIPPINES**

**November 7 – 10, 2012**  
**SMX Convention Center**

**Incorporating:**  
**MINING ASIA**  
**ESTILO DE VIDA**  
**TECHNOFORUM**

## **POST EVENT REPORT**

**Prepared by:**



# EXECUTIVE SUMMARY

As far as numbers go, PHILCONSTRUCT dominates the Philippine exhibition scene with its sheer size, heavy foot traffic, number of participants, and record-high reported on-site sales. In its recent run alone, it brought together 516 companies and attracted 60,908 trade visitors. Add to that the fact that the show completely sold out all 16,230 square meters of available exhibition space at the SMX Convention Center and you will have no doubt as to why this is considered the number one construction show in the country.

Together with HVAC/R PHILIPPINES 2012, it gave thousands the total exhibition experience from the moment it opened on November 7 until the halls closed its doors on the night of November 10.

Visitors were treated to the most comprehensive line-up of products, services, and technologies all in one convenient venue. The exhibit covered everything trade buyers and consumers needed from building materials, interior & exterior products to mining and construction equipment.

“Every event organizer wants to be able to say that their show is growing each year,” says Jerry Pancho, Overall Chairman of PHILCONSTRUCT 2012. “You want to be able to tell the exhibitors and the visitors that there is something new here, something is really worth taking the time out to see, witness, and experience. When we started out planning for this year’s event, we thought long and hard about areas we can improve on and things we can explore doing in order to make the show even more interesting. Looking at the end result of those brainstorming sessions, I really believe we were able to achieve that here.”

As if a testament to the strong brand that PHILCONSTRUCT has built over the years, the now much bigger show was still completely sold out, effectively growing it by about 25 percent. It also welcomed nearly a hundred first-time exhibitors.

As exciting as this year’s show has been, there are even more things to look forward to in 2013. With thousands of companies expected to participate and national pavilions in the works, PHILCONSTRUCT marks its 23<sup>rd</sup> year by occupying both the SMX Convention Center and the World Trade Center Metro Manila for a trade event like none ever held in the country before. At PHILCONSTRUCT 2013, expect nothing less than world class.

# ORGANIZING COMMITTEE

Organized by:



Philippine Constructors Association (PCA)  
3/F Padilla Bldg., F. Ortigas Ave.,  
Ortigas Center, Pasig City  
(T) 631-3135  
[www.philconstruct.com](http://www.philconstruct.com)

Co - Organized by:



Philippine Society of Ventilating, Air-Conditioning, and  
Refrigerating Engineers, Inc. (PSVARE)  
Unit 924 Cityland Shaw Tower, Shaw Blvd. cor St. Francis St.,  
Mandaluyong City  
(T) 910-2721 / 638-6539  
[www.psvare.com.ph](http://www.psvare.com.ph)

Event Managed by:



Global-Link MP Events International Inc.  
Unit 1001, 1003-1004 Antel 2000 Corporate Center 121 Valero  
St., Salcedo Village, Makati City  
(T) 750-8588 – 92  
[www.globallinkmp.com](http://www.globallinkmp.com)

# SUPPORTED BY:



American Concrete Institute  
(ACI) – Philippines Chapter



American Society of Heating,  
Refrigerating, and Air-Conditioning  
Engineers (ASHRAE) –  
Philippines Chapter



Association of Carriers and  
Equipment Lessors,  
Inc. (ACEL)



Association of Construction  
and Informal Workers (ACIW)



Association of Structural  
Engineers of the Philippines,  
Inc. (ASEP)



Cebu Furniture Industries  
Foundation, Inc. (CFIF)



Chamber of Furniture  
Industries of the Philippines (CFIP)



Chamber of Furniture Industries  
of the Philippines (CFIP)  
- Pampanga Chapter



Chamber of Mines  
of the Philippines  
(CMOP)



Council of Engineering  
Consultants of the  
Philippines (CECOPHIL)



Employers Confederation  
of the Philippines  
(ECOP)



Philippine Concrete Industry  
Association (PCIA)



Philippine Contractors  
Accreditation Board (PCAB)



Philippine Green Building  
Council (PHILGBC)



Philippine Green  
Building Initiative (PGBI)



Philippine Institute  
of Architects (PIA)



Philippine Institute of  
Interior Designers (PIID)



Philippine Society of  
Sanitary Engineers (PSSE)



Society of Philippine  
Electrotechnical  
Constructors  
and Suppliers, Inc. (SPECS)

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- ACE HARDWARE PHILS., INC.
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- ADVENTURE IMPORT EXPORT
- ALASCO VINYL CORPORATION
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- ANIMATED SIGNS INCORPORATED
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- ANT INDUSTRIAL WORKS, INC.
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- ARTES MYER PHIL.
- ASCRETE MACHINE SUPPLIER INC.
- ASIA INDUSTRIAL MATERIALS PTE LTD
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- ASIAN COATINGS PHILS. INC.
- AVESCO MARKETING CORPORATION
- AVOLUTION INC.
- B. VAN ZUIDEN PHILIPPINES INC.
- BAYVIEW PARK HOTEL
- BCI ASIA PHILIPPINES, INC.
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- BEN'S HOME INTERIOR
- BEST CHOICE HOME INTERIOR BUILDING, CONSTRUCTION MATERIALS (PHILS.) CORP.
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- BMGSOLAR
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- BUSINESS WORLD
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- CHUAN HING METAL FABRICATOR CORP.
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- CIVIC MERCHANDISING, INC. (WILAN MERCHANDISING)
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- CRISWILL INTERNATIONAL
- CROWN WALL PAPER IDD. CO., LTD.
- CT-BOND DECORATIVE MATERIALS TRADING
- CUBIXOFFICE INC.
- Cut&Break Diamond Products, Inc.
- CUTTING EDGE MATERIALS PROCESSING CORP. / RTG SHEET

# LIST OF PARTICIPANTS

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- EZ ROCKS CO., INC.
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- FAST WALL SYSTEM PHILS., INC.
- FE INTERNATIONAL SHIPPING AGENCY (VERSAFLEX)
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- FILAIRCO INC. d.b.a. TRANE PHILIPPINES
- FIREFLY ELECTRIC & LIGHTING CORP.
- FIRST & FINEST TECHNOLOGY CORP.
- FLORIDA PRESTRESSING AND DEVELOPMENT CORP. / EARTHYARD CORP.
- FLOWCRETE CONSTRUCTION
- FLOWTECH INDUSTRIAL SALES, INC.
- FLUID ENERGY PHILS.
- FORDECIO POWER DRIVE CORPORATION
- FORERUNNER TECHNOLOGIES INC.
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- GLOBE INTERNATIONAL DISTRIBUTOR CENTER, INC.
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- HOCHENG PHILIPPINES CORP.
- HOLCIM PHILIPPINES, INC.
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- HONDA PHILS., INC.
- HORIZON POWDER COATING



# LIST OF PARTICIPANTS

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- INDENTRADE SYSTEMS CORP.
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- INFRAMACHINERIES CORPORATION
- INFRATEX ENVIRONMENTAL SERVICES, INC.
- INOZA INDUSTRIES INC.
- INQUAR INDUSTRIES, INC.
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- INTERNATIONAL HEAVY EQUIPMENT, CORP. (IHEC)
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- ISTEEL INC.
- IT SMART SYSTEM SOLUTIONS, INC.
- ITEM HOLDINGS INCORPORATED
- ITT WATER TECHNOLOGY
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- JACEM MERCHANDISING, INC.
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- MHI ENGINE SYSTEM PHILS.
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# LIST OF PARTICIPANTS

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- MULTIFLEX RNC PHILS. INC. (URATEX)
- MULTI-MACH INTERNATIONAL INC.
- MULTISTIQ, INC.
- MUSTARD SEED SYSTEMS CORP.
- MYRIAD ADVERTISING
- NBDC POWERCRETE, INC.
- NEDSTEEL CONSTRUCTION
- NELTEX DEVELOPMENT CO., INC.
- NEO MANUFACTURING
- NIAGARA INDUSTRIAL EQUIPMENT CORPORATION
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- ONDULINE
- OPTIPUMPS INC.
- ORANGE MEDIA
- OSP ESCO INTERNATIONAL INC.
- OTHMANN INC
- OUTINORD JVAZCO INCORPORATED
- PACIFIC PAINT (BOYSEN) PHILS. INC.
- PACTEC SUBIC
- PAG-ASA STEEL WORKS
- PANASONIC PHILIPPINES, INC.
- PARADISE CHEMICAL CORPORATION
- PAREXGROUP, INC.
- PATKOL PUBLIC CO. LTD.
- PATKOL PUBLIC CO., LTD.
- PAZIFIC POWER, INC.
- PHILIPPINE AND SCANDINAVIAN DESIGN, FILTRA INC
- PHILIPPINE DAILY INQUIRER
- PHILIPPINE ECOPANEL INC.
- PHILIPPINE GEOGREEN, INC.
- PHILIPPINE KENZAI TRADING CORP.
- PHILIPPINE STAR
- PHILMETAL PRODUCTS, INC.
- PIXSELL PAYMENT SOLUTIONS
- POLYCELL TECHNOLOGY INC.
- POLYLITE INDUSTRIAL CORPORATION
- POLYMER PRODUCTS PHIL. INC.
- POWER STEEL SPECIALTY TRADING, INC.
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- POWERTRAC INC
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- PRISM OFFICE DESIGN
- PROFENCE SYSTEMS CORPORATION
- PROFESSIONAL PARKING MANAGEMENT CORPORATION
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- PUYAT STEEL
- QC DECO-CRETE
- QISHU HEAVY EQUIPMENT CORP.
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- RDS GLOBAL ALLIANZ
- REDGARD COATING SOLUTIONS
- REPUBLIC CHEMICAL INDUSTRIES, INC.
- REPUBLIC POWDERCOAT CORPORATION
- RICH INNOVATION MARKETING, INC.

# LIST OF PARTICIPANTS

- RIECKERMANN PHILIPPINES INC.
- RIZE INNOVATIONS
- RnW PACIFIC PIPES CORPORATION
- ROBERT BOSCH, INC.
- ROMTECH CONSTRUCTION, INC./ GLOSCORE PHILIPPINES CONSTRUCTION, INC.
- S.E.A. OLYMPUS MARKETING INC. (2030)
- S.E.A. OLYMPUS MARKETING INC. (630)
- S2B3 MEDIA RESOURCES, INC. (DEPOT HOME)
- SAEWOON SYS-TECH LTD.
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- SPECO LTD.
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- STEELASIA MANUFACTURING CORPORATION
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- SUNGBO E&T CO., LTD.
- SUPERSONIC MANUFACTURING, INC.
- SUPREME STEEL PIPE CORPORATION
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- TECHGLOBAL INC.
- TECHNO-TRADE RESOURCES (DAVAO) INC.
- TECO (PHILIPPINES) 3C & APPLIANCES, INC.
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- THE BRAIN COMMUNICATIONS
- THERMO ENGINEERING SUPPLY CORPORATION
- TIMBERMATE-HMT INDUSTRIES CORP.
- TIREMOR NEW TECHNOLOGY INC.
- TKC HEAVY INDUSTRIES CORPORATION
- TOKAI INTERNATIONAL HOUSING PHIL.
- TOMITA INDUSTRIAL & MACHINERY INC.
- TOOLEC, INC.
- TOPPHAND INDUSTRIAL SUPPLY CORPORATION
- TOSHIBA AIR CONDITIONING
- TOTAL 2000 CORP. / EUROBRASS PRODUCT, INC.
- TOUCHSTREAM DIGITAL INC.
- TOZEN PHILIPPINES INC.
- TRACKSTAR ENTERPRISES CORP.
- TRADEMASTER RESOURCES CORPORATION
- TRADEPOINTS, INC.
- TRADERS HOTEL
- TRANSEQUIP ENTERPRISES
- TRANSEQUIP ENTERPRISES (ADD'L)

# LIST OF PARTICIPANTS

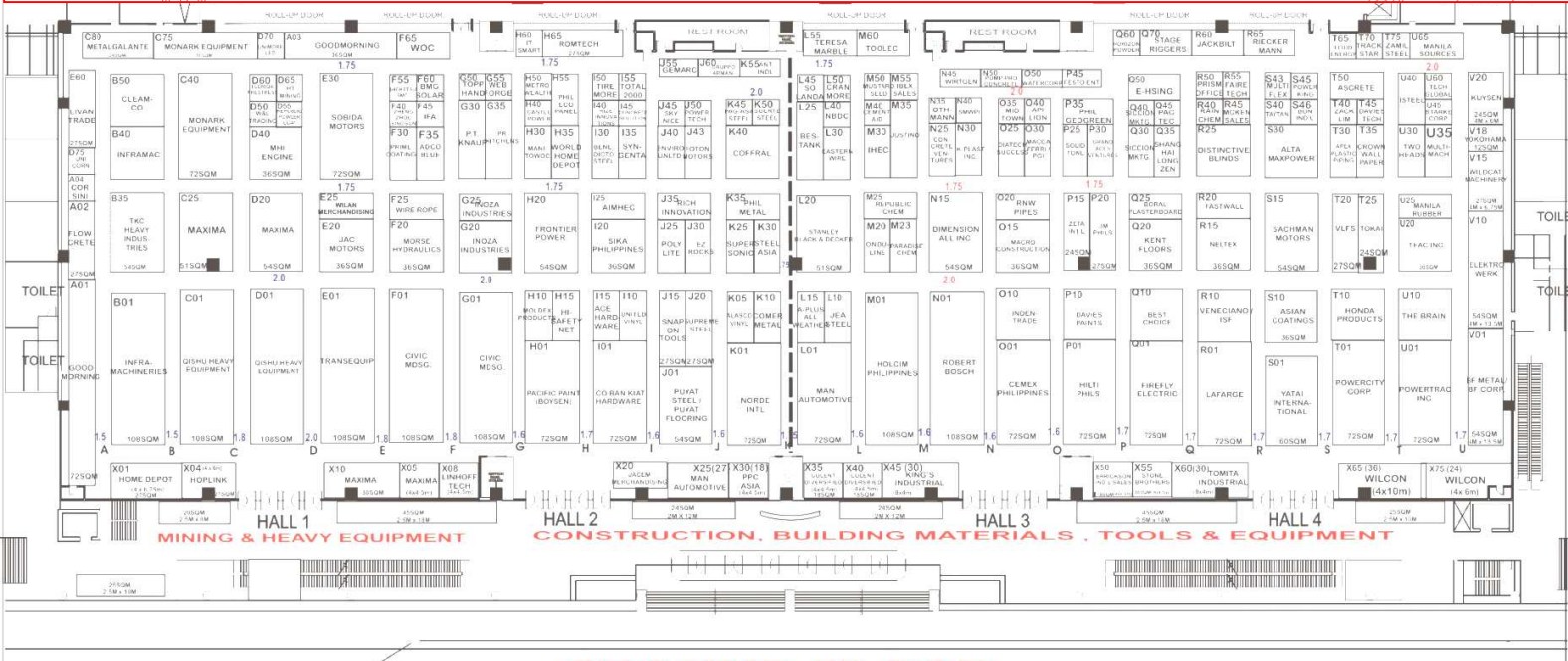
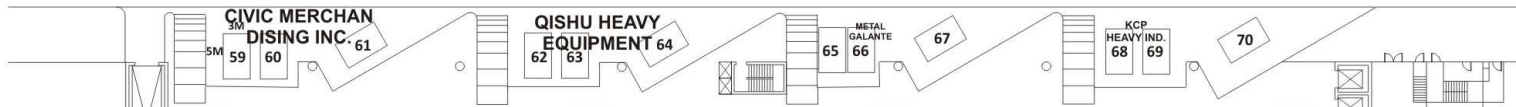
- TRANSPORT EQUIPMENT AUTOMOTIVE COMPONENT INC.
- TRAVEL n CUISINE PHILS.
- TRENDCOM IT & SOFTWARE SOLUTIONS INC.
- TRENDWAY BUILDERS INC.
- TUFF SOLUTIONS - A DIVISION OF MAEDAN
- TVSTYLE VIDEO
- TWO HEADS PROFESSIONAL DESIGN & ENT.
- UGONG TRADE & HOLDINGS INC.
- ULTIMIND CORP.
- UNI-CORP (SINGAPORE) PTE LTD - HOPLINK
- UNIMORE
- UNITED VINYL CORPORATION
- VALVETEK TRADING
- VENECIANO, INC.
- VET SPECIALIST, INC.
- VINTANNA CORPORATION
- VLFS ENTERPRISE
- W&L TRADING CORP.
- WAH PHIL CORPORATION
- WALLCROWN DESIGN CENTER
- WATERCARE INTERNATIONAL SALES INC.
- WATERCORP TECHNOLOGIES INC.
- WEBFORGE PHILS.
- WILCON DEPOT INC.
- WILDCAT MACHINERY INC.
- WIRE ROPE CORPORATION OF THE PHILS.
- WIRTGEN PHILS., INC.
- WORLD HOME DEPOT CORPORATION
- XYLEM-GOULD'S WATER TECHNOLOGY PHILIPPINES INC.
- YATAI INTERNATIONAL CORPORATION
- YDC INC.
- YEK YEU MERCHANDISING, INC.
- YIMAGE TRADING & CONSTRUCTION CORP.- VENTOP
- ZACKLIM FLOOR SPECIALIST
- ZAMIL STEEL BUILDINGS VIETNAM CO. LTD
- ZAMONY VENTURES
- ZETA INTERNATIONAL TRADING CORP.
- ZHEJIANG HKLONG WOOD S&T CO., LTD.
- ZHENGZHIU SINOSUN MACHINERY CO., LTD.



# EXHIBIT LAYOUT

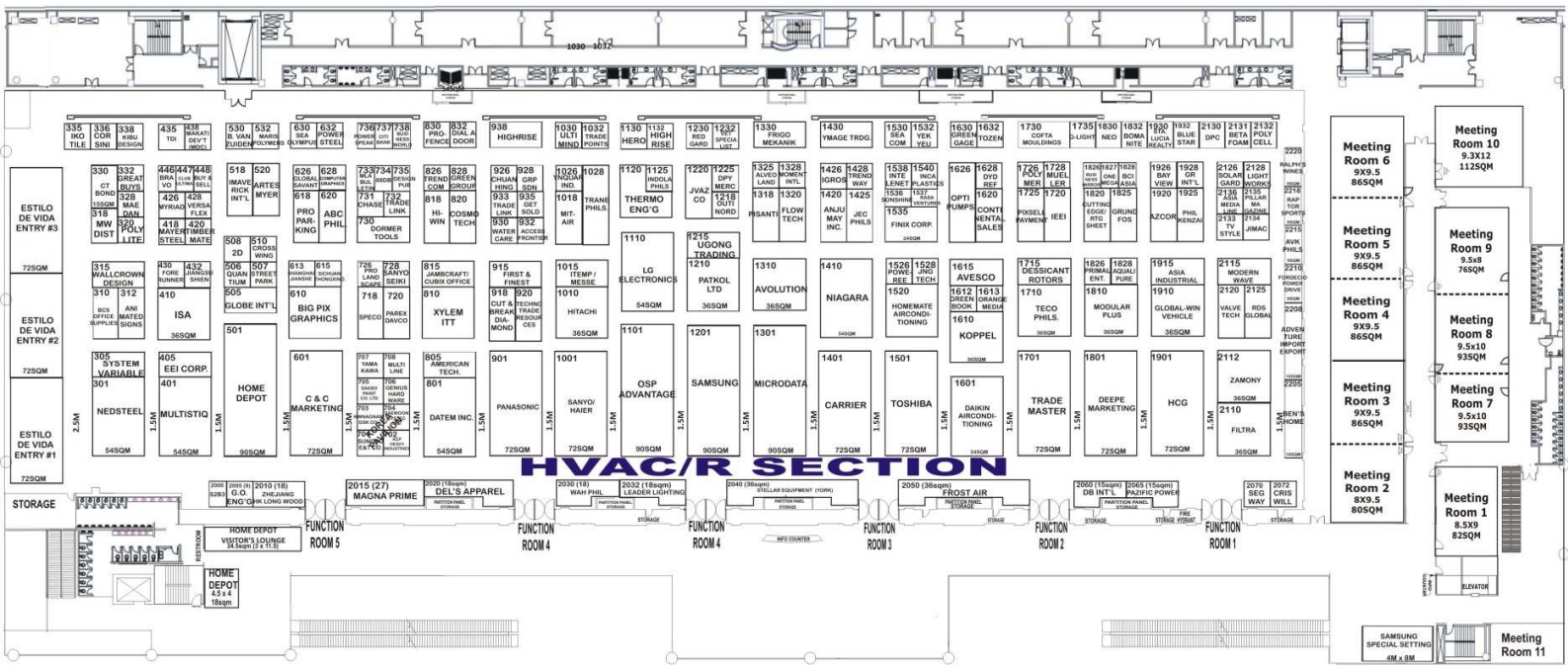
3M	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	26A	26B	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55								
7M	INFRA MACHINERIES					CIVIC MERCHANDISING INC.					MACRO CONST.					QISHU HEAVY EQUIPMENT					TRANSEQUIP ENT.					POWER TRAC					SHACMAN					FLOWCRETE					GOOD MORNING					POWERTRAC					PANTHER ASIA					CASTLE POWER					INDEN TRADE				

## OUTDOOR EQUIPMENT DISPLAY AREA (1,470 square meters)



## GROUND FLOOR

# EXHIBIT LAYOUT



## SECOND FLOOR

# SCHEDULE OF ACTIVITIES

DATE/TIME	ACTIVITY
<b>November 7 (Wednesday)</b>	
8:00 am - 11:00 am	<b>Breakfast Briefing for Construction Professionals</b> by BCI Asia
8:00 am - 5:00 pm	<b>Samsung Digital Air Solutions - Exquisite Design and Energy Innovations</b> by Samsung Electronics Philippines Corp.
1:30 pm - 2:00 pm	<b>Opening Ceremony of PHILCONSTRUCT and HVAC/R PHILIPPINES 2012</b>
1:00 pm - 5:00 pm	<b>E-bidding Seminar</b> by the Government Procurement Policy Board (GPPB)
2:00 pm - 3:45 pm	<b>Product Presentation</b> by EVI / Microdata Systems Management Inc.
2:00 pm - 7:00 pm	<b>Exhibit</b>
2:00 pm - 7:00 pm	<b>Labor Pool Online</b> by the Association of Construction and Informal Workers (ACIW)
4:00 pm - 4:45 pm	<b>Hybrid HVAC Solutions</b> Speaker: Mr. Charles Borbe - Aircon & Energy Solutions Division Head, LG Electronics
5:00 pm - 8:00 pm	<b>Zoomlion Cranes Launch</b> by Inframachineries
5:30 pm - 7:00 pm	<b>Toshiba Night</b> by Concepcion-Carrier Air Conditioning Company





# SCHEDULE OF ACTIVITIES

DATE/TIME	ACTIVITY
<b>November 8 (Thursday)</b>	
8:00 am - 5:00 pm	<b>Samsung Digital Air Solutions - Exquisite Design and Energy Innovations</b> by Samsung Electronics Philippines Corp.
11:00 am - 12:30 pm	<b>Product Presentation</b> by Lafarge Cement Services (Philippines) Inc.
8:00 am - 4:00 pm	<b>4th Roundtable on Sustainable Approach to Design and Construction</b> by the Architects Regional Council Asia (ARCASIA)
9:00 am - 2:00 pm	<b>The Changing Landscape In Managing People: Roles, Responsibilities, Challenges, Trends &amp; Practices Seminar</b> by the Association of Carriers & Equipment Lessors Inc.
9:00 am - 5:00 pm	<b>Luzon Constructors Forum on Labor Affairs</b> by the Department of Labor and Employment (DOLE)
10:30 pm - 7:00 pm	<b>Labor Pool Online</b> by the Association of Construction and Informal Workers
2:00 pm - 2:45 pm	<b>Advantages of Heat Pumps over Traditional Energy Sources</b> Speaker: Mel Peatey, Trane Philippines
2:00 pm - 6:00 pm	<b>Effective Negotiating Techniques &amp; Fundamental Of Purchasing Seminar</b> by the Association of Carriers & Equipment Lessors Inc. (ACEL)
3:00 pm - 3:45 pm	<b>Green Buildings &amp; Energy Savings</b> Speaker: Mr. Rick Holland, GRUNDFOS Pumps (Philippines) Inc.
4:00 pm - 4:45 pm	<b>Advantages of CPS Against Conventional Booster System</b> Speaker: Resty Gabriel, Sales Director, GRUNDFOS Pumps (Philippines) Inc.
6:30 pm - 7:30 pm	<b>Launching of the GREEN Building Rating System</b> by the Philippine Green Building Initiative (PGBI)
7:00 pm - 9:00 pm	<b>Construction Industry Night</b> hosted by the Philippine Constructors Association Inc.



# SCHEDULE OF ACTIVITIES

DATE/TIME	ACTIVITY
<b>November 9 (Friday)</b>	
8:00 am – 5:00 pm	<b>Building Your Career</b> by the DM Consunji Technical Training Center
8:00 am - 5:30 pm	<b>1st National Symposium on Project Management</b> by the Project Management Institute (PMI) - Philippines Chapter
8:00 am - 5:00 pm	<b>Samsung Digital Air Solutions - Exquisite Design and Energy Innovations</b> by Samsung Electronics Philippines Corp.
8:00 am - 5:00 pm	<b>Technoforum on Sustainability</b> by the Philippine Green Building Initiative (PGBI) and the United Architects of the Philippines
9:00 am - 5:00 pm	<b>Concrete Problems, Causes, Solutions, and Prevention Seminar</b> by the Philippine Concrete Industry Association Inc. (PCIA)
9:00 am - 6:00 pm	<b>The Rigging and Lifting Safety Training</b> by the Association of Carriers & Equipment Lessors Inc. (ACEL)
10:30 pm - 7:00 pm	<b>Labor Pool Online</b> by the Association of Construction and Informal Workers
2:00 pm - 2:45 pm	<b>Modernizing Construction Utilizing Innovative Shoring, Forming, and Access Solutions</b> by Dimension-All Inc. / Philformworks & Scaffolding, Inc.
3:00 pm - 3:45 pm	<b>Konstrukt Product Presentation</b> by Pacific Paint Boysen Philippines, Inc.
6:00 pm - 9:00 pm	<b>1st National Symposium on Project Management (Cocktails)</b> by the Project Management Institute (PMI) - Philippines Chapter
7:30 pm - 9:00 pm	<b>Exhibitors Night</b> hosted by the Philippine Constructors Association Inc.



# SCHEDULE OF ACTIVITIES

DATE/TIME	ACTIVITY
<b>November 10 (Saturday)</b>	
8:00 am - 5:30 pm	<b>1st National Symposium on Project Management</b> by the Project Management Institute (PMI) - Philippines Chapter
8:00 am - 5:00 pm	<b>Samsung Digital Air Solutions - Exquisite Design and Energy Innovations</b> by Samsung Electronics Philippines Corp.
9:00 am - 6:00 pm	<b>Seminars on Equipment Matching &amp; Production, Achieving Fuel Economy via Superior Lubrication, Filtration, and Reducing the Environmental Impact of Scrapped Tires</b> by the Association of Carriers & Equipment Lessors Inc. (ACEL)
10:30 pm - 5:30 pm	<b>Labor Pool Online</b> by the Association of Construction and Informal Workers (ACIW)
11:30 am - 1:30 pm	<b>9th Estilo de Vida Awardees Luncheon</b>
2:00 pm - 4:00 pm	<b>Awarding Ceremony of the 9th Estilo de Vida</b>
3:00 pm - 5:00 pm	<b>March 2013 Manila FAME International-Show Update</b> by NextOneNow
4:00 pm - 5:00 pm	<b>9th Estilo de Vida Cocktails</b>



# SHOW STATISTICS

- 🚧 **516 participating companies**
- 🚧 **1,015 booths occupied**
- 🚧 **1,470 square meters of outdoor equipment display**
- 🚧 **16,230 square meters of indoor exhibition space**
- 🚧 **60,908 registered trade visitors**



# DAILY VISITOR COUNT

	VISITOR COUNT
November 7 (Wednesday)	9,520
November 8 (Thursday)	16,124
November 9 (Friday)	19,254
November 10 (Saturday)	16,010
<b>TOTAL</b>	<b>60,908</b>



# VISITOR DEMOGRAPHICS

## MAIN LINE OF BUSINESS

	% of total	Total Count
Architecture and Design	33%	20,099
Contractor / Sub-contractor	20%	12,183
Manufacturing	17%	10,354
Engineering (Civil, mechanical, electrical)	16%	9,745
Developer	14%	8,527
<b>TOTAL</b>	<b>100%</b>	<b>60,908</b>



# VISITOR DEMOGRAPHICS

## MAIN JOB FUNCTION

	% of total	Total Count
Top Management	17%	10,354
Marketing / Sales	16%	9,745
Engineering	15%	9,136
Architect / Designer	13%	7,918
Consultant	11%	6,700
Purchasing	9%	5,482
Project Manager	7%	4,264
Administrative	6%	3,654
Research & Development	5%	3,045
Others	1%	609
<b>TOTAL</b>	<b>100%</b>	<b>60,908</b>




# EXHIBITOR FEEDBACK


- 🚧 **92% of exhibitors met their objectives for joining the show**
- 🚧 **96% were satisfied with visitor foot traffic**
- 🚧 **93% met their target market**
- 🚧 **97% were satisfied with the business they generated**
- 🚧 **98% have expressed interest in joining the 2013 show**







# EXHIBITOR FEEDBACK

 *"There are **so many people who visited the show this year**. We're glad that **we were able to meet our target clients**, including architects, end users, engineers, and a lot more."*  
Mr. RJ De Vera, a sales engineer from the S.E.A. Olympus and Wah Phil Corporation

 *"PHILCONSTRUCT is very okay for me because as of today, many clients and contractors have already inquired in our booth. **It's really a good chance for us to introduce our [products] to construction companies.**"*  
Architect Albert Gang of Magnaprime Distribution Corp.

 *"Of course, we did generate sales. **All the clients we need are here.** Next week, we expect more inquiries because of the brochures and business cards that we handed out to prospective clients. Starting this 2012, **PHILCONSTRUCT will definitely be an annual activity for the company.**"*  
Hi-Win uPVC Windows & Doors, Inc.


# EXHIBITOR FEEDBACK

 "I think, in terms of the number of exhibitors and trade visitors, the show **this year is a lot bigger** than last year's show. PHILCONSTRUCT 2012 is **more exciting** because aside from the **winning publicity stunts**, the innovations exhibited by the participating companies are **really engaging**. I believe my fellow exhibitors were able to meet their expectations as much as we did."

**Mr. Michael Lisa of the Akari Lighting and Technology Corporation**

 "PHILCONSTRUCT is very **well-organized**. The organizers and event managers are easy to talk with."

**Skymart & CC Marketing International Co. Ltd.**

 "This event has always been a must join for our company. The whole industry is here and we really get to network with the people who make a difference in the business. PHILCONSTRUCT is the only event that allows us to do that and so much more."

**Ruben Cueto, Marketing Manager, Pacific Paint (Boysen) Philippines Inc.**

# PUBLICITY & PROMOTIONS

## Print advertisement in all major news dailies

#	DATE	DAY	NEWSPAPER
1	Oct. 29	Mon	Philippine Star
2	Oct. 29	Mon	Manila Bulletin
3	Oct. 29	Mon	Chinese Com'l News
4	Oct. 29	Mon	Philippine Daily Inquirer
5	Oct. 29	Mon	Business Mirror
6	Oct. 29	Mon	Business World
7	Oct. 31	Wed	Philippine Star
8	Oct. 31	Wed	Business Mirror
9	Oct. 31	Wed	Manila Bulletin
10	Oct. 31	Wed	Philippine Daily Inquirer
11	Oct. 31	Wed	World News
12	Nov. 2	Fri	Philippine Star
13	Nov. 2	Fri	Business World
14	Nov. 2	Fri	United Daily News
15	Nov. 3	Sat	Philippine Star
16	Nov. 3	Sat	Philippine Daily Inquirer
17	Nov. 4	Sun	Philippine Star
18	Nov. 4	Sun	Manila Bulletin
19	Nov. 5	Mon	Philippine Star
20	Nov. 5	Mon	Philippine Daily Inquirer
21	Nov. 5	Mon	World News
22	Nov. 5	Mon	Manila Bulletin

# PUBLICITY & PROMOTIONS

## Print advertisement in all major news dailies

#	DATE	DAY	NEWSPAPER
23	Nov. 5	Mon	Business World
24	Nov. 5	Mon	Business Mirror
25	Nov. 6	Tue	Philippine Star
26	Nov. 6	Tue	Business Mirror
27	Nov. 6	Tue	Manila Bulletin
28	Nov. 7	Wed	Philippine Star
29	Nov. 7	Wed	Philippine Daily Inquirer
30	Nov. 7	Wed	Chinese Com'l News
31	Nov. 7	Wed	Manila Bulletin
32	Nov. 7	Wed	Business World
33	Nov. 7	Wed	Business Mirror
34	Nov. 8	Thu	Philippine Star
35	Nov. 8	Thu	Business Mirror
36	Nov. 8	Thu	Manila Bulletin
37	Nov. 8	Thu	Philippine Daily Inquirer
38	Nov. 8	Thu	World News
39	Nov. 9	Fri	Philippine Star
40	Nov. 9	Fri	Philippine Daily Inquirer
41	Nov. 9	Fri	Chinese Com'l News
42	Nov. 9	Fri	Manila Bulletin
43	Nov. 9	Fri	Business World
44	Nov. 9	Fri	Business Mirror
<b>TOTAL PUBLICITY COST</b>			<b>Php2,495,029.76</b>

# PUBLICITY & PROMOTIONS

## Outdoor Advertisement

	DATE	LOCATION	PROMOTION
1	July 16 to December 15	Ortigas Home Depot, Julia Vargas Ave.	Billboard
2	July 16 to December 15	Manila Bay Home Depot	Billboard
3	October 25 to November 10	EDSA Boni Avenue	Billboard
4	October 25 to November 10	EDSA Pasay City	Billboard
5	October 25 to November 10	EDSA Mandaluyong City	Billboard
6	October 26 to November 9	Metro Manila	Roving Billboard (8 hours per day)
7	November 3 to 9	Eastwood, Libis	LED Digital Signage (8 spots per day)
8	November 3 to 9	Taft Avenue, Manila	LED Digital Signage (8 spots per day)
9	November 3 to 9	Paranaque City	LED Digital Signage (8 spots per day)
<b>TOTAL PUBLICITY COST</b>			<b>Php2,228,200.00</b>

## TV and Radio Promotions

	DATE	NETWORK	PROMOTION
1	October 29 – November 2	Unang Hirit - Channel 7	15 secs. spot / day x 5 days
2	October 29 – November 2	UKG - Ch. 2	15 secs. spot / day x 5 days
3	November 5 to 9	Mellow 94.7	3 spots / day x 5 days
<b>TOTAL PUBLICITY COST</b>			<b>Php 528,920.00</b>

**Overall total publicity cost:**

**Php5,252,149.76**

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**Nov. 6 - 9**

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For more information please  
contact the Event Manager:

**GLOBAL-LINK EXHIBITIONS SPECIALIST, INC.**  
Tel. No.: (+632) 750-8588 to 92  
Fax: (+632) 750-8585 / 844-2882  
Email: [PHILCONSTRUCT@globallinkmp.com](mailto:PHILCONSTRUCT@globallinkmp.com)  
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