

Networking Dinner

As part of extended networking opportunities and our thought of Business with pleasure, Nexgen Exhibitions Pvt. Ltd., also organized a networking cocktail dinner on the night of 16th May 2012 on the board of Chao Phraya Cruises. It was one of the most happening parts of the event where all the guests enjoyed their drinks and delicious food with new networks from around the globe.



Advertising and PR Campaigns

A well conceived Media plan helped a lot in promoting this maiden event at Thailand. Print & Electronic media had given an excellent coverage all most on all News Papers and TV Channels. With an objective of wide reach to maximum number of Exporters, Sugar Buyers, Sugar Technologists, Ethanol Technologists, Importers, Mills and ethanol plants across India and Thailand, various newspaper advertisements were released in the major newspaper of Thailand. Various press releases in every section of newspaper were planned so that reach out can be maximized. To tap visitors via websites, Sugar Asia was listed with world's leading sites for exhibitions and conference.

Prominent News Papers covered Sugar Asia are:

- The Nation
- Bangkok Post
- Daily News
- Krungthep Turakij
- Post Today
- Siam Rath
- Pim Thai
- Thai Post and many more..

TV Channels which have aired full program on Sugar Asia was

- Thai Vison Channel
- Bangkok City Channel etc.

The event was covered with wide ranges of Media tools like print, electronic, television, and air. Various news papers and magazines covered the event both nationally and internationally in English and Thai language.

To get the snapshot of the event and presentations, kindly visit the Sugar Asia website and download the presentations.



POST EVENT REPORT



Thanks to you

A sweet memory to

Sugar Asia 2012

held on

16-17 May 2012 at Bangkok, Thailand

SEE YOU AT



You are also invited to visit following forthcoming exhibitions by Nexgen Exhibitions Pvt. Ltd.

Kenya:
Africa International Engineering
& Technology Expo 2013
www.africatechexpo.com

Thailand:
Fastener Fitting Fair 2013
www.fastenerfittingfair.com



Nexgen Exhibitions Pvt. Ltd.

Post Event Report

The success of any event lies in its exclusiveness and concentrated focus on the objectives behind it. This view point clearly goes with Sugar Asia Exhibition and Conference, as Sugar Asia is proving it as a true and most focused platform for the global sugar fraternity, which certainly provided the best opportunities available to avail in the related industries. Sugar Asia in its series, concluded its 4th edition at Bangkok with huge and tremendous response from the global Sugar and allied industries during 16-17 May 2012 at Queen Sirikit National Convention Center, Bangkok.

The event was blessed with the best wishes of HE Ms. Yingluck Shinwatra-Prime Minister of Kingdom of Thailand, HE Mr. Anil Wadhwa- Ambassador of India, Government of India, Mr. Kitti Choonhawong, President Thai Society of Sugar Cane Technologists, Mr. Susheel Sarraf-President, India-Thai Chamber of Commerce, Ma Regina Bautista-Martin-Administrator, Philippine Sugar Regulatory, Mr. Nimal Kumarsinghe-Director Sugar Cane Research Institute of Sri Lanka etc.

Keeping the global scenario of the world sugar market, Sugar Asia provided a common place to discuss the policies and trade opportunities within or outside the borders. There was participation from 24 nations during this two days event, which is a point of understanding by self that how Sugar Asia is an important event for Sugar and its allied industries.

Inauguration:

Inauguration was one of the attractions as the related industry people were available for the discussion related to Sugar Industry. **Sugar Asia 2012 was inaugurated by Mr. Opas Issarasenarak, Deputy Secretary General, Office of Cane and Sugar Board, Ministry of Industries, Thailand** in presence of dignitaries such as-

Mr. Kitti Choonhawong, President of Thai Society of Sugar Cane Technologists, Thailand.

Mr. Rangsinh, Director, Office of Cane and Sugar Board, Ministry of Industries, Thailand.

Mr. Anshuman Gupta, Secretary General of India-Thai Chamber of Commerce, Thailand.

Mr. Ranganathan Ramakrishnan, Honorary Treasurer of India-Thai Chamber of Commerce, Thailand.

Dr. Klanarong, Vice Chairman of Thai Society of Sugar Cane Technologists, Thailand.

Mr. Arvind Chudasama, Editor-International Sugar Journal, United Kingdom.

Mr. Kitti Choonhawong, President of Thai Society of Sugar Cane Technologists Association, Thailand welcomed all the invitees, guests, delegates and VIP's. He also threw some light on the current need of such occasions in Thailand.

Then, Dr. Klanarong, Vice Chairman of Thai Society of Sugar Cane Technologists, Thailand delivered the key notes in front of the guest and Hon'ble Opas Issarasenarak, Deputy Secretary General, Office of Cane and Sugar Board, Ministry of Industries.

The inaugural address was delivered by Mr. Opas Issarasenarak, Deputy Secretary General, Office of Cane and Sugar Board, Ministry of Industries, Thailand and also appreciated the initiative of Nexgen for organizing this show on the land of Thousand smiles, i.e. Thailand.

Then it was release of Expo directory by Mr. Kitti Choonhawong, Mr. Opas Issarasenarak, Dr. Kalnarong Mr. Arvind Chudasama.

Later on, the Vote of Thanks was extended by Mr. Arvind Chudasama, Editor-International Sugar Journal and Convener Sugar Asia Conference.



Exhibition:

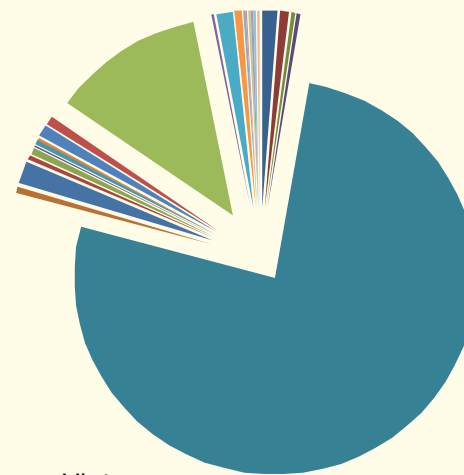
Sugar Asia 2012 expo, by Nexgen Exhibitions Pvt. Ltd., proved to be an excellent catalyst for the Sugar Industry to boost their business on an enhanced pace. Thailand experienced first of its own kind exhibition where exhibitors from countries like Germany, United Kingdom, Singapore, India, Thailand, Italy, Denmark, USA etc. displayed their latest technologies and innovations in front of the visitors from across the globe. Many business deliberations took place during these two days event and many deals have entered to finalization stage on the same day. The lists of exhibitors were as follows:

- Neltec Denmark A/S Denmark
- Super Tharrm Boilers India
- Premium Transmission Ltd. India
- PPI Pumps Pvt. Ltd. India
- Triveni Turbine Ltd. India
- Himenviro Environmental Tech India
- Aerofluid Co. Ltd Thailand
- Bosch Rexroth Pte Ltd Singapore
- ITECA SOCADEI France
- Galaxy Sivtek India
- Lufkin Industries Inc. Singapore
- C.T.L. Interlube Co. Ltd. Thailand
- Varuna Biocell Private Ltd. India
- TEWS Elektronik GmbH & Co. KG Germany
- National Heavy Engineering Co-operative Ltd. India
- The Kolhapur Auto Works India
- S.S.P. Pvt Ltd India
- Kavitsu Transmissions Pvt. Ltd. India
- Lars Enviro Pvt. Ltd. India
- Ulka Industries Ltd. India
- Brodbent Centrifugals Thailand
- Gun Engineering Thailand
- Thermax Ltd. India
- S.B. Reshellers India
- Syno Pumps India
- Elgi Equipments Limited Thailand
- Reggiana Riduttori s.r.l. Italy
- Allied-Tek Engineering Co. Ltd. Thailand

Visitors:

Sugar Asia earned a very good rapport in terms of quality of visitors by each edition. This edition was a remarkable show as there were 1200 focused visitors from 24 nations including Thailand and India, dwelled the show by their gracious presence. And this event has also attracted huge numbers of Media persons which needless to say due to its growing popularity on the map of global sugar market. This event made and unforgettable impression on the Sugar Millers, Ethanol Plant Owners, Distilleries people as well. The participation of various nations on percentage basis is as follows:

Countrywise Visitors Presence



- Vietnam
- USA
- United Kingdom
- Turkey
- Thailand
- Sri Lanka
- Singapore
- Philippine
- Myanmar
- Mexico
- Malaysia
- Korea
- Italy
- Indonesia
- India
- Hong Kong
- Germany
- France
- Egypt
- Denmark
- Belgium
- Austria
- Australia
- Iraq

Conference:

A two day conference was also part of the Sugar Asia 2012. The theme of the Conference was "Sugar and Its Downstream Industries-Advancement and Challenges". The conference theme was very much appreciated by the industry captains as the topic was an indeed need for Sugar and its downstream industry.

Day One of the Conference was dedicated to country presentation so that audience are well exposed to various issues related to various Asian countries. In the series, first presentation during plenary session was delivered by Mr. Micheal Ferrari: Director of Climate Informatics and Senior Scientist, NASA Goddard Space Flight Center, USA on the Topic: 2011/12 ENSO: Implications for the major sugarcane origins. This topic got overwhelmed response as it defines how weather conditions affects Sugar cultivation.

After Mr. Micheal, it was turn of another magnanimous personality for Sugar Industry i.e. Mr. Arvind Chudasama, Editor, International Sugar Journal, United Kingdom who delivered a lecture on Outlook of Asian Sugar Industry which was exceptionally beneficial to observe and analyze the Asian Sugar Industry.

Third presentation was of Mr. Robert Quirk: BONSUCRO, United Kingdom, delivered a lecture on the Topic: Ten Years of Progress towards Sustainable Sugar Cane Production.

Mr. Jose Rojo G Alisla of Sugar Regulatory Administration, Government of Philippines, presented a very informative presentation on the topic- The Philippine Sugar Industry: Opportunities and Challenges. The presentation served the actual sugar scenario of Philippine Sugar Industry.

Dr. Shabbir Gheewala, Professor & Coordinator, Sustainability Assessment Lab, The Joint Graduate School of Energy and Environment, King Mongkut's University of Technology, Thailand presented a very good quality presentation on the topic of Sustainability of Thai Sugar Production.

Following to Dr. Shabbir, Mr. Riza Wirawan, Professor of Universitas Negeri Jakarta, Indonesia presented a presentation on the topic of Bagasse-filled polyvinyl chloride composite: An alternative use of sugar cane bagasse.

Second day was completely dedicated to equipments and technologies where exhibitors presented spoke about their technologies which are available for the Industry.

The day started with the presentation by Mr. Andre Tews, Executive Manager of TEWS Elektronik, Germany on the topic of Moisture measurement in the Sugar Industry with the microwave resonance method from handheld instruments to laboratory units and customized online process systems for various applications in the Sugar Industry. Next presentation was presented by Mr. Tim Diringer, Vice President Sales and Sugar Industry Consulting, Neltec Denmark A/S, Denmark on the topic of Importance of in-line color measurement of sugar for product quality and factory performance.

After Mr. Tim Diringer, it was Mr. Mukund Mahajan, CEO of Ulka Industries, India who spoke on the topic of Milling Equipments with topic as The Ulka CMR Mill. This presentation showed the importance of such machinery in the Sugar Industry.

Mr. Peter Kristensen, of Reggiana Riduttori s.r.l. Italy, Presented a paper on Innovative direct Shaft Mounted Plantary Gear Box solution for Sugar Mills.

After Mr. Mukherjee it was turn of Dr. Suman Mishra of Varuna Biocell Pvt. Ltd, India and Mr. B. Chakravorty of Genesis Membranes, India who presented papers on Commercial Application of Dextranase from *P. aculeatum* and Hybrid technology for Sugar Juice clarification and Deashing for higher recovery respectively.

The last presentation was presented by Mr. Josef Dorfler of Fermentec, Austria on fermentation with the topic of 33 Years Developing and Transferring Technologies to Ethanol and Sugar Industries.

