



# InterFLOOD Asia

Managing the financial, economic  
and social impact of extreme  
weather and climate change

## EXHIBITOR PROSPECTUS

Organised by:

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**MEDIA**  
generation

Co-located with:

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InterMET  
Asia

## THE CHALLENGE

Some 4 billion people or 54% of the world's population live in cities, and cities are uniquely exposed to the rapidly increasing risks of extreme weather and climate change – flood, drought, cyclone damage, extreme heat, landslip and subsidence

All of the top 20 cities by population are located in Asia and Africa, and many of these are located in densely populated river deltas and highly prone to flooding.

A recent report from the World Bank-Global Facility for Disaster Reduction and Recovery (GFDRR) predicts population growth and rapid urbanisation could put 1.3 billion people and \$158 trillion in assets at risk from river and coastal floods by 2050.

InterFLOOD Asia is the ONLY event for the Asia and Pacific regions dedicated to the technical, engineering and financial solutions needed to mitigate and manage the risks posed by the increasingly intense and frequent extreme weather & climate change events that threaten life, business and entire economies.



## ABOUT THE EVENT

### InterFLOOD Asia 2018 is highly focused

It will cover the full range of life, property and business-threatening flood events - coastal, rural and urban flooding, including subsidence and landslips.

It is aimed at those public, commercial and financial organisations with responsibility for designing, planning, funding, consulting on, and constructing resilient and adaptable urban infrastructure and related early warning and management systems.

The high quality conference will focus on these key areas:

- Perspectives on flooding - meeting the challenges of extreme weather & climate change in Asia, Africa and the Pacific Islands
- Flood mitigation, management & resilience - structural & engineering solutions
- Flood mitigation, management & resilience - non-structural and natural or 'green' solutions
- Resilient disaster recovery systems
- Technical services and solution presentations
- Resilient emergency & rescue services
- Acquiring and applying geospatial and hydrological data to flood risk forecasting and flood management & mitigation.
- Building business resilience to flood risk to maintain output & investor confidence



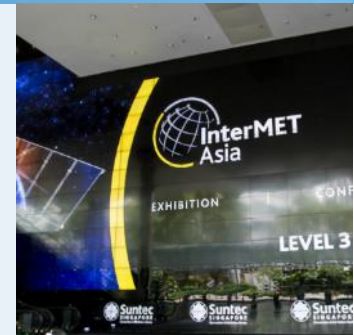
## CO-LOCATION WITH INTERMET ASIA

InterFLOOD Asia 2018 will run alongside the 5<sup>th</sup> anniversary edition of InterMET Asia

InterMET Asia – [www.intermet.asia](http://www.intermet.asia) - is the region's only event dedicated to the use and application of weather data and climate services. The successful annual show is supported by the World Bank and Global Facility for Disaster Recovery and Reduction, the World Meteorological Organisation, the Association of Hydro-Meteorological Equipment Industry, and a host of other key organisations as show in the panel below.

The focus of InterMET is the development of extreme weather impact early warning systems; InterFLOOD Asia takes this a step further and deals with implementing resilient and adaptable technology and engineering solutions to mitigate and manage hydro-meteorological hazards, and defining and financing these projects.

InterMET and InterFLOOD together will combine to create a superb end-to-end forum covering these crucial issues, from data gathering, value adding and early warning, to the design and implementation of resilient and adaptable infrastructure.



### Co-operation Framework



### InterMET Asia Official Supporters



## WHO SHOULD EXHIBIT?

InterFLOOD Asia offers an unprecedented opportunity to meet with government departments and donor agencies responsible for defining and funding relevant projects, equipment and services – the direct route to accessing billions of dollars in infrastructure investment

### All sectors:

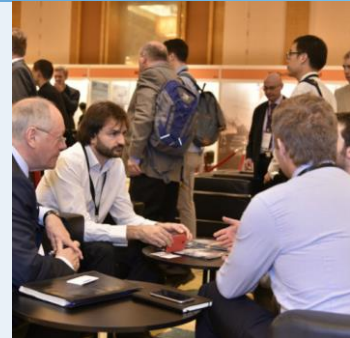
- Automation systems
- Building consortiums
- Civil engineering contractors
- Climate change adaptation specialists
- Consultancy services
- Emergency services
- Environmental specialist companies
- Finance & funding
- Health & safety specialists
  - ICT specialists
  - Insurance services
- Science, research & academia
  - Systems integrators
  - Training & career development

### Flood management:

- Amphibious vehicles
- Cleaning equipment
- Diggers & earthmoving
- Disinfection equipment
- Flood analysis software
  - Flood barriers
- Flood forecast systems
- Flood resilience products
- Geographic information systems
  - Leak detection
- Rescue & Safety equipment
- Valves, pumps & suction systems
- Waste removal services
- Water level monitoring

### Water management:

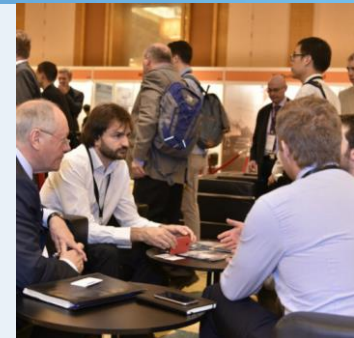
- Aeration equipment
- Corrosion inhibitors
- Filtration equipment
- Groundwater management
- Integrated water specialist
- Irrigation monitoring/efficiency
  - Measurement & analysis
  - Reservoirs
  - Storage tanks
- Water/waste management & treatment
  - Water purification
  - Water quality monitoring
  - Water recycling technology
  - Water storage, handling & distribution



## WHO WILL ATTEND?

InterFLOOD Asia will benefit from a focused marketing campaign to bring buyers from the public, private and economic development sectors across Asia.

- Agricultural & irrigation companies
  - Architects
- Building & maintenance managers
- Construction & building companies
  - Consultants: engineering
- Consultants: risk assessment/software
- Consultants: safety & environmental
- Consultants for water sensitive industries
- Development donors: multilateral and national
- Ecological & environmental managers
- Engineers & project delivery professional
- Financial, pensions & insurance industry
- Industry & government representatives
- Infrastructure developers and financiers
  - Infrastructure owners
- Local councils & government authorities
  - Manufacturing industry
  - Property developers
  - R&D professionals
- Sustainability specialists and consultants
  - Urban planners
- Water entrepreneurs
- Water utilities: local and international



## VENUE & EVENT INFO

A dynamic business hub with world-class infrastructure and excellent connections to all Asia's markets, Singapore is the perfect venue for InterFLOOD

The show will be held at the Suntec Singapore Convention and Exhibition Centre, located in the Central Business District.

Suntec is located at the heart of a self-contained, totally integrated events infrastructure that is only 20 minutes from Changi International airport, with a wide choice of convenient accommodation.

### OPENING TIMES

Wednesday 11<sup>th</sup> April 2018:

Exhibition 10:00 - 18:00

Conference 09:30 - 18:00

Thursday 12<sup>th</sup> April 2018:

Exhibition 10:00 - 18:00

Conference 09:00 - 18:00



## GREAT VALUE PRICING

Exhibiting at InterFLOOD Asia represents excellent value for money, with comprehensive stand booking packages

**Special launch Early Bird rate:**

*(to 30th November 2017)*

Space & shell: US\$ 446 per square metre

Space only: US\$ 408 per square metre

**Normal price:**

*(from 1<sup>st</sup> December 2017)*

US\$ 595 per square metre

US\$ 545 per square metre

Stand fees include: exhibitor badges, a 200-word entry and logo in the official Showguide, and free admission to the conference for your team. One or two lunch and coffee break vouchers (variable depending on stand size) per exhibition day per main stand holder.

- **Space & shell scheme (minimum 6 m<sup>2</sup>):** floor space with shell scheme fitted. Shell scheme includes walls, carpeting, power socket, lighting, furniture package (variable depending on the stand size) and fascia board with company name.
- **Space only (minimum 24 m<sup>2</sup>):** floor space marked out to the required dimensions with no walls, carpet or electrics (although these may be ordered individually from our contractors). The exhibitor will need to appoint a contractor to design and build their stand and order their furniture and electrical requirements.
- **Floorplan:** to view the most up-to-date floorplan please visit the 'EXHIBIT' section of the show website at [www.interflood.asia](http://www.interflood.asia)





## ORGANISERS & CONTACT

InterFLOOD Asia and InterMET Asia are organised by Media Generation Ventures Ltd, part of the Media Generation Group, a highly experienced international exhibition organiser

- To make a exhibition stand booking or enquire about sponsorship:  
Andy Ballagh, Sales Director  
[andy@mediageneration.co.uk](mailto:andy@mediageneration.co.uk)  
+44 1423 524545
- For conference and speaking opportunities queries:  
Ian Harper, Conference Director  
[ian@mediageneration.co.uk](mailto:ian@mediageneration.co.uk)  
+44 1347 868571
- Event Director:  
Tony Stephenson  
[tony@mediageneration.co.uk](mailto:tony@mediageneration.co.uk)  
+44 1423 524545

Media Generation Ventures Ltd  
Windsor House, Cornwall Road, Harrogate HG1 2PW, United Kingdom  
Tel: +44 (0) 1423 524545

