

We are Market Leader F2F Trade Exhibitions

我们是市场领导者

We are the largest event organiser in the world
我们是全球最大展会主办单位



#1 Organiser in Asia
亚洲领先的主办单位



#1 Commercial Organiser in China
中国领先的商业主办单位



#1 Organiser in South East Asia
东南亚领先的主办单位



#1 Organiser in India
印度领先的主办单位



AMRinternational.

updated 8 November 2019

The AMR Top 20 exhibition organisers by exhibition-organising revenue



INFORMA MARKETS:



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POSTPONED



RESCHEDULED
NEW DATE ANNOUNCED



Sorry **EVENT**
CANCELLED

INFORMA MARKETS CHALLENGES:

- Perception b2b exhibition = “MASS GATHERING”.
First to close and last to open
- Uncertainty. WHEN?
- FINANCIAL. How long?
- CULTURE “f2f-culture” vs digital
- Juridical vs Commercial aspects

INFORMA MARKETS ANSWERS:

- Sense of urgency, short and long term
- Digital transformation, use of data, education. What's in it for YOU?
- (Digital) talent discovery and development
- New (digital) revenue streams, slow. Some industries better than other.
- First: Leadgen edm's, on-line catalogue's, webinars
- Later: Virtual events
- Later: Totally new products (Hackathon)

Online Retail Shop

UVP

- Target high potential online shopping consumer market in Malaysia with IM advantages of strong network with a pool of high quality and reliable suppliers and the strength of our people who can do better sales and marketing

How

- Set up online retail shop to sell consumer products to generate immediate income

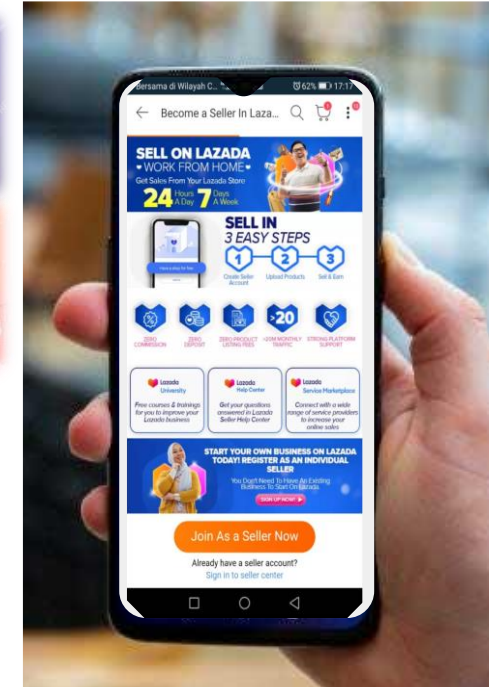
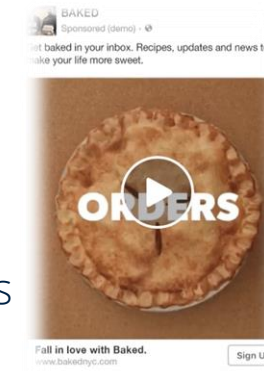


What

- Beauty products (facial mask, cleanser, sanitizer, etc)
- Furniture (knock-down furniture such as shelving, chairs, tables, etc)
- Food & beverages (seafood, drinks, etc)

Benefits

- Low investment and can be delivered in short time
- Can generate substantial revenue from product selling
- Can get best offer from exhibitors, at the same time to increase exhibitors' sales





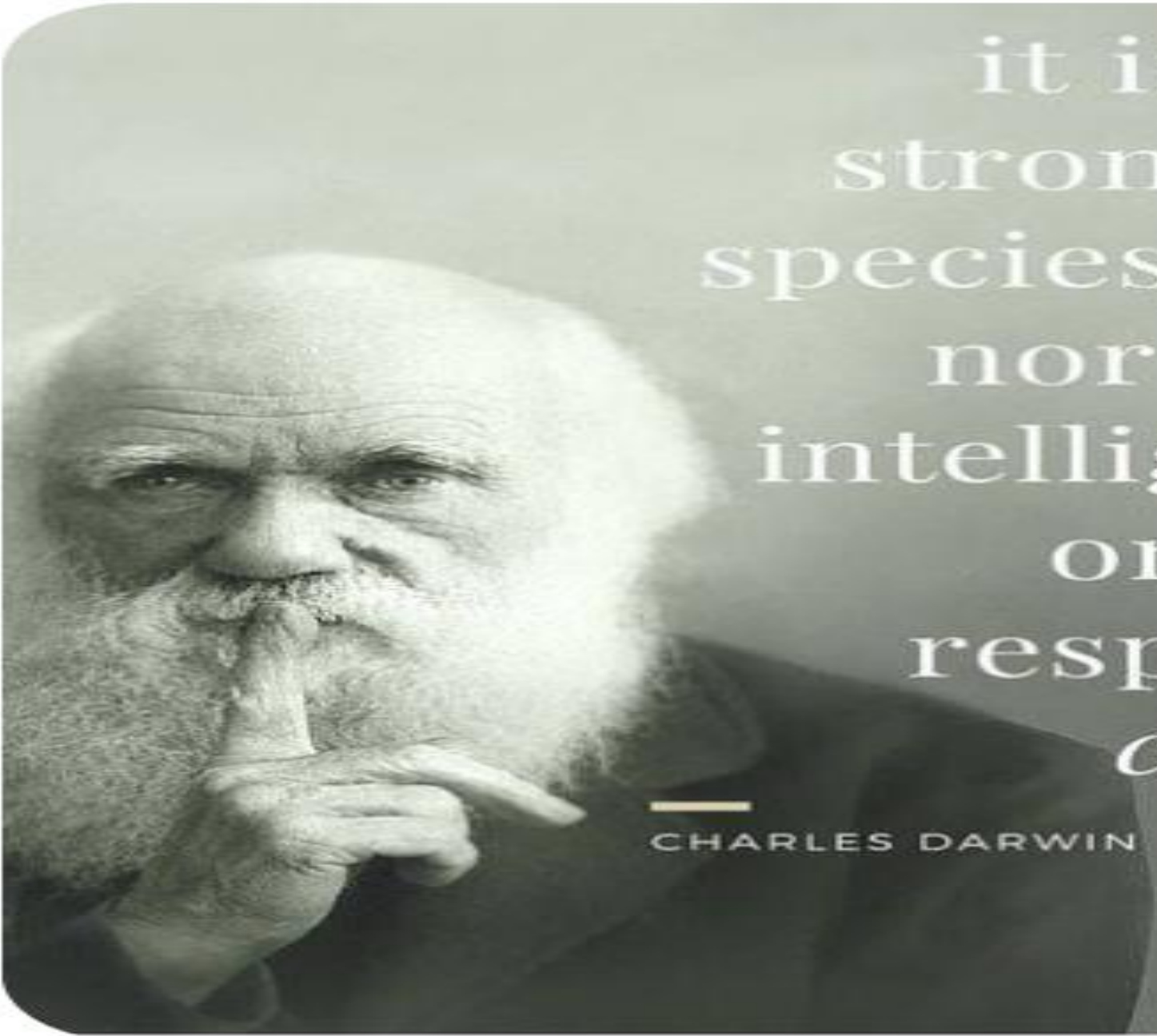
DIGITAL EVENTS REIMAGINED, YOUR DIGITAL EVENT PARTNER

ENGAGE YOUR AUDIENCES, ANYTIME, ANYWAY

HACKATON PRESENTATION – ALPHA HERD

WHAT HAS COVID GIVEN US:

- Revaluation of f2f
- Strong team spirit. Innovation, “survivors”
- In-depth knowledge of client (marketing) needs
- New services & clients
- New skills & confidence



it is not the
strongest of the
species that survive
nor the most
intelligent but the
one most
responsive to
change.

—
CHARLES DARWIN