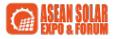
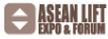




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By Informa Markets

IMMEDIATE RELEASE

The Leading Event for the Built Environment – ASEAN Super 8 – Will Now Take Place from 9 – 11 November 2021 in Enhanced Format Exhibition

Revised Event Dates Include Face-to-Face and Virtual Participation to Provide Better Opportunities to the Industry

KUALA LUMPUR, 26 January 2021: The 2021 edition of ASEAN Super 8, Southeast Asia's leading trade show for the built environment brought exclusively by **Informa Markets**, will be **rescheduled to new dates from 9 – 11 November 2021** at the Malaysia International Trade and Exhibition Centre (MITEC). The leading trade show was initially scheduled to take place in June 2021. In addition, **the International Construction Week (ICW)** hosted by the **Construction Industry Development Board (CIDB) Malaysia will also be moved to the same date** in November 2021. ASEAN Super 8 held in conjunction with ICW will be featured in a **hybrid form with both Face-to-Face and Virtual Exhibition, Conferences, Webinar, Business Matching, and Networking activities.**

The decision to reschedule ASEAN Super 8 is taken with regret, following careful consideration and close consultations with key stakeholders, exhibitors and industry partners.

ASEAN Super 8 will feature niche expositions namely ASEAN M&E, TENAGA Expo, ASEAN Lift, ASEAN Solar, ASEAN Light, REVAC Expo, Futurebuild SEA, Heavy Mach and IFSEC Southeast Asia.

“We believe the revised new dates will allow more time for normality and confidence to return to the marketplace and provide all-around better conditions for exhibitors and visitors to engage,” said **Gerard Leeuwenburgh, Country General Manager, Informa Markets Malaysia.**

He added, “I am pleased that our exhibitors, visitors and stakeholders have leveraged this crisis as an opportunity to embrace the digital format. The 2021 edition of ASEAN Super 8 held in conjunction with the ICW will adopt a hybrid format complementing the physical exhibition. We wish to thank those who participate in and support ASEAN Super 8, we greatly appreciate your understanding and regret any inconvenience. We will continue our commitment to provide an event of enhanced quality to make your participation a huge success.”

Chief Executive of CIDB Malaysia, Datuk Ir. Ahmad ‘Asri Abdul Hamid said “The hybrid format for the ICW and ASEAN Super 8 will address the needs of all exhibitors and visitors, giving us the flexibility to go fully virtual should the need arise. The hybrid format was conceived following the success of the ASEAN Super 8 Virtual Connect Exhibition launched in November 2020. We are working closely with Informa Markets, industry stakeholders and the relevant government agencies, and are committed to supporting the entire construction industry and the continued success of ICW and ASEAN Super 8.”

The 2020 edition of ASEAN Super 8 Virtual Connect Exhibition attracted 31 exhibiting companies covering various industry sectors, with a solid turnout of 1,132 unique visitors from 37 countries. ASEAN Super 8 Virtual Connect Exhibition digitally connected built environment industry players with real time trade opportunities.

In the meantime, ASEAN Super 8 has launched its first and unique digital platform. Via the ASEAN M&E Traders Connect, Futurebuild SEA Traders Connect and IFSEC Cyber Hub, the companies can have their very-own listings and showcase their latest product offerings **virtually** to a global audience. This means that the companies can stay open for business 24/7/365 and connect with prospective clients via the platform. More information about digital platform, visit <https://www.super8asean.com/digital-solution-platform/>

ASEAN Super 8 continues its work to ensure that the rescheduled 2021 edition of ASEAN Super 8 and ICW from 9 – 11 November will be another success for all exhibitors, visitors and industry.

As the organiser, Informa Markets will continue to closely monitor developments of COVID-19 and will provide timely communication.

For more information, visit www.super8asean.com

Notes to Editor:

ASEAN Super 8 is Organised by Informa Markets, a division of Informa plc. Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. As the world's leading exhibitions organiser, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year. For more information, please visit www.informamarkets.com.

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