



OS+H Asia 2008

The 6th Occupational Safety + Health Exhibition for Asia

17 – 19 September 2008

Suntec Singapore

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October 2008

FINAL PRESS REPORT

Highest ever visitor turnout at Southeast Asia's most important OSH platform, almost doubles its attendance since its inception.

Exhibitors well pleased with quality of visitors.

OS+H Asia, Southeast Asia's premier occupational safety and health exhibition, opened on 17 September 2008 by Mr S Iswaran, Singapore's Senior Minister of State for Trade and Industry, embraced the staunch support from 112 exhibiting companies and brands from 17 countries. The exhibition, held alongside HOSPI Medica ASIA 2008 (the region's largest medical showcase) and the 19th Asian Conference on Occupational Health (organized by Singapore's Occupational and Environmental Health Society), played host to 4,299 visitors from 36 countries – the highest ever visitor turnout since its inception in 1998. The number of visitors almost doubles the attendance since its debut which attracted 2,157 visitors. This clearly signifies the growing need for an event dedicated specifically to the work care sector.

In his opening address, Mr Iswaran indicated that Singapore is "committed to raising the standards of Workplace Safety and Health (WSH) - an important component of sustainable growth and development." He also gave reference to Singapore's 10-year national WSH strategy which aims to reduce "the work-related fatality rate from 4.9 per 100,000 in 2004 to 2.5 per 100,000 by 2015" and added, "Our commitment to improving WSH and our position as a leader in Occupational Safety and Health (OSH) in the region will hopefully provide a platform for all OSH delegates to share ideas, network and develop new business relationships..."

Supporting organization, Workplace Safety and Health Council's Executive Director Samuel Tso commented, "The choice of Singapore as the Asian destination for the Occupational Safety and

Health (OS+H) Asia Exhibition, which has seen six successful runs, shows that we are well poised to play a key role in the region's safety and health development and movement. Positioning Singapore in a regional leadership role is in tandem with our goal to achieve one of the best safety records in the world by 2018. The Workplace Safety and Health Council counts on our partnership with many organisations, including Messe Dusseldorf, to engage more stakeholder groups to work towards this goal. The OS+H Asia Exhibition is one important platform that will continue to play a strong role in our efforts," Samuel Tso, Executive Director, Workplace Safety and Health Council.

Another supporting organization, the National Safety Council of Singapore was present at OS+H Asia to promote workplace safety and health among the other safety organizations. Its president Tan Jin Thong commented, "OS+H Asia has been well organized and properly managed."

"We are pleased to provide all involved in OSH Asia in this region with the most comprehensive and influential platform, and we expect even greater growth in the future in tandem with the importance of creating a safer and healthier workplace," said show organizer Messe Duesseldorf Asia's Managing Director, Gernot Ringling.

Selected exhibitor feedback

Brady Corporation Asia Pte Ltd's Assistant Marketing Manager Ms Geneva Chin found the OS+H Asia exhibition as "definitely a good platform for brand awareness and meeting new customers. We received a lot of enquiries from Thailand and Malaysia. There were also many enquiries from the government agencies in Singapore."

Draeger Safety Asia Pte Ltd's Marcom Manager Justin Jung concurred that it was important for Draeger to be present at the exhibition to build brand awareness and promote their presence in the market.

LSH Solutions Pte Ltd, General Manager Ms Tammy Lee observed, "There were more publicity for OS+H Asia 2008 in comparison to previous years. As a result, there was a visible increase not just in the quantity but also more quality visitors." She added, "LSH Solutions' main objectives in exhibiting at OS+H Asia were to introduce new product developments, meet new customers and to support our principals. We have achieved our objectives and are very pleased with our participation."

MSA S.E. Asia Pte Ltd's Sales Manager Barry Sim added, "The turnout is much better compared to the previous exhibition held 2 years back, also better organized. We saw more visitors at our booth and had more enquiries."

Visitor Survey

Visitors at OS+H Asia 2008 thronged the exhibition floor which was buzzing with numerous safety product demonstrations. They were here to network, seek distribution opportunities and source for new innovations, technologies and practical solutions on workplace safety and were satisfied with their visit. Feedback from visitors interviewed randomly over the three days revealed that 84 percent were pleased with the range of products and services on display. About 70 percent were likely to place an order, 18 percent were deliberating on their options. In terms of anticipated time frame, 66 percent disclosed that they will place their orders at the exhibition or within one year, the remaining 34 percent indicated that it was difficult for them to establish the time frame. Overall, more than 90 percent of the visitors found their visit to the exhibition worthwhile and important to the nature of their jobs.

With the positive feedback received from both exhibitors and visitors, OS+H Asia is indeed on track to provide the region with the best in work care solutions and destined to grow further in importance.

Up next

OS+H Asia will return to Singapore in 2010. Participation details will be announced soon.

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