



BEC-Tero Exhibitions to Provide International Brands with Effective Market Access to Thai Consumers

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PR9.NET July 04, 2006 - Bangkok, Thailand - BEC-Tero Exhibitions Company Limited is teaming up with Thailand TV Channel 3 and Virgin BEC-Tero Radio (Thailand) Company Limited to present two of the year's most exciting exhibition events as the company begins its venture into organising quality consumer lifestyle showcases that will support Thailand's bid to become a premier international exhibitions hub.

Managing Director of joint-venture Bec-Tero Exhibitions, Mr. Paul Elliott, said the company will stage World for Women from 10 to 14 August 2006 and immediately follow it with the Hip Hip Show to be held from 28 September to 1 October 2006 -- two events which will introduce the company's focus on three defining qualities they want to foster in each exhibition: being innovative, informative, and inspirational. BEC-Tero Exhibitions has also taken further efforts to ensure the success of these endeavors by working together with the best minds and resources offered by PICO (Thailand) Public Company Limited and AsiaCongress Events Company Limited (ACE), two leading corporate communications and exhibition organizing firms in the country.

World for Women will be a "new approach" event presenting the latest products and services for the modern woman of today. The four hosts of the popular Thailand TV Channel 3 program: Pooying Thueng Pooying -- Patcharasri Benjamas (Kalamae), Meesuk Jaengmeesuk (Kai), Pimonwan Suppayang (Pui), and Kunnatda Patchimsawat (Nina) -- will be the event's official ambassadors. The exhibition will be divided into five zones: Health & Wellness, Mobile Communications & IT, Weddings & Parties, Active Lives & Self-Improvement and Beauty & Fashion. Multiple stage and live activities for visitors to enjoy and experience will also be held to celebrate this grand event. About 100 to 150 exhibitors are expected to participate, all of whom will set up displays within the 5,000 square-meter exhibition area. 30,000 to 50,000 visitors are targeted to attend.

Hip Hip Show is another spectacular event that BEC-Tero Exhibitions will stage less than two months later and Virgin BEC-Tero Radio (Thailand) will play a leading role in this avant garde exhibition. The exhibition intends to appeal to modern individuals who are seeking the latest solutions to contemporary Lifestyle

Bec-Tero pushes for Thailand's bid to become an international exhibition hub challenges. The Hip Hip Show will comprise of a hi-tech zone, a fashion zone, a home decor zone, a hobbies and toys zone, a car zone, and an activity zone. The show's Hip Zone will provide up-to-date information on vacation hot spots, sports, hip restaurants and fun activities from Virgin's DJs and Virgin VRR. About 100-150 exhibitors will each occupy 10 square meter display areas, with up to 35,000 people expected to attend.

"BEC-Tero Exhibitions is confident in being able to provide quality showcases that respond to modern consumer lifestyles. Its experienced partners, quality delivery, and creative marketing strategies will serve as the key factors in reaching the company's target groups. With backup support from the media such as Thailand TV Channel 3 and Virgin Bec-Tero Radio (Thailand) Company Limited, these two exhibitions have already attracted interest from many companies who wish to exhibit their products and services," Mr. Paul said, adding that more than 60 percent of the display areas in both events have already been reserved by exhibitors who see the value of participating and plans are well advanced on extensive and focused media campaigns to create public awareness.

Other events planned for 2006 and early 2007 include exhibitions on Childhood Development, Health & Wellness, Healthy Aging and Outdoor Adventuring.

To make a booking at these quality events for your products and services, please call Bec-Tero Exhibitions' Sales Department at 662 - 252 - 6800. For more information about the World for Women and HIP HIP Show, please visit www.becteroex.com, www.world4womenshow.com, www.hiphipshow.com

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About Penner-Madison & Company Limited

Penner-Madison was founded in Bangkok, Thailand in 1997 to provide a one-stop solution for integrated marketing communications. Initially launched as an IT industry specialist, we now represent a growing list of both multinational and Thai companies in a variety of industries.

We are a talented and multi-disciplined group of marketing executives, specializing in strategic and fully integrated marketing communications campaigns. By providing complementary marketing disciplines, we are able to leverage all activities to effectively meet each of our client's unique communications objectives.

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