



**INDUSTRIAL
AUTOMATION**
ANNUAL DIRECTORY

Industrial Automation Annual Directory

Leading the Industries ...

Media Kit
2008

A Publication by



INDUSTRIAL AUTOMATION

ANNUAL DIRECTORY



Leading the Industries ...

The Industrial Automation industry has seen significant growth during the past decade, especially during the mid 90s till date, most of the systems' integrators and machine builders covering the ASEAN markets were situated in Malaysia.

Malaysia holds a vast potential market for automation projects, from electronics and semiconductor to oil & gas, palm oil processing, water treatment, automotive industry, printing industry, packaging industry, metalworking and precision engineering industry, biotechnological industry, etc.

Industrial Automation Annual Directory, a publication endorsed and supported by the Ministry of Science, Technology And Innovation (MOSTI), Malaysian Industrial Development Authority (MIDA), and Federation of Malaysian Manufacturers – Automation Technology Industry Group (FMM-ATIG), is the leading specialized industrial directory that caters to the needs of systems integrators, machine builders, and the end-users at large.

Apart from extensive circulation to all industrial sectors, the Industrial Automation Annual Directory has been actively organizing frequent business networking sessions, dialogue sessions, factory visits, trade missions, bowling tournaments, machine builders' procurement forecasts, conferences, collaborative exhibition participation under the banner of IA-Community Machine Builders Village, and many other value-added marketing events.

Through its expansion to IA-Community Online Portal and Forums, with thousands of registered members, and more than a million subscribers, the news portal provides daily news to keep the industry abreast of the latest information on technological and industrial updates.

Coupled with the re-launched of Industrial Automation News (IA News), a monthly printed magazine, the periodical has been circulating aggressively to systems' integrators, machine builders and end-users, and has received overwhelming responses. The Industrial Automation News is taking the lead to keep the industries updated of the rapid changes in the manufacturing and process technologies; Industrial News, Technological and Product Updates, Case Studies, Success Stories, IA related Exhibitions, Conferences, and Events, etc., with special highlights on Cover Story, Personality of the Month, and many more.



Contents

✓ **Section 1: Corporate Section**

The Corporate Section is the Prime Position of the annual directory, which combines all full pages of colour advertisements, a show of Corporate Identity.

✓ **Section 2: Quick Search Index**

The Quick Search Index is an easy way to locate any products and services in the specialized classified directory.

✓ **Section 3: Products & Services Section**

This section contains classified information of products and services in alphabetical order, with updated contact information of organizations within its respective businesses. The Products & Services Section consists of a large number of advertisements from all major industry players in the industrial automation sector.

✓ **Section 4: Corporate Listings Section**

The Corporate Listings Section contains full information of thousands of organizations found in the Products & Services Section, with Organization's Name, Address, Contact, Email, Nature of Businesses, etc. This section serves the need when a user requires information about a specific organization.

✓ **Section 5: Exhibition & Conferences**

This section provides you the Calendar of Events, with advertisements, previews, and post reviews of various related industrial exhibitions in the world.



Circulation

Number of Copies: More than 120,000 copies per issue

Frequency: **Yearly Directory**

Targeted Industries:

- Aerospace Industry
- Agriculture Processes' Industry
- Automotive Industry
- Building Automation Consultants / Contractors
- Chemical Processing Industry
- Contract & Sub-contract Manufacturers / OEMs
- Electrical & Power Generation Industry
- Electronics' Manufacturers (Consumer)
- Factory Automation Systems' Integrators, Machine Builders, etc
- Food Manufacturing Industry
- Logistics & Warehousing Industry
- Marine & Shipbuilding Industry
- Materials' Handling Industry
- Metalworking & Precision Engineering Industry
- Oil & Gas Industry / Petroleum Refinery Process Industry
- Pharmaceutical & Medical Industry / Biotechnology & Life Sciences Industry
- Plastics' Manufacturing Industry
- Printing & Packaging Industry
- Public Works / Public Automation Industry
- Pulp & Paper Industry
- R&D and Design Houses
- Rubber Manufacturing Industry
- Semiconductors' Industry
- Test & Measurement Industry / Quality & Test Centers

Bonus Circulation:

- Trade Exhibitions, Conferences and Private Launches
- Worldwide Manufacturing Federations & Associations
- Worldwide Industrial Automation Federations & Associations
- Government Organizations
- Embassies & Trade Commissions
- Institutions, Polytechnics and Schools of Engineering



Circulation

Targeted Readership:

Chairman, CEO, Board of Directors
Automation Department
Instrumentation Department
Electrical & Engineering Department
Logistics' Department
Maintenance Department
Process Engineering Department
Project Engineering Department
Institute Libraries
Systems' Integration Engineers
QA/QC Department
Manufacturing Department
Ops / Plant Management Department
Marketing Department

Countries (inclusive of variable circulation numbers through exhibitions)

Malaysia – 55,000 copies
Singapore – 11,000 copies
Vietnam – 16,500 copies
Thailand – 6,200 copies
Indonesia – 14,000 copies
Philippines – 450 copies
Korea – 200 copies
India – 400 copies
Middle East Countries – 180 copies
USA – 50 copies
Taiwan – 220 copies
China – 200 copies
Australia – 130 copies
Japan – 110 copies
Germany – 60 copies
Other Europe Countries – 330 copies
Other Miscellaneous Trade Exhibitions – 12,000 copies minimum to 15,000 copies maximum
Related Federations, Associations, and Government Organizations: 800 copies

Please take note: The "Number of Copies" stated above are based on an approximate percentage and may differ, as database and subscription are being updated on a daily basis.



Value-Added Services

It is imperative that all industrialists get to know one and other within the industry in order to promote collaborations. **Industrial Automation Annual Directory** has been organizing numerous networking events, dialogue sessions, trade missions, bowling tournament, and many others, to build a stronger and cohesive industrial community. IA-Community Media Group is the ONLY publisher in the region that organizes loads of value-added events, apart from its commitment of being a publishing organization.





Industrial Automation Meet & Mingle Session

**INDUSTRIAL
AUTOMATION**

Meet & Mingle Session

Industrial Automation Meet & Mingle Session, the renowned Industrial Automation Meet & Mingle Session is one of the frequent networking sessions wholly sponsored by our organization.





Industrial Automation Trade Mission

**INDUSTRIAL
AUTOMATION**

TRADE MISSION

Industrial Automation Trade Mission is organized once or twice a year to assist our advertisers to explore regional markets. The recent trade mission, IA Trade Mission to Vietnam (Hanoi & HCM City) was organized from 25th to 30th September 2007, where we initiated, arranged and coordinated for a Signing of MOU Agreement between VIETSTAA and FMM-ATIG, which was witnessed by Malaysian Deputy Minister of MOSTI and Vietnam's Vice Minister of Trade and Industry. Other previous successful trade missions include the Industrial Automation Trade Mission to Kuala Lumpur and Penang which was a great success and all participants have benefited from it.

KUALA LUMPUR & PENANG

23rd - 25th August, 2006

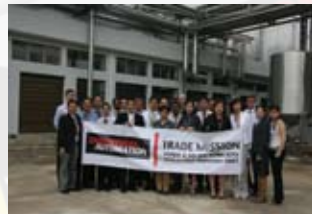




Industrial Automation Trade Mission

HANOI & HO CHI MINH CITY

25th - 30th September, 2007





IA-Community Machine Builders Village



Machine Builders Village

IA-Community Machine Builders Village is a pavilion organized at major industrial exhibitions, sponsoring participation to major machine builders in Malaysia to enhance closer relationship with our advertisers who visits the show.





IA-Community Machine Builders Procurement Forecast



Machine Builders Procurement Forecast

IA-Community Machine Builders Procurement Forecast has recently been a great success, and will be organized very frequently to support all our advertisers to link up directly with machine builders and systems' integrators.

