architect'22 CO-WITH CREATORS

The 34th ASEAN's Largest Building Technology Exposition

26 APRIL – 1 MAY 2022 CHALLENGER HALL | IMPACT, BANGKOK 10.00 - 20.00 HRS.

Organized by:

NWDC



www.ArchitectExpo.com

Post Show Report

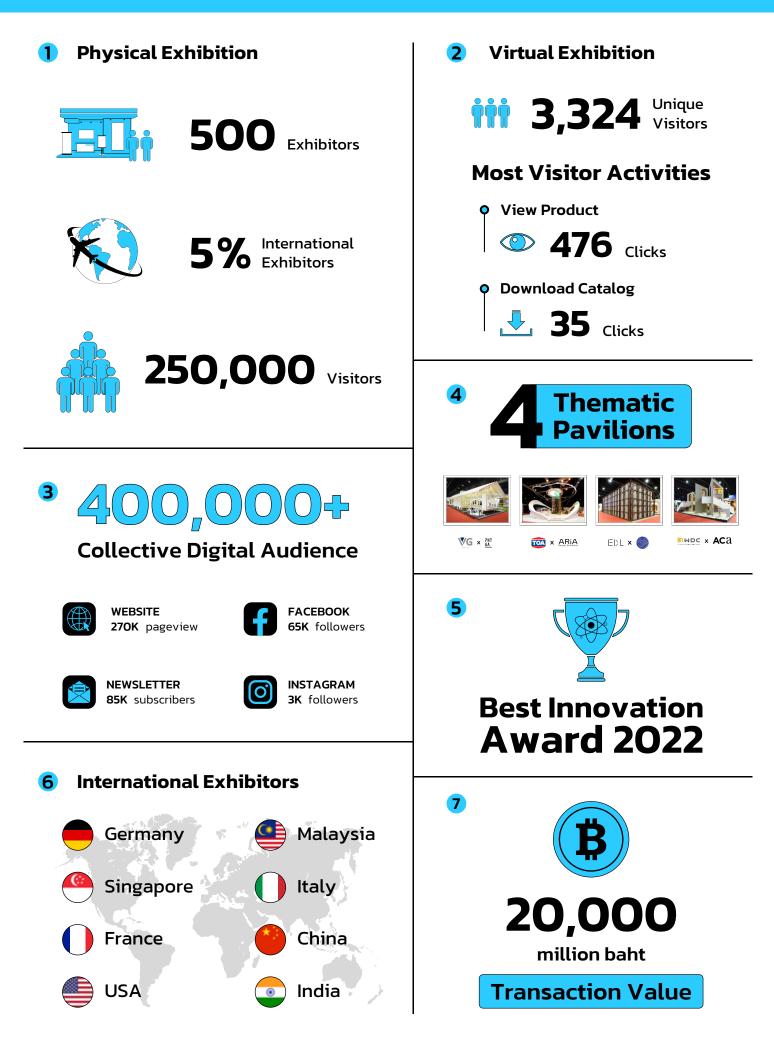


Architect'22, the 34th ASEAN's Largest Building Technology Exposition, is the finest platform of international exposition for building materials which presents endless opportunities and maximize benefits for the building and construction sector of ASEAN.

Over the 6-day event, Architect'22 was a success that exceed all expectations with 250,000 visitors, both trade professionals and end-consumers visiting the show. Visitors were able to inspect a wide range of products and services concerning building materials, construction, architecture, design and technology from 500 leading exhibitors and also attend 100+ special programs such as seminar & forum from well-known speakers, networking, design competition, etc.

Exhibitors were satisfied with the opportunities presented. Many onsite sales were made and quality sales leads received for follow up after the show.

Highlights of The Show



Visitors: Fact & Figures 2022

1. Job Function



2. Job Level

1 Business Owner / Stakeholder	25.04 %
2 Top Management	5.37 %
 Middle Management 	8.34 %
4 Staff / Officer	28.93 %
5 Freelance	17.39 %

4. Purpose of Visit



for Future Participation as an Exhibitor

3. Product & Service of Interest

1	Furniture & Decoration	42.15 %
2	Flooring	25.31 %
3	Bathroom & Kitchen	22.14 %
4	Lightings, HVAC, IoT, Securities, Elevator	21.11 %
5	Doors & Windows	20.45 %
6	Design & Building Services	15.08 %
7	Chemical Products	13.44 %
8	Ceiling, Board Wall, Roof, Glass	11.25 %
9	Swimming Pool & Waterworks	9.83 %
10	Metal, Steel, Aluminium	8.81%
11	Construction Supply & Tools	7.56 %
12	Others	3.47 %

**Multiple choice.

Exhibitors Feedback

94%

of exhibitors realized that this show enhance brand awareness

80%

of exhibitors satisfied with sales leads received for follow up after the show 88 %

of exhibitors gained insights and in-depth feedbacks from their customers

80%

of exhibitors impressed with visitor profile and quality

Marketing and Visitor Promotion





Online & Social Media



WEBSITE 270K pageview



FACEBOOK 65K followers



NEWSLETTER 85K subscribers



INSTAGRAM **3K** followers

Advertising & PR

UP & COMING

Biggest design expo in Asean arrives at Impact Challenger

The "Architect Expo 2022" has trans-formed Impact Challenger Hall of deflad for house interested in archi-tecture, design and construction, from today to Sunday. Organised by the Association of Sia-mer, a trahlenging of the thornaution of the area of trahlenging of the thornaution of the sector trahlenging of the thornaution of the sector trahlenging of the thornaution of the sector trahlenging of the sector of the sector trahlenging of the sector sector of the s

the gamme is the state of the state of the state messe Architects under Boyal Patronage (ASA) and TTF International, this is the 14th edition of what is halled as the big est architectury and construction expo Asean.

In Asean. Interspace of the same of construction materials and innovations related to architecture from over 450 companies from: Thailand and advood including haly, Germany, France, Japan, China, India, Singapore and Malayesia. Also, expect to see new innovative products from framma baseds such as TOA Organic Care plant-based emulsion paint, Souve Roof from VC, a new cohection of luminous from EDA, new Italian tiles from WDC, and

Direct Mail

CO-WITH CREATORS

2140.00

3 ¥ . Ber

= ei- war 🕸

品 自然

-

mechanic rook from America's Black-Decker and Japan's Makita. Under this year's come opt of "Go-Walis Coentors", the expo presents 12 exhibi-tions featuring design concepts and modern design works that are the result of a cross-professional collaboration between 12 pairs of architects and cre-ators from various fields. Another highlight is the "Thermatic Pavellice", which whoweases the first collaboration between up-and-com-ing design era. Visitors will astimets how design-ers have created unique architectaral

design works out of the products of each brand, making this space that other world-class region. The expo also features the ASA Olinic offering consultancy by a team of volunities each relative and stage activ-ties including talks, music shows, demonstrations and workshops. There is also an international forum on three different topics and an aca-demic seminal, both presented on-site and online throughout the expo.

There is no admission fee. Visit org or call 02-717-2477.

Newsletter









FOR MORE INFORMATION PLEASE CONTACT ORGANIZER

TTF International Co., Ltd

- +66 2717 2477
- info@TTFintl.com
- www.TTFintl.com