

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:



asa



www.ArchitectExpo.com

Post Show Report



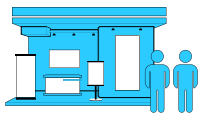
Architect'22, the 34th ASEAN's Largest Building Technology Exposition, is the finest platform of international exposition for building materials which presents endless opportunities and maximize benefits for the building and construction sector of ASEAN.

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

1 Physical Exhibition



500 Exhibitors



5% International Exhibitors



250,000 Visitors

3 400,000+
Collective Digital Audience



WEBSITE
270K pageview



FACEBOOK
65K followers



NEWSLETTER
85K subscribers



INSTAGRAM
3K followers

6 International Exhibitors



Germany



Malaysia



Singapore



Italy



France



China



USA



India

2 Virtual Exhibition



3,324 Unique Visitors

Most Visitor Activities



View Product



476 Clicks



Download Catalog



35 Clicks

4

Thematic Pavilions



VG x PHT



TOA x ARIA

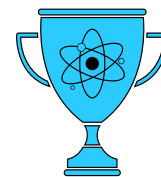


EDL x



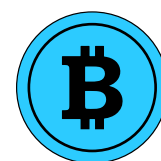
WDC x ACA

5



Best Innovation Award 2022

7

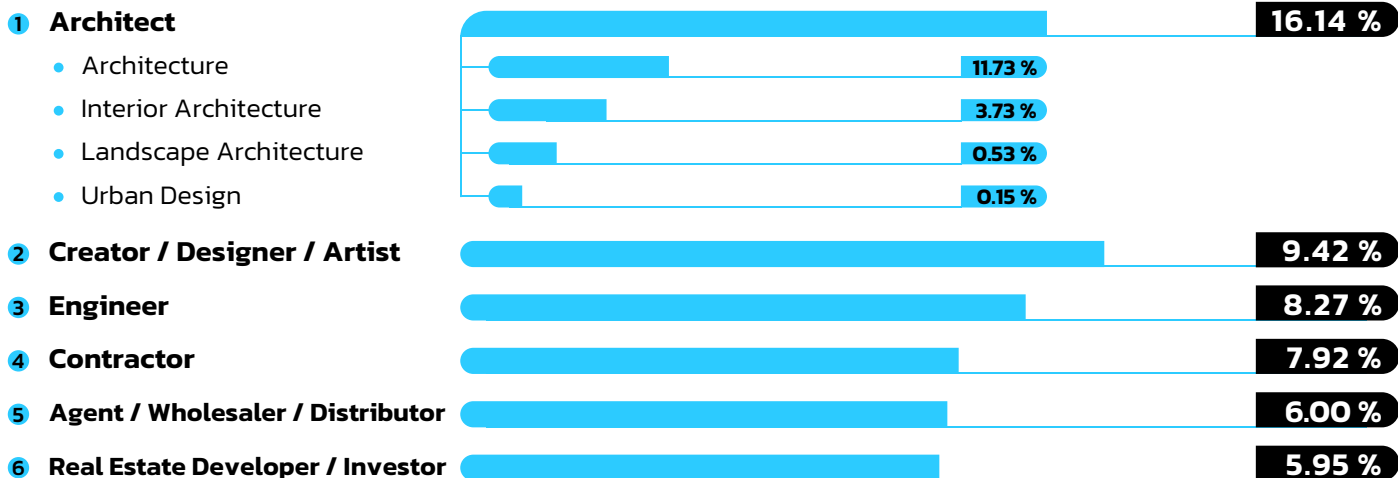


20,000
million baht

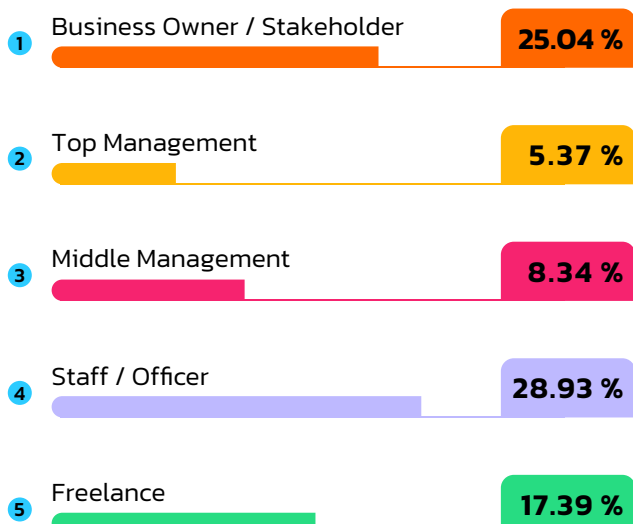
Transaction Value

Visitors: Fact & Figures 2022

1. Job Function



2. Job Level



4. Purpose of Visit

74.51 %

Source New Products / Services
and Collect Market Information

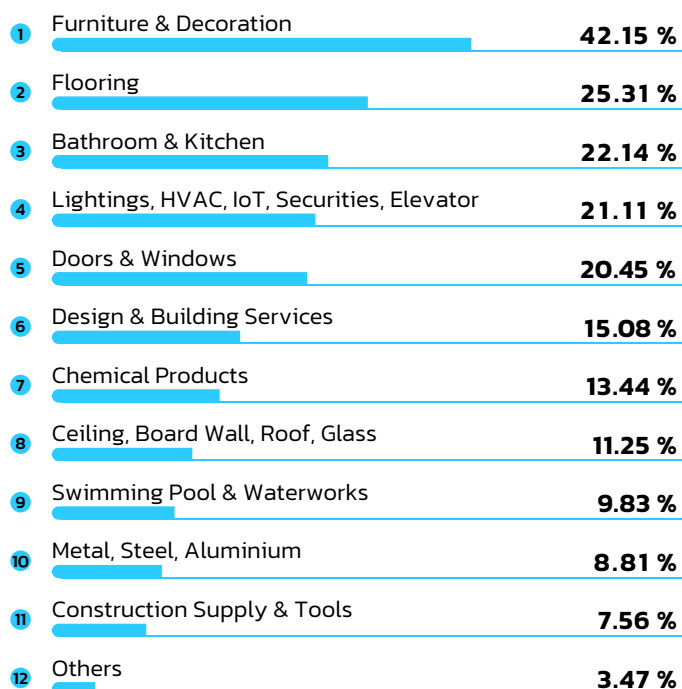
14.90 %

Join the Activity, Conference and Seminar

7.24 %

Evaluate the Show
for Future Participation as an Exhibitor

3. Product & Service of Interest



**Multiple choice.

Exhibitors Feedback

94 %

of exhibitors realized that
this show enhance brand
awareness

88 %

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

80 %

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

80 %

of exhibitors impressed
with visitor profile and
quality



**FOR MORE INFORMATION
PLEASE CONTACT ORGANIZER**

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