

architect'23

Flavorful Architecture

25 - 30 April 2023

Challenger Hall

IMPACT Muong Thong Thoni

POST SHOW REPORT

Organized by



asa



In Partnership with



AC+

ARCHITECT
COUNCIL OF
THAILAND

Time of Togetherness

OVERVIEW

Architect'23 was successfully held between 25-30th April 2023 at Challenger Hall, IMPACT Bangkok. As one of the ASEAN's Largest Building Technology Exposition, themed of "Time of Togetherness", the Architect'23 is an all-inclusive showcase of building materials which representing of class-leading technologies, products and solutions in the industry, setting higher bars in technology, professionalism, and globalization.

FAST FACTS

900+

Exhibitors

20.62%

International
Exhibitors

75,000

Sq.m

305,870

Visitors

6

Exhibiting Days

30+

Talks and Forums

58

Speakers

50+

Hours of
Knowledge Sharing

HIGHLIGHT OF THE SHOW

THEMATIC PAVILION



INNOVATIVE PRODUCTS SHOWCASE

from worldwide exhibitors



FORUM & SEMINAR

by famous keynote speakers



ARCHITECTURAL DESIGN SHOWCASE



AWARD

Booth Design & Best Innovation Product



NETWORKING



EXHIBITOR

900+ exhibiting brands with **100,000** products & services represent at the expo



EXHIBITORS'

FEEDBACK



Mr. Piroat Choaknantiporn

Managing Director of CNP Plastic Industries Co., Ltd

“It is an event that brings together a variety of professionals in the architectural field. The Architect Expo gets bigger every year and I hope next year will be more superior.”



Mr. Adisak Thiaphairat

Managing Director of Wilsonart (Thailand) Co., Ltd.

“Architect Expo is considered an important platform for building and construction industry in Thailand. I’d say it’s worth your time and effort to attend because this event is packed with diverse inspiration and innovative products and solutions.”



Mr. Wicha Worasayun

Leader, Thailand of LHT Asia Sales & Marketing Co., Ltd

“This year is the 100th anniversary of TOSTEM. We gather Thai and Japanese team to cooperate and develop products together for presenting at this event.”



98.77%

Realized that this show enhance brand awareness



91.36%

Satisfied with sales leads received for follow up after the show



90.74%

Considered that this show offer great opportunities to expand business in international market

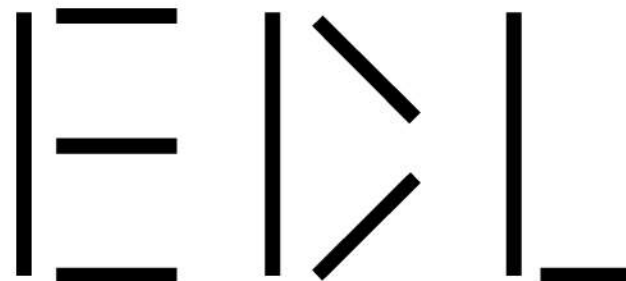


86.42%

Explored for potential customers, and new market trends.

EXHIBITING

BRAND (PARTIAL)

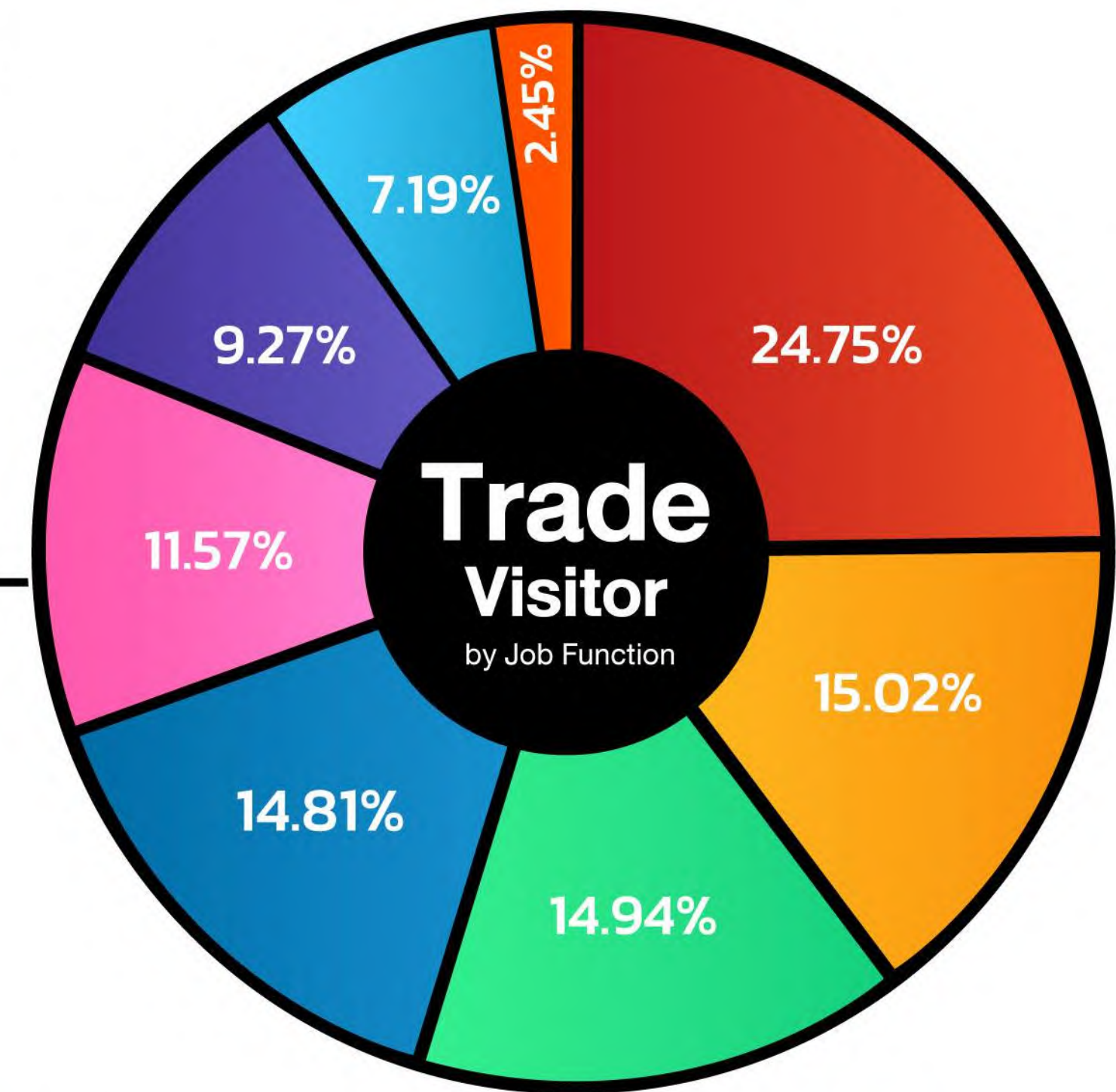


EXHIBITING

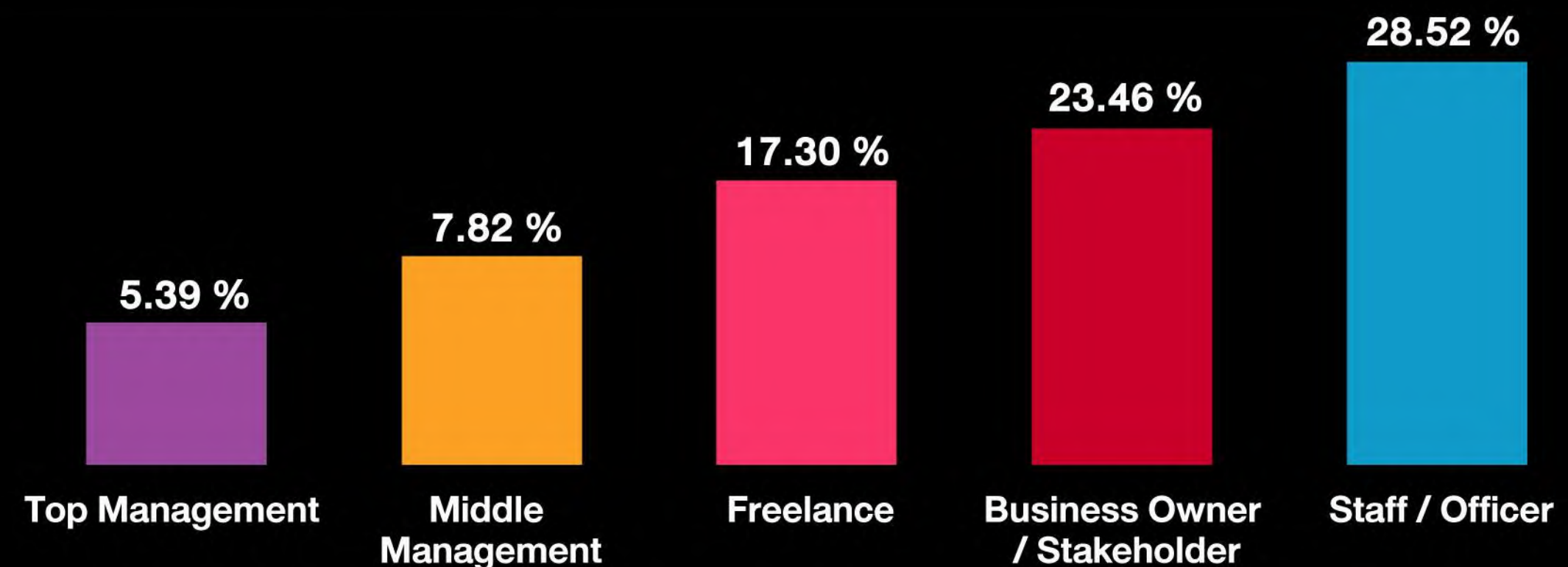
BRAND (PARTIAL)

VISITOR PROFILE

305,870



Job Level



VISITOR

Purpose of Visit

71.43%

Source New Products / Services
and Collect Market Information

7.57%

Evaluate the Show
for Future Participation as an Exhibitor

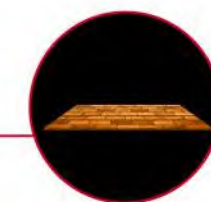
16.28%

Join the Activity,
Conference and Seminar

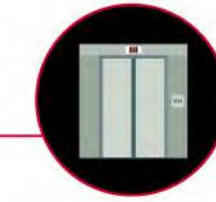
Product & Service of Interest



40.69%
Furniture & Decoration



25.06%
Flooring



22.65%
Lightings, HVAC, IoT,
Securities, Elevator



21.68%
Bathroom & Kitchen



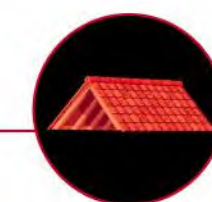
20.77%
Doors & Windows



13.99%
Chemical Products



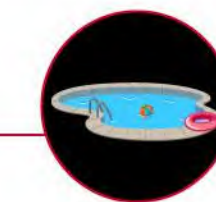
13.90%
Design & Building
Services



11.57%
Ceiling, Board, Wall,
Roof, Glass



9.68%
Metal, Steel, Aluminum



9.56%
Swimming Pools
& Waterworks



8.31%
Construction Supply
& Tools

3.58%
Others

MARKETING AND VISITOR PROMOTIONS

TV



Printing



Online & Social Media



Website
270K pageviews



Newsletter
85K subscribers



KOLs & Influencers



Facebook
80K followers



Instagram
4.6K followers

Advertising & PR

Asean's largest construction expo kicks off tomorrow

A wide range of construction products, building materials and innovations will be presented during the Architect Expo 2023, which will kick off tomorrow and run daily from 10am to 8pm until Sunday, at Challenger Hall 1-3, Impact Muang Thong Thani.

Organised by the Association of Siamese Architects (ASA) under the Royal Patronage and TTF International, this is the 35th edition of Asean's largest building technology exposition, which will bring over 800 Thai and foreign exhibitors to showcase their products and services in the building and construction industry.

This year's event focuses on the theme "Time Of Togetherness" as it gathers, for the first time, five professional organisations in the architecture field. They include ASA, Thailand Interior Designers Association (TIDA), Thai Association of Landscape Architects (TALA), Thai Urban Designers Association (TUDA), and Architect Council of Thailand (ACT).

The highlight will be exhibitions of outstanding works of architects and designers from the ASA, TIDA, TALA and TUDA.

TIDA will bring back the TIDA Salone: Designer Showcase featuring many mock-up rooms created by leading designers in collaboration with material suppliers and contractors.

There will be a display of works from the TIDA Awards, a talk for



those interested in interior design, an academic seminar for interior designers, and an area for visitors to take a break and shop for souvenirs.

The TALA will showcase outstanding Thai and regional landscape work to give visitors a better understanding of the landscape. They are also invited to the TALA Classroom, which will present interesting topics such as "Chef and Landscape", "Certified Arborist" and "Basic Knowledge and the Importance of Soil for Landscape". The classroom will be set in an arena format with a relaxing ambience.

Visitors will also have fun at agricultural talks with landscape architects, and learn about landscape photography from profes-

sional photographers.

The TUDA, meanwhile, will gather thesis and design works, academic research, urban development works, and outstanding works of urban design and development from renowned companies.

Other highlights of the expo include Thematic Pavilion which shows the potential of construction products that go beyond our imagination, the ASA ACT Forum which will take place every day, and a seminar titled "BIM Subject Live Thailand 2023" to provide updates on digital construction trends on Friday at 1pm.

There is no admission fee. Visit architectexpo.com/2023.

Invitation

The Association of Siamese Architects under Royal Patronage and TTF International Co., Ltd
Request the honor of your presence at our exposition

architect'23

The 35th ASEAN's Largest Building Technology Exposition Under the theme of "Time of Togetherness"

25 – 30 APRIL 2023
10 AM – 8 PM

At Challenger Hall 1-3
IMPACT, Muang Thong Thani

R.S.V.P:
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Organized by
ASA TTF

In Partnership with
ACT TIDA TALA TUDA

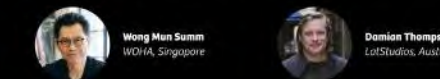
THE HIGHLIGHTS OF ARCHITECT'23

ALL MEMBER 2023 – The expo showcases 200 projects of ASA members, both entities and individuals.

Human Library – Get insights on trending topics or inspiring the design and business ideas through a series of talks from well-known speakers



ASA ACT FORUM – A forum presented by renowned architectural professionals to encourage and inspire for the architectural development.



Thematic Pavilion – A collaborative design project between young architects and suppliers to create a spectacular installation that best respond to visitor experience and for those searching for inspiration.

SPECIAL ACTIVITIES

Best Innovation Award 2023 – This event is the place to be to hear about the latest and greatest innovations that have hit the shelves in 2023.

Inspirational Showcase of Construction Technology and Building Materials with over 800 global exhibitors.

Press Conference



MARKETING AND VISITOR PROMOTIONS

Outdoor Advertisement



Transit Media



Newsletter



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