innogen What's New
INNOGEN

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Kuala Lumpur Convention Centre

Sets to Create an Impact

Drivers who drove along Jalan Pinang were pleasantly surprised when the hoarding surrounding the construction site was dismantled. Behind the walls stood another world-class structure that set to make Malaysians proud.

Built at a cost of RM550 million, the Kuala Lumpur Convention Centre forms part of the Kuala Lumpur City Centre Development. Flowing flawlessly with the surrounding development, the Convention Centre displays local flavours such as songket motives and minarets.

Mr Peter Brokenshire, the General Manager of Kuala Lumpur Convention Centre said that the Convention Centre is positioned as a one-stop centre for events. Flexibility is the key feature of the Centre where it hosts an impressive choice of flexible spaces that can accommodate intimate gatherings to world events.

The Convention Centre's five levels house the exhibition halls, main conference and banqueting halls as well as support areas. There is also an interconnection passage with the Traders Hotel whilst the LRT station is accessible via an air-conditioned walkway at the Concourse level that passes through the Suria KLCC shopping centre. The Centre also has an experience food and beverage team that can cater to all occasions.

Its strategic location and high-class facilities as well as infrastructure set the Convention Centre apart from its competitors. Designed as a "city within a city", the Convention Centre strategic location is within proximity of the city's transportation system. Delegates who arrive from the Kuala Lumpur International Airport can reach their destination by taking the ERL to KL Sentral, and then continue their journey via LRT-Putra to KLCC.

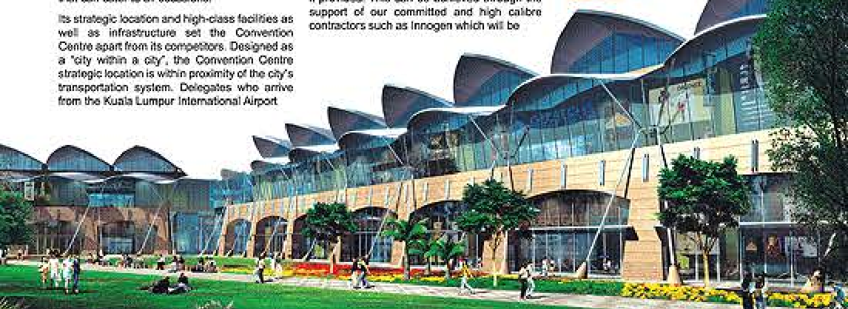
The Kuala Lumpur Convention Centre also benefits from it's proximity to many of the city's major world-class hotels and shopping centres. As Mr Brokenshire explains, "Once the Traders Hotel Kuala Lumpur and Impiana KLCC Hotel are fully operational, coupled with the Mandarin Oriental Hotel, the Convention Centre will offer 1,500 rooms on site. There are a further 10,000 hotel rooms in four and five-star properties within 10 minutes of KLCC. Of course, after a day of meetings and seminars, delegates can relax and take pleasure from a truly rewarding shopping experience or take in the rich sights and sounds of Kuala Lumpur."

"In addition to that, the Kuala Lumpur Convention Centre features state-of-the-art facilities such as cutting edge wireless, 3G telecommunications and digital audio-visual equipment. The Plenary Hall and Plenary Theatre are equipped with simultaneous interpretation, delegate voting systems built-in to seat arms and an interactive microphone system. With world-class facilities such as this, the Convention Centre is committed to maintain a very high standard on the services it provides. This can be achieved through the support of our committed and high calibre contractors such as Innogen which will be involved in the Centre's first event, the 10th Annual Oil and Gas Conference to be held from 12 to 14 June," added Mr Brokenshire.

Environmental aspects also play a large part in the built-up of the Kuala Lumpur Convention Centre. Malaysian timber is used extensively and the interior is well lit with natural lights. The lofty ceilings of the Centre also give an airy feel to the interior. Visitors can also enjoy a view of the KLCC Park as they walk along the long corridors of the Centre.

The Kuala Lumpur Convention Centre which is managed and operated by Convex Malaysia Sdn Bhd, a joint venture company between KLCC (Holdings) Bhd and Ogden International Facilities Corporation Pty Ltd, Australia, will definitely make an undeniable mark when it opens its door in June.

Mr Peter Brokenshire
General Manager of
Kuala Lumpur Convention Centre



First Exhibition In Kuala Lumpur Convention Centre

First Exhibition In Kuala Lumpur Convention Centre

The 10th Asia Oil, Gas & Petrochemical Engineering Exhibition

The Kuala Lumpur Convention Centre opened its doors by presenting one of the largest oil, gas and petrochemical showcase in the region. Held from 13 to 16 June 2005, the exhibition was organised by Malaysian Exhibition Services Sdn Bhd and supported by Petronas.

The 10th Asia Oil, Gas and Petrochemical Engineering Exhibition was the first event to be held at the Kuala Lumpur Convention Centre's exhibition hall. Innogen was the official contractor of the exhibition. It was indeed an honour for Innogen to be the first contractor to work in the Kuala Lumpur Convention Centre. With the full support of the organiser and venue owner, Innogen successfully constructed the infrastructures for the exhibition within the specified deadline. Innogen also extended its appreciation to the venue owner who had given full support in meeting the needs of the exhibitors and organiser during the preparation of the venue.

To ensure that the event and set-up went smoothly, the organiser and venue owner pitched in additional manpower to manage the traffic from Jalan Ampang to the waiting area as well as to the loading dock. This was crucial to ensure that the traffic flowed effortlessly to prevent any congestion along the main road. Additionally, the well-managed traffic control also helped exhibitors transferred their hand-carried items from their vehicle to their exhibition area. Thus, enabling all involved to meet the deadline which is especially crucial on the eve of the opening of the exhibition.

The prestigious event was indeed a showcase of creative display of 'architecture'. Many companies had invested into creating innovative displays of their products and services which were vital in forming the first impression for their potential clients.

The Exhibition was well participated by leading companies in the field of oil, gas and petrochemical. Among the notable exhibitors were Technip, Schlumberger and Halliburton. Innogen successfully secured the construction of the booths for these companies. In addition to that, Innogen was also involved in the construction of the exhibition area for a national oil company from United Kingdom. The total space taken up by the exhibition area was 200 square metres.

WELCOME
OGA 2005
13-16 JUNE 2005

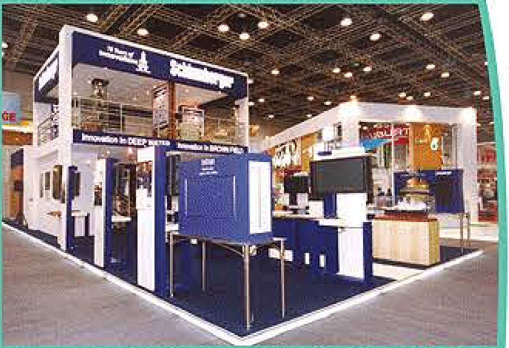
For the Schlumberger stand, Innogen designed a double storey structure comprising a mezzanine floor for holding discussions and hosting private presentations for VIP guests. The ground floor was used to display Sclumberger's products and services as well as corporate information regarding the company. To reflect the core business of the Company which is deep sea exploration, Innogen used blue as the thematic colour for the stand.

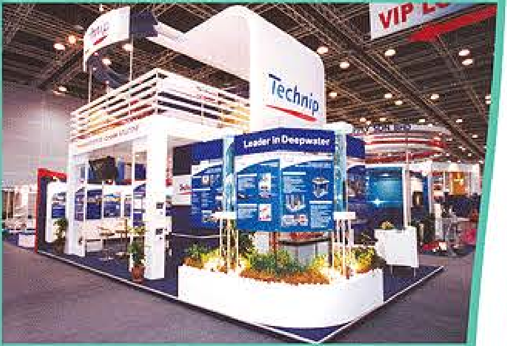
Innogen had also constructed a double-storey structure for Technip. Again, the mezzanine floor was used as a discussion area and ground floor for display of the company's products and services. In keeping with Technip's corporate identity, Innogen presented a design concept that was clutter-free and simplistic.

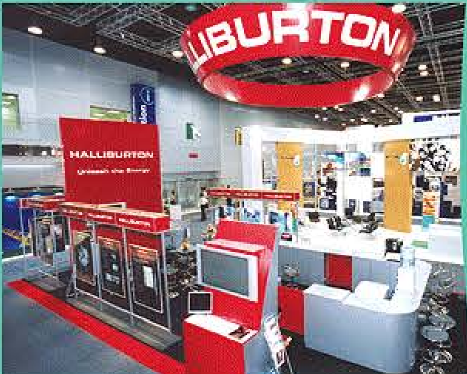
At the Halliburton stand, Innogen constructed an exhibition stand that literally stood out. Incorporating an overhead circular structure which was suspended from the hall's ceiling truss, Halliburton's stand could be spotted from a distance by visitors. In line with Halliburton's corporate colour, Innogen used red as the dominant colour for the stand.

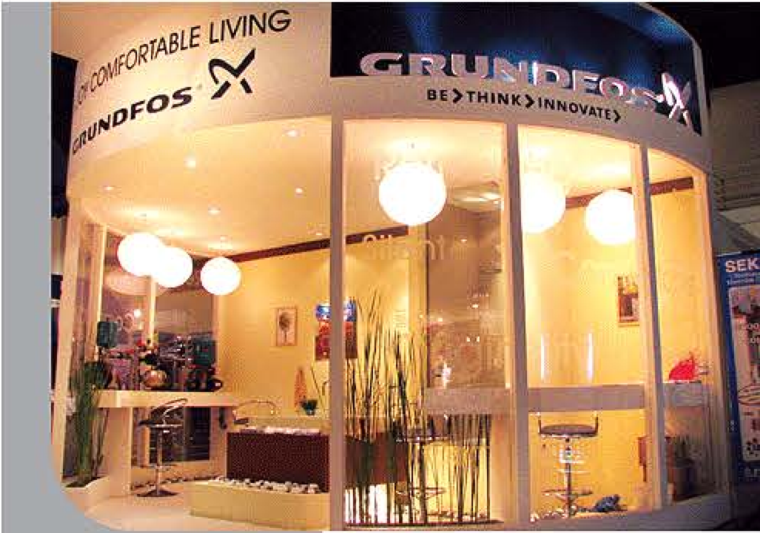
The companies which came under the UK Group pavilion were placed in exhibition booths that reflected an image of modernity. The pavilion was constructed with a mixture of modular system and custom-made panels. For identity purposes, each exhibition booths also incorporated a high pylon with light box bearing the respective companies' identities. Each company was also given panels to display their products and posters.

Overall the event achieved overwhelming success for both the organiser and hall owner. The cooperation extended by both parties created a win-win situation for all involved. Also, the Show achieved unprecedented prestige as being the first show to be held in the latest venue of Malaysia' Business District.



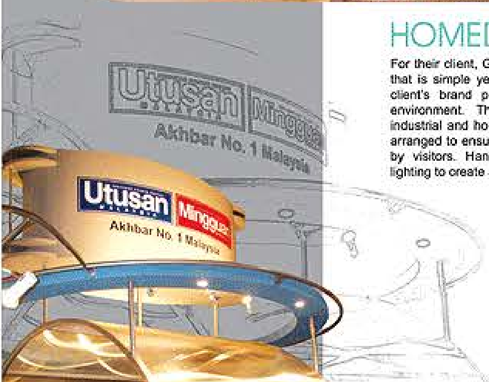






HOMEDEC

For their client, GRUNDFOS, Innogen created a booth that is simple yet inviting. This is in tandem with the client's brand promise of safe, comfortable, home environment. The client's products which include industrial and household water pumps were creatively arranged to ensure that they are easily comprehended by visitors. Hanging global lights illuminated warm lighting to create an inviting ambiance.



Smart Kids Exhibition

Utusan Malaysia's booth at the Smart Kids Exhibition was an interesting integration of circular structures. The company's corporate colour – light blue – was used extensively throughout the booth. A mini 'tunnel' was designed by Innogen to provide space for the client to put up their displays. Atop the mini 'tunnel' was a gigantic ring which supports an oblong spherical structure which created an interesting background for the company's corporate logo.

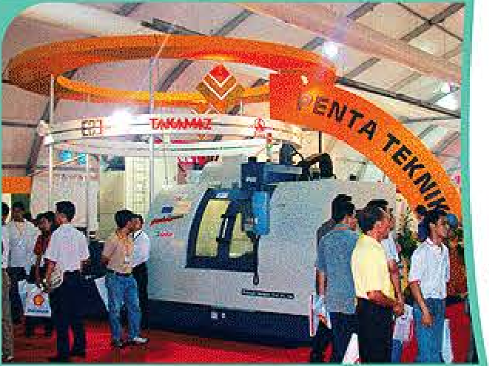
MAHA, Malaysia Agriculture Exhibition

Drawing inspiration from the Department of Agriculture's logo, Innogen conceptualised a booth design that truly reflects the Department's corporate identity by boldly using the line element from the logo for the entire gateway of the booth. Individual free standing displays were used to showcase the information on the department in an organised manner. The unusual contrast of the colour palette is as arresting as the simplistic usage of space within the booth.

ROW
G
JABATAN

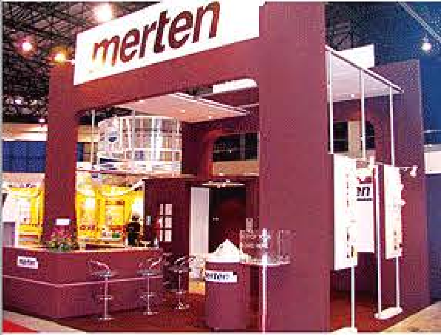
Metal Technology Exhibition

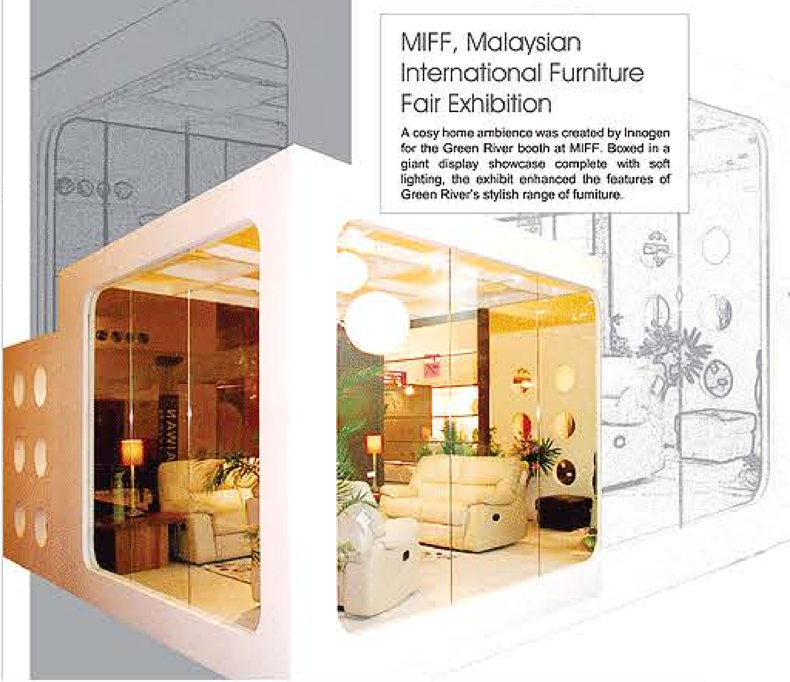
Innogen's innovative design brought much attention to CCPIT's (China Council for the Promotion of International Trade Show) booth at the Metal Technology Exhibition. Incorporating creatively circular designs with the client's product helped to create an impact for the booth. Graphics were also deliberately placed at different heights to establish a hierarchy of messaging for the client. Bright orange was used to accentuate the displays in the booth.



MALBEX, Malaysia Building Exhibition

Dark Brown was used as a dominant colour for Merten's booth. The colour created a harmonised look for the booth. To add a touch of sophistication to the booth, Innogen used steel barstools instead of normal chairs. Creative use of panels balanced between two steel poles allowed the client to place information of their products effectively.





MIFF, Malaysian International Furniture Fair Exhibition

A cosy home ambience was created by Innogen for the Green River booth at MIFF. Boxed in a giant display showcase complete with soft lighting, the exhibit enhanced the features of Green River's stylish range of furniture.

Schlumberger

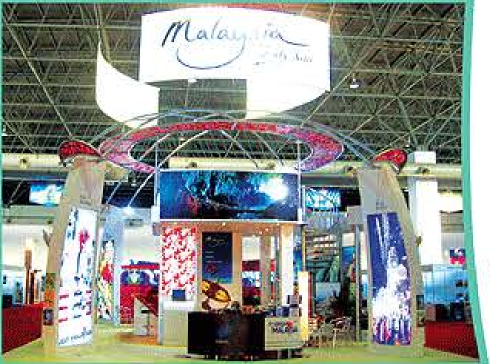
Asia Pacific Drilling Technology, APDT

Innogen conceptualised a curved structure to prominently display Schlumberger's name on its booth. Steel poles, frames and reception table gave a technology definition to the displays. Framing the booth were backlit columns of light which held panels for the company's posters. A discussion area with cosy armchairs allowed discussion to be held in a comfortably.

TRAVEX

(Langkawi, Malaysia)

Tall concave panels bearing scenic scenes of Malaysia gave a striking impression for the Tourism Malaysia's booth. Innogen used many Malaysian traditional motives throughout the booth to give a unique Malaysian identity to the booth. On the top of the booth was a circular structure furnished with traditional Songket motives with mini Waus placed at each corner. A small mezzanine floor which sat on top of the exhibition area was accessible by a steel spiral staircase. To give a distinctively look to the booth, Innogen hoisted a giant banner bearing the tagline 'Malaysia truly Asia' in Mahsuri Exhibition Hall.



INNOGEN'S NEW PREMISES

Bigger & Better

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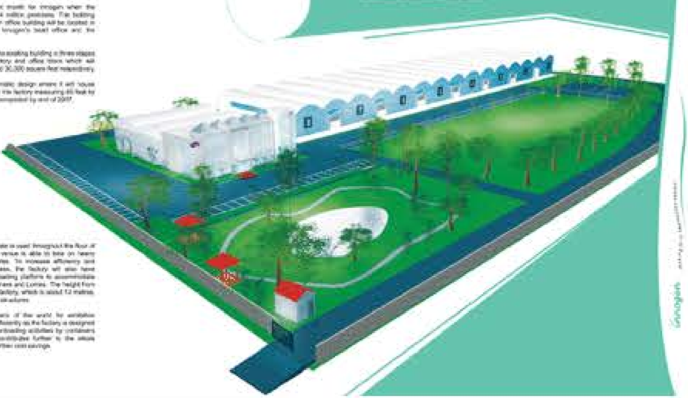
July 2007 will be a significant month for Innogen when the company moves into its RM8.4 million premises. The building comprising the factory and main office building will be located in Taman Jaya and will house Innogen's head office and the company's subsidiaries.

Work is underway to demolish the existing building in three stages to make way for the new factory and office block which will measure 57,850 square feet and 30,000 square feet respectively.

The factory will have a monorail design where it will house eight units of container structure the factory measuring 80 feet by 130 feet and is expected to be completed by end of 2007.

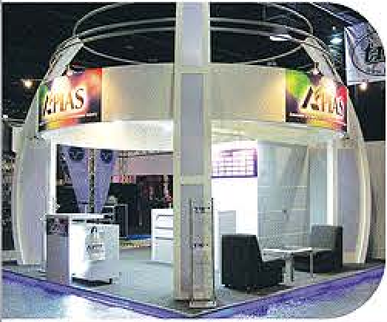


Heavy loading reinforced concrete is used throughout the floor of the factory to ensure that the venue is able to take on heavy construction work and structures. To increase efficiency and speed up the operation process, the factory will also have elevated flooring to act as a loading platform to accommodate loading and unloading of containers and Lorries. The height from the ground to the eaves of the factory, which is about 12 metres, provides adequate room for tall structures.

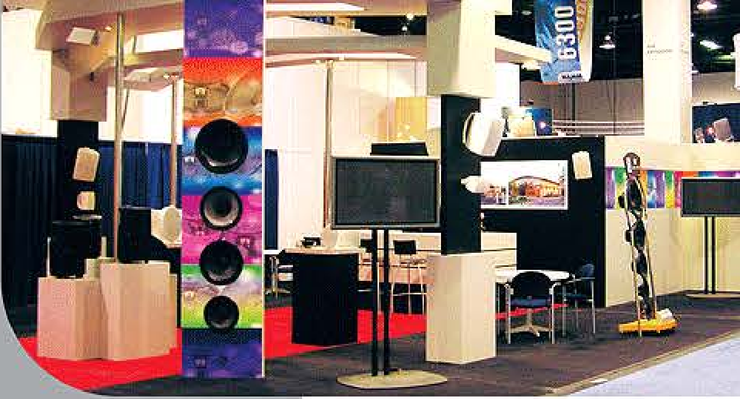
Shipping of exhibits to all parts of the world for exhibition installations can be carried out efficiently as the factory is designed to accommodate loading and unloading activities by containers and trailers. Therefore, this contributes further to the whole operation which brings about further cost savings.

Pro-Audio Middle East
(Dubai, Middle East)

In designing the booth for APIAS at the Pro-Audio Middle East show, Innogen utilised curve columns and grey finishes to give a refreshing feel to the booth. Special focus lighting was utilised to give prominence to the Company's name. APIAS' exhibits, data and posters were placed strategically within the booth to ensure there is a smooth flow of information imparted to visitors. Innogen also infused a sense of style to the booth by incorporating an edge-lit platform.

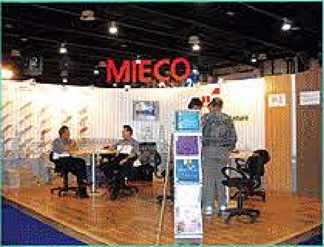


SINCE 1991
The Ultimate Speaker
All



NAMM (California, USA)

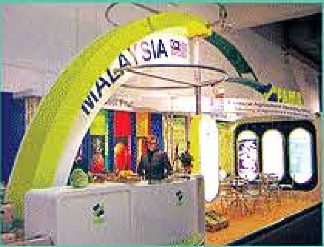
Psychedelic visuals provided a colourful display for P.Audio's range of speakers. Innogen captured the vibrancy of the client's products by utilising these colourful visuals. To help create an eye-catching display, Innogen designed pedestals of varying heights for the products whilst the mounted speakers were placed on the pillars of the open-concept booth.



INDEX, International Design Exhibition

(Dubai, Middle East)

Innogen successfully incorporated Mieco's products throughout the booth by using the client's quality laminated floors on an elevated platform. Silhouette of buildings formed the backdrop of the booth to give a metropolitan feel. It also creates an arresting background for the display of samples which were placed on custom built frame that were positioned in a slant manner to create an illusion of uniformity. A television screen was built into the booth to display the client's corporate video.



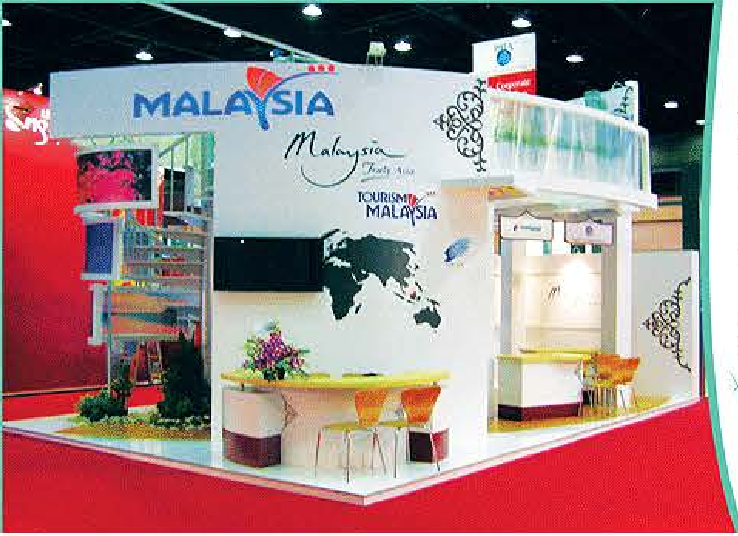
Fruitlogistica Exhibition

(Berlin, Germany)

Soothing colour scheme was used throughout FAMA's booth at the Fruitlogistica Exhibition in Germany. FAMA's corporate colour was utilised as an accent colour for the booth to give an eye-pleasing treatment for the booth design. A backdrop of simple wood framed plywood was constructed to enhance the back-lit posters featuring mouth-watering graphics of Malaysia's delectable fruits.

PATA Travel Mart (Bangkok, Thailand)

Innogen used traditional wood carving motives sparingly around the circular concept booth for the Tourism Malaysia booth at the PATA exhibition. The motives exuded traditionalistic yet unifying identity Malaysian identity for the booth. Creating another dominant impression at the booth was a spiral staircase which led to a mezzanine floor inside the Queen Sirikit Centre.



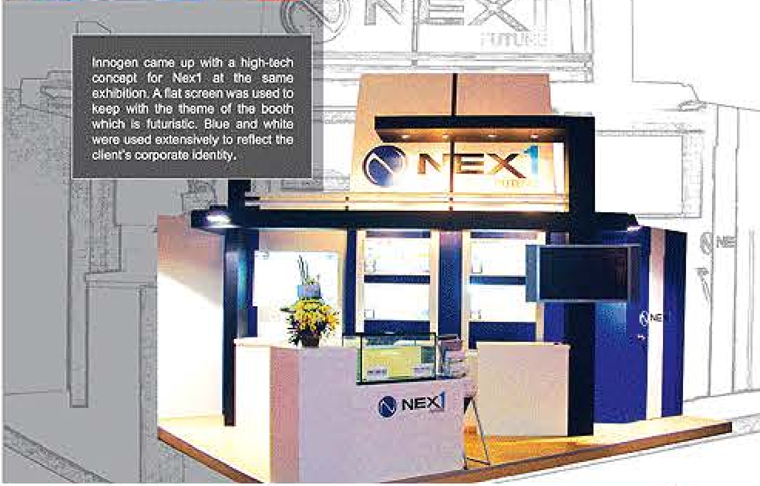
IndoDefence Exhibition (Jakarta, Indonesia)

For Hanwha's booth at the Indodefence Exhibition, Innogen used an open concept to create inviting space for the client. A triangular with slight curvature structure bearing the company's corporate logo took prominence in the booth which also housed the discussion area. Backlit panels were used to highlight the client's posters.

KOREA
KOREA
KOREA
KDIA

For another client, Korea Defence Exhibition (KDIA)

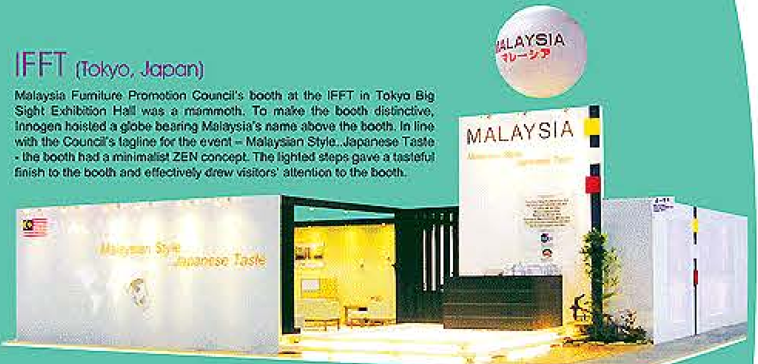
which also participated at the exhibition, Innogen presented a unifying concept by using curved display header. A large back panel was built to provide an area for the client to display its corporate information.



Innogen came up with a high-tech concept for Nex1 at the same exhibition. A flat screen was used to keep with the theme of the booth which is futuristic. Blue and white were used extensively to reflect the client's corporate identity.

IFFT (Tokyo, Japan)

Malaysia Furniture Promotion Council's booth at the IFFT in Tokyo Big Sight Exhibition Hall was a mammoth. To make the booth distinctive, Innogen hoisted a globe bearing Malaysia's name above the booth. In line with the Council's tagline for the event – Malaysian Style..Japanese Taste - the booth had a minimalist ZEN concept. The lighted steps gave a tasteful finish to the booth and effectively drew visitors' attention to the booth.



NIRO GRANITE

Ceramics Tile & Sanitaryware China

(Shanghai, China)

Visitors to NIRO's booth at the Pudong New International Exhibition and Convention Centre were greeted with gigantic red chairs which were placed against NIRO's wide range of tiles. A protruding gateway with the client's logo and corporate colour welcomes visitors to the booth. Innogen's design for NIRO also boosted great display of visuals featuring the client's products which were mounted above the red chairs.

Hong Kong Electronic Fair

(Hong Kong)

At the Hong Kong International Exhibition & Convention Centre, P.Audio's booth once again utilised vibrant coloured visuals. Taking up a larger space than the booth in California, Innogen was able to incorporate modernistic furniture into the open-concept booth.

SINCE 1991
PROFESSIONAL
LOUDSPEAKER

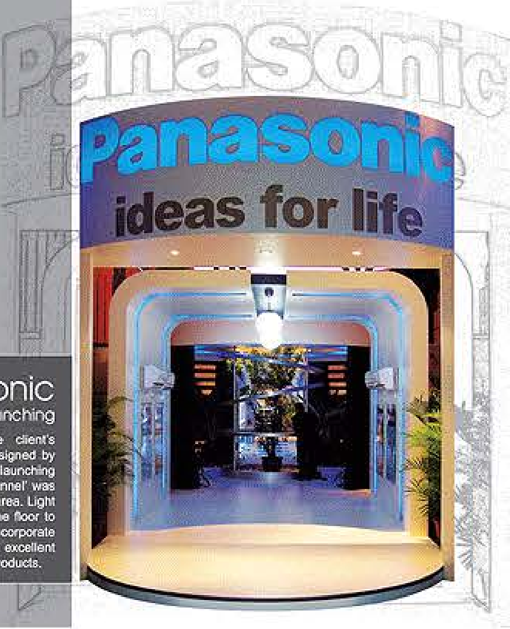
100
JABATAN PERTANIAN

Launching & Event

Department of Agriculture

-100th Anniversary

To celebrate the Department of Agriculture's 100th anniversary, Innogen created a thematic display area to showcase the Department's history. The area featured individual free standing displays which are arranged in accordance with the category of the exhibits. By using uniformed and simple colour palette, Innogen also successfully tamed the busy mix of product graphics. An overhead green circular header was used to bond the various sections of the exhibit.



Panasonic

– Product Launching

A special gateway bearing the client's corporate logo and tagline was designed by Innogen for Panasonic's product launching ceremony. From the gateway, a 'tunnel' was built to lead guests into the launch area. Light blue lines ran from the ceiling to the floor to create a subtle display of the client's corporate colour. The tunnel also provided an excellent avenue for the client to display its products.