

INNOGEN

Multi-Faceted Designs

MITC Melaka

The Brand New Exhibition Venue located in Malaysia's Historic City - Melaka

Malacca International Trade Centre (MITC) is the newest and largest exhibition venue conveniently located in the heart of the city of Melaka, making it an ideal destination to meet today's international exhibition needs. This beautiful and pragmatic architectural masterpiece is definitely an attractive sight in Melaka, the historic city of Malaysia.



To be officially opened to the public in June 2003, the first exhibition to be held at MITC will be the Melaka International Tourism Show (MITS) in December 2003. With the prevailing facilities and amenities, MITC is ready to serve the needs of the exhibition industry players.

Occupying over 3.1 acres of exhibition space under one roof, the Center is equipped with the latest world-class exhibition, conference, meeting and showroom facilities that are catered to stage any events or exhibitions of international standard. Others include eight meeting rooms, an auditorium and a ballroom for events and functions.

According to YB Datuk Wira Jahaya Bin Mat, the Managing Director of MITC, the Center is more than just an exhibition complex. It is established with a strategic objective to complement the State Government's efforts in transforming Melaka into a regional hub of M.I.C.E. (Meeting, Incentives, Conferences, Exhibition) and a one-stop destination for international trade and investment.

Datuk Wira strongly believes that the Center will not only be the focal point that brings international and domestic traders and suppliers, SMEs in particular, together for endless trading and investment opportunities, it will also serve as a facilitative center that provides a permanent place for manufacturers and traders to display their products.

While exhibition can be a powerful marketing tool, it also represents a significant investment. Therefore, it is imperative to engage experienced and professional exhibition contractors to help create the most effective impact. Datuk Wira further comments, "In this context, Innogen will definitely be able to complement our efforts in making MITC a premier exhibition venue, especially in providing advice on our technical operations."

Proposed Development of Malacca International Trade Centre (MITC) Ayer Keroh, Melaka, Malaysia

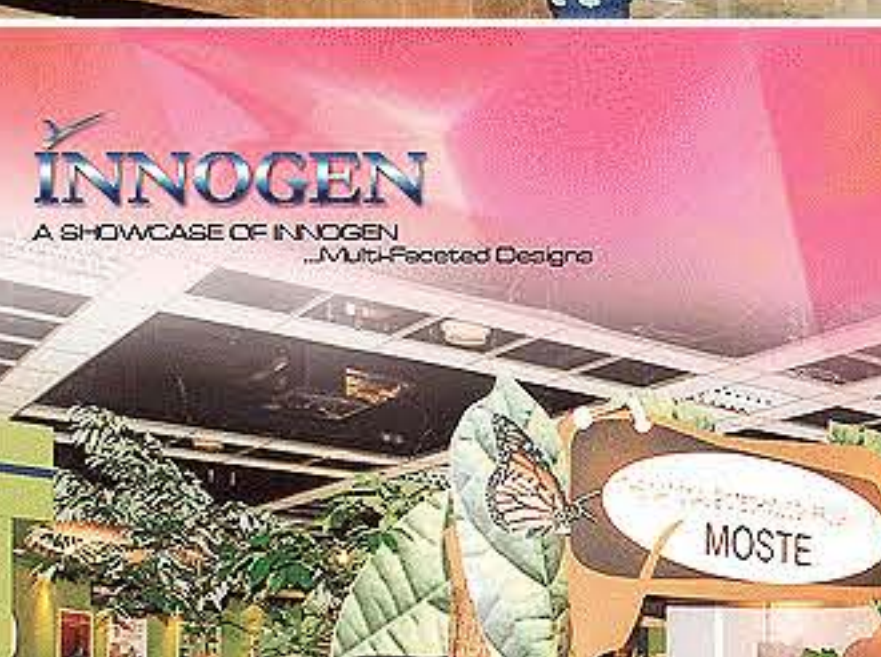


INNOGEN SHOWCASE OF INNOGEN Multi-Faceted Designs CERAMICS, TILES & SANITARY WARE CHINA '03



A concerted design for Niro Ceramic (M) Sdn Bhd during the Ceramics, Tiles and Sanitary Ware China 2003 Exhibition held in Shanghai International Expo Center. Personally supervised by Innogen's project manager, this booth incorporated modern furnishings with a contemporary edge, accentuated with architectural details of a distinctive Malaysian identity and sophisticated display of the exotic granite panels.

SOUTH AFRICA AIR SHOW '02



The Malaysian Pavilion housed seven prominent companies from the aerospace related industries in Malaysia during the South Africa Air Show 2002, one of the largest aerospace shows ever staged in Africa for companies from world-famous showcase their aerospace technologies.

By using the linear display panel for each company in the Pavilion, this simple yet effective design in matching colours with the Malaysian flag created the most effective impact. Datuk Wira further comments, "At the same time provided comprehensive information to the attendees. To amplify the company names, Innogen uniquely crafted the facial boards in the shape of Malaysia's national flag.

SMIDEX '02



Agilent's booth at the latest SMIDEX 2002 was another innovative design from Innogen that has been awarded one of the top five exhibitors' best in LSI/MNC's category.

MALBEX '02



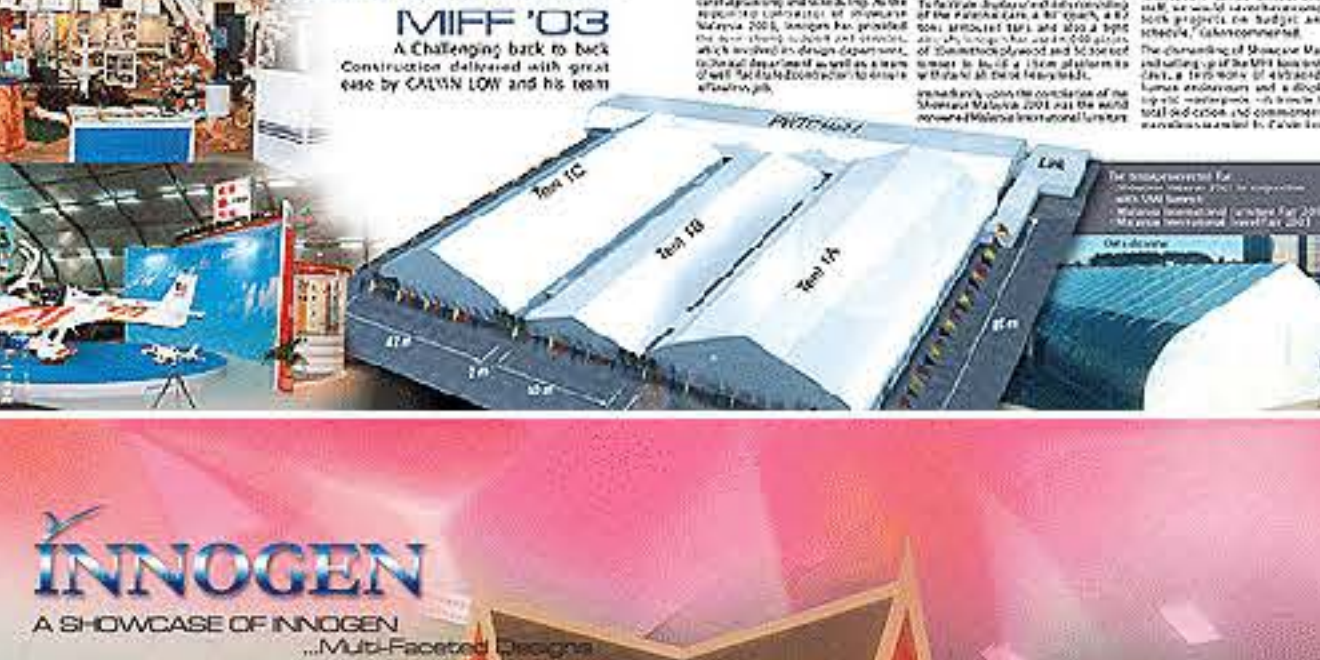
Niro Ceramic (M) Sdn Bhd displayed in an array of ceramic tiled panels, this unique design enabled Niro Ceramic (M) Sdn Bhd to showcase a comprehensive range of products with dynamic blocks of pattern, while creating palettes of vibrant colours during the MALBEX 2002 held at the MIICC, Selangor.

MML Marketing Sdn Bhd



In designing the booth for MML Marketing at MALBEX 2002, Innogen has blended the natural appeal of timber with the concept of MML's design, creating a dynamic presentation of colours, shades and texture.

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BIOMALAYSIA '02



Biotechnology 2002 was the first ever biotechnology exhibition in Malaysia held at the Putra World Trade Center from 1st to 4th October 2002. Organized by the Ministry of Science, Technology and Environment and officiated by our Prime Minister Datuk Seri Dr. Mahathir Bin Mohamad, the exhibition provided an excellent platform for companies in the biotechnology industry to showcase their products, technologies and services.

Occupying 160 sq. meters in space, Innogen was appointed as the designer and contractor to build the biggest pavilion in the exhibition. The pavilion, measuring 140 meters by 115 meters, is a freestanding curvilinear panels, the space of the Pavilion was meticulously planned to provide a display gallery of works presented by fourteen departments of the Ministry and an area featuring life-size animals.

To simulate a biotech environment, Innogen has selected various flora and fauna to adorn the pavilion's interior in the exhibition site. This debut event has ended with a high note attracting quality visitors throughout the show days.

EMERSON



Emerson Process Management (M) Sdn Bhd at ICA 2002, recognizing that its works would speak volumes for its client, Innogen came up with a special thematic design using circular panels to highlight Emerson's family of businesses, allowing maximum exposure of the group.

ICA '02



Siemens not just a treat for the eyes, Innogen took it to a new level by using aluminium in bonding the Siemens' booth at ICA 2002. The design presented a harmonious blend of high-tech and contemporary design.

SHOWCASE MALAYSIA & MIFF '03



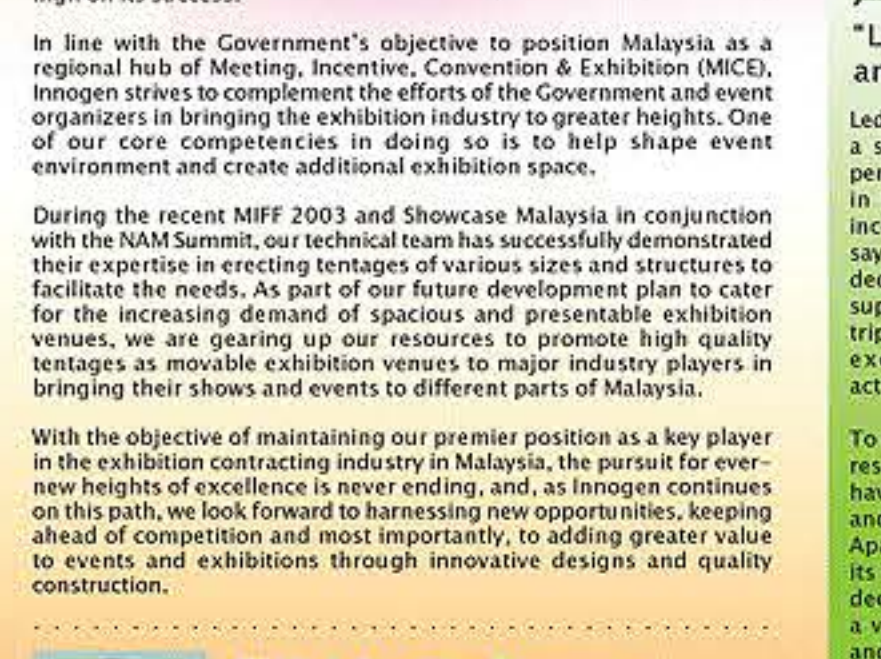
A challenging task to back consecutive award with special ease by CALVIN LOH and his team

TOURISM AUTHORITY OF THAILAND



Another award-winning design featuring a traditional temple with high roof battering on gable-end slope, this eye-catching pavilion has been chosen as the most creative booth under the General category of the MIF Fair 2002 that took place in Putra World Trade Center, Kuala Lumpur.

MITF '02



Malaysia Tourism Promotion Board sculpted with traditional sensibility and modern accents, Innogen has exercised its creativity in showcasing the Malaysian Pavilion at Malaysia International Travel Fair 2002 (MITF) organized by MATTA. Not only has the pavilion's matching display and conversation areas, the smooth, clear lines with spaciou logo colours impacted a warm, inviting atmosphere.

SMART KIDS '03



Welcome back, Smart Kids! Themed "Into their World", Smart Kids 2003's return to PWTC in April after the whopping success of its inaugural year.

Being the official contractor for the show, Innogen worked very closely with the organizer Exponal Network Sdn Bhd on every detail from stage and booth designs, signage, lighting to colour scheme, to ensure the success of the show. The efforts and designs were without a hitch and the responses from exhibitors and visitors were overwhelming.

Ayamax

Being one of the most recognized brands in Malaysia, Innogen has successfully projected the brand's eye-catching logo in a perfect weekend getaway to the Club Med in Kuantan. As a matter of fact, the incentive behind this trip was as a way to say "thankyou" to all its staff for being so dedicated, hardworking, and above all, supportive to the company. Naturally, this trip turned out to be one of the most exciting and memorable company activities during the year.

MAHA '02 & AGRITECH MALAYSIA '02

MAHA 2002, Malaysia's foremost showcase of agricultural products and services was staged at the Mines International Exhibition and Conference Centre (MIICC) in October 2002. Held alongside this event was Agritech Malaysia 2002, an international exhibition on biotechnological achievements and other agricultural R & D advancements and progress.

After this trip, the staffs felt very much bonded as a team and were completely rejuvenated, ready to take on another job assignment.

MESSAGE FROM CLUB DIRECTOR INNOGEN..... Transforming Space into Place

Welcome to the world of Innogen. I am certainly pleased to note that the year 2002 was eventful and exciting for Innogen. Not only that we created an impressive portfolio of past projects, such as BioMalaysia 2002, MIF 2002, ECM 2002 and many others, our long list of corporate and international clients implies that Innogen is riding high on its success.

COMPANY ACTIVITIES

"Let's forget about work and have some fun!" Led by Richard Wong, director of Innogen, a staff of over thirty packed up for a perfect weekend getaway to the Club Med in Kuantan. As a matter of fact, the incentive behind this trip was as a way to say "thankyou" to all its staff for being so dedicated, hardworking, and above all, supportive to the company. Naturally, this trip turned out to be one of the most exciting and memorable company activities during the year.

During the recent MIF 2003 and Showcase Malaysia in conjunction with the NAM Summit, our technical team has successfully demonstrated their expertise in erecting tentages of various sizes and structures to host conferences and seminars and the 20,000 sq. ft. for the increasing demand of spacious and prominent exhibition venues. We are gearing up our resources to promote high quality tentages as movable exhibition venues to major industry players in bringing their shows and events to different parts of Malaysia.

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APAC SUBANG

Launched in October, 2000, Asia Pacific Auction Centre (APAC) started off as the world's first fully integrated Clearance Center for all categories of goods by auction process, tender and other forms of sales.

ECM '02

In Wood of Forest, Chant Luck Seng, Managing Director of Exponal Network Sdn Bhd, Jointly organized by the Chinese Chamber of Commerce & Industry of Kuala Lumpur & Selangor (KLSCCCI) and Exponal Network Sdn Bhd, Expo Cintai Malaysia (ECM) 2002 was Malaysia's largest trade and consumer fair endorsed by our national record-keeper the Malaysia Book of Records. Held at APAC, Subang in October 2002, the Fair was aimed at promoting the best of Malaysian made products to both local and overseas markets.

Conveniently located at the former Subang International Airport, this world-class one-stop center measures at 226,000 sq. ft. of building areas situated on a 34-acre tract of land. It comprises two fully air-con halls which are the Prestige Hall at a size of over 4,000 sq. ft. for conferences and seminars and the 20,000 sq. ft. General Good Auction Hall for display of heavy loads and big items. Covering an area of over 80,000 sq. ft. is the Motor Vehicle Auction Hall for events and exhibitions.

Apart from these massive indoor spaces, the Center also has a huge outdoor open area of 400,000 sq. ft. that can provide ample parking space and at the same time fit in as many tentages as required by some large-scale exhibitions.

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ASIA PACIFIC AUCTION CENTRE

Richard Wong
Managing Director

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