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MVEC: The Latest Hot Spot for Consumer Exhibitions



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Kuala Lumpur's latest exhibition venue, the 48,300 sq ft Mid Valley Exhibition Centre (MVEC), has proven itself to be very popular with consumer exhibitions.



Mid Valley EXHIBITION Centre
 Kuala Lumpur's latest exhibition venue, the 48,300 sq ft Mid Valley Exhibition Centre (MVEC), has proven itself to be very popular with consumer exhibitions, be it of national or international stature, since its opening in mid-July, 2001.

A recent example was the consumer show, Mata International Travel Fair-II or MITF-II in short organised by the Malaysian Association of Tour and Travel Agents. Cashing in on the weekend crowd which hovers around 80,000 to 85,000 to the Mid Valley Megamall that houses the MVEC on level three, the two-day travel fair drew in some 40,000 visitors.

So far, 12 events have been held here, including a wedding dinner, the Astro Family Carnival and SEA Expo which was held in conjunction with the recent SEA Games.

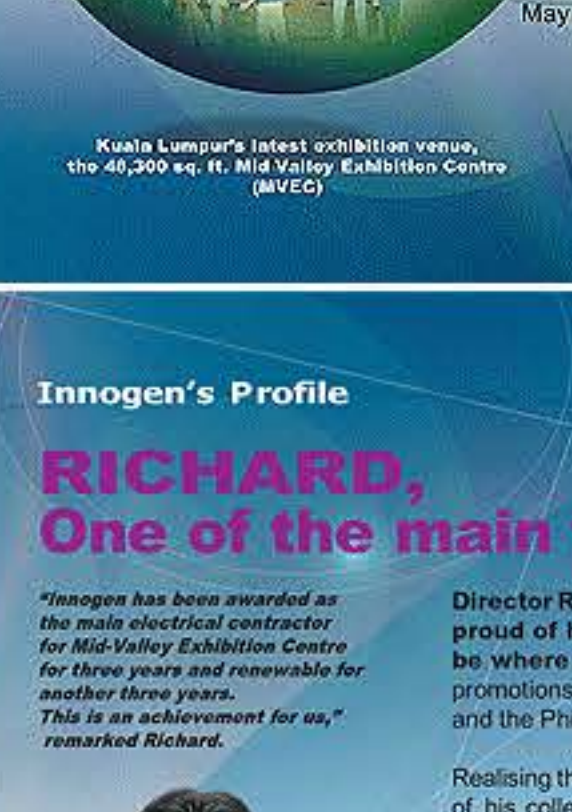
He adds, "To protect our clients, we have a show protection clause that prevents another show of a similar from being held at MVEC three weeks before and three weeks after."

The new MVEC can be divided into three halls, with each hall having its own show management office, public address system, industrial wash area and other amenities.

The centre features a pillarless design with minimal wall obstructions, wide entrances and high ceilings that provides for maximum flexibility and functionality.

It is supported by exhibition facilities that includes a hidden floor tunnel and trench system for running essential services to the exhibition stands.

Other amenities include two purpose built cargo lifts and service lifts respectively that facilitate direct freight movement to MVEC and dedicated loading bay.



Kuala Lumpur's latest exhibition venue, the 48,300 sq. ft. Mid Valley Exhibition Centre (MVEC)

Innogen's Profile

RICHARD, One of the main forces behind Innogen

"Innogen has been awarded as the main electrical contractor for Mid-Valley Exhibition Centre for three years and renewable for another three years. This is an achievement for us," remarked Richard.

Director Richard Wong and his experienced management team stand proud of his 30-strong staff, who has helped to position Innogen to be where it is today. His 20-plus years of experience, which covers event promotions as well, has taken him to work in Singapore, China, Hong Kong and the Philippines before he returned to Malaysia in 1994.

Realising the tremendous potential in the exhibition industry, Richard and some of his colleagues envisioned starting a young and vibrant exhibition design house that offers creative and intelligent solutions that meet their clients' needs in the new millennium. Innogen was thus set up in 1999, well supported by the industry within Malaysia as well as worldwide.

"Innogen has been awarded as the main electrical contractor for Mid-Valley Exhibition Centre for three years and renewable for another three years. This is an achievement for us," remarked Richard.

The highly successful Malaysia International Furniture Fair (MIFF) 2002, which occupied 2 air conditioned tents and 8 halls at the Putra World Trade Centre in Kuala Lumpur, is a good indication that the growth opportunities for international trade shows are there.

Richard believes that it is all a matter of making the first impression counts. The repeat business that follows speaks enough of Innogen's reputation and ability to deliver at competitive pricing, the very ingredients for its success within this short span of time.



Richard Wong
Director

JEFF, Innogen Plans To Go High-Tech

When director Jeff Lam decided to set up Innogen, he wanted to create a design consultancy house that offers a comprehensive range of services in terms of exhibition design, planning and construction. Today, the company's scope of services has extended to cover indoor and outdoor event promotions, project management, graphic illustration, audio-visual presentation and interior architecture.

Jeff believes in investing in the latest computer software and training its interior designers to go into computerised designing.

"We want to cater to the international market and work hand-in-hand with the government's call to move towards the high-tech area," says the man who is armed with 20 years of experience in this field, having worked in Hong Kong, China, the Philippines, the Middle East and the United Kingdom.

Innogen's emphasis has always been on design quality, the use of quality materials and rendering professional services to its clients. The company was appointed the exhibition contractor for a number of international shows such as World Orchid Conference & Exhibition, ICA 2002 and SMI One Stop Solution.

Innogen's recipe for success can be attributed to its ability to give its client the best value for their money in terms of quality design. Its other attributes include prompt delivery and personal touch.

Jeff Lam
Director



Innogen's Profile

ANDREW, Country Pavilion Designs Myanmar, Cambodia and Tourism Malaysia

FEYOND, It's Personalised Service All The Way

"Personalised service is a key element that sets us apart from our competitors," says Feyond Teh, Innogen's assistant general manager.

As a young company but nevertheless a key player in this industry, Innogen has constantly been striving to improve its quality of service over the years. The workforce behind the company is well equipped with the latest product knowledge, which is essential in producing an end result of the highest quality and stature.

This is mirrored in the numerous foreign and international acclaimed projects that Innogen has undertaken such as for the US-based Agilent Technologies, Halliburton, MIECO Chipboard and of Myanmar Oil & Gas Ministry.

With five years of experience in the exhibition industry, including a three-year stint in the Hong Kong mega police exhibition trade, Feyond exudes self-confidence when it comes to handling international corporate clients.

Her 'Needs Analysis' ensures that the designs proposed complement and amplify the products exhibited through the image specifically required by the clients.

"Success is not in the hand of one but everyone in the team," interjects this team player who strongly believes that as a team, they should always strive to deliver good service at all times.

A good example was her 60's design theme for CommunicaAsia. Using a double-storey structure with retro conceptualisation that incorporated a Porsche, the design was the steal of the show.

Feyond Teh
Assistant General Manager



For Andrew Chow, Innogen's design manager, who has been with the company since it was started in 1999, it has been a very challenging experience. He works closely together with a team of creative designers.

To Andrew, who graduated from the Malaysia Institute of Arts, the exhibition industry has come a long way from using wood to more advanced materials such as cloth and metal.

At the 7th ASCO conference and exhibition held in Kuala Lumpur, the 28-year-old Andrew showed how Innogen proved to more than just a stand builder or designer when the situation warranted.

Andrew's proposed Malay architectural theme for the Malaysian pavilion was received well by the client, Tourism Malaysia, at the MATTA International Travel Fair (MITF)-II.

He is constantly seeking for new idea and inspiration in his design, especially in this very competitive market.

Andrew Chow
Design Manager



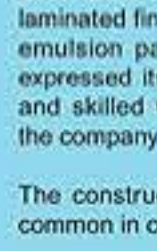
Myanmar Pavilion at Ascope



Cambodia Pavilion at Ascope



Tourism Malaysia at MITF



NIZAM ZULKIFLI, Director of Innogen Contracts Sdn Bhd

Registered with Ministry of Finance, Malaysia

Director Nizam Zulkifli main aim is to concentrate on exhibition design consultancy and project management for governmental and semi-governmental bodies.

With Malaysia emerging as the fastest growing nation within the developing countries, there are numerous exhibitions planned by the government in promoting various agendas in diverse sectors such as trade, commerce, tourism and so forth within the country and overseas.

Armed with the company's internationally acclaimed experience in the resume and a highly resourceful team, Nizam is confident of Innogen Contracts emerging as a key player in this industry.

"We are very sensitive to the needs and objectives of each of the projects. Whenever necessary we inject other ideas of approaching the subject matter while meeting with the objectives in the end. This flexibility is always a winning formula in achieving an outstanding design and a fresh approach in an exhibition management that sets us far apart from our competitors. It might not be thoroughly original but it is certainly different by Malaysian standards."

"Above everything we are very prompt in delivery, which has become synonymous with Innogen Contracts".

Nizam Zulkifli
Director of Innogen Contracts

INNOGEN

A Showcase Of Innogen's Multi-Faceted Designs



GRUNDFOS at Pumps and Systems

Grundfos' booth at Pumps and Systems, another intelligent solution offered by Innogen, that won the Best Design Award in the show that took place in MIECC.



WHITE HORSE at Malbex

White Horse ceramic industries, market leader and world-class manufacturer producing premium grade building materials, chose Innogen's design and services to match its world class status.

KOREA PAVILION and KOLB at FHM



AGILENT TECHNOLOGIES at CommunicAsia



Designing and constructing country pavilions is nothing new for Innogen Sdn Bhd. The Korean pavilion, showcased a comprehensive range of products but also demonstrated a meticulous use of space.

The Hong Kong-based company itself provided Kolb's booth design. Nevertheless, the setting up of the booth, helped to project a strong corporate identity and maximised on the functional use of its space.

Changing designs on the computer to meet the specific needs of clients has become less of a hassle these days with the use of computerized designing at Innogen.

In a high-tech trade show as CommunicAsia 2001, Innogen more discerning clients such as Agilent Technologies are going for laminated finish instead of the normal construction, finishes using emulsion paint. Happy with the results, Agilent Technologies, expressed its pleasure with the fabrication, construction, finishes and skilled workmanship that Innogen has done in a letter to the company.

The construction of double decker arrangement, which is more common in other countries, is also gaining popularity in Malaysia.



HALLIBURTON at Ascope

Halliburton, at the recent Ascope 2001 in Kuala Lumpur was organised by the Asean Council on Petroleum and hosted by Petronas.



TAKEDA

Japanese clients such as Takeda look for accuracy and skilled workmanship, qualities which the Innogen Professional team have at Singapore 25th Congress of the Societe Internationale d'Urologie.



TAG EXPORTERS at MIFF

Innogen has been servicing a number of corporate clients, including TAG Exporters Sdn Bhd, at the Malaysia International Furniture Fair.

TOURISM MALAYSIA at ADEX and MITF

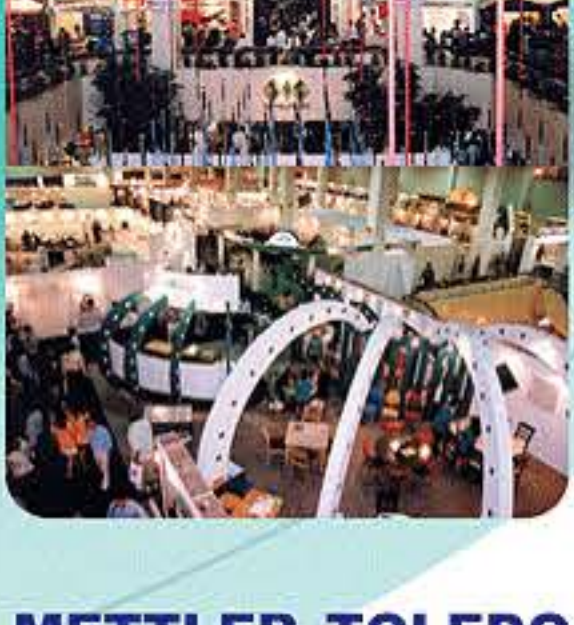
At Asia Dive Expo (ADEX), Innogen constructed an attractive chalet or hospitality suite for Tourism Malaysia and used underwater concepts to promote the dive attractions in Malaysia. A two-dimension graphic wall also used to create three dimensional experience for visitors to ADEX which was held at Malaysia International Exhibition and Convention Centre at the Mines Resort City in Selangor.

Another masterpiece design from Innogen for its client, Tourism Malaysia at Malaysia International Travel Fair.



UMNO GALLERY

UMNO Gallery at the Putra World Trade Centre was designed and contracted by Innogen, which is launched by Datuk Seri Dr. Mahathir Mohammad.



METTLER TOLEDO at ICA

Innogen recommended an open concept system for the Mettler Toledo (M) Sdn Bhd stand at ICA to project the high-tech image of this company dealing with analytical instruments for laboratory use as well as food and retail applications. Besides linear forms, curved display tops of different heights that allowed for viewing from all angles were used for maximum impact.



KLOTZ DIGITAL at Broadcast Asia

This ingenious design for the German company, Klotz Digital, by Innogen was one of those eye-catching stands at Broadcast Asia in Singapore.



MIFF Already Achieve UFI Status

Innogen is proud to be appointed as a main contractor for the Malaysia International Furniture Fair (MIFF), the largest furniture fair in Malaysia.

SEBELUM MERDEKA



UMNO GALLERY

UMNO Gallery at the Putra World Trade Centre was designed and contracted by Innogen, which is launched by Datuk Seri Dr. Mahathir Mohammad.