

# BTS premier building industry destination

By **Jeremy Veno**

**KUCHING:** The 6th Building Trade Show (BTS) 2011 once again proved to be the premier destination for the building industry to showcase their products and services.

Launched by the Chief Minister Pehin Sri Abdul Taib Mahmud, the four-day event running from March 24 to 27 featured 92 local and international exhibitors including main sponsors Weida Resources Sdn Bhd that took home the first prize for the 'Best Booth Award'.

Held at the Borneo Convention Centre Kuching (BCKK), this sixth edition lineup included local and international exhibitors such as BlueScope Lysaght, Nippon Paint, Kingress, Amcan, Madaya, Kaisu and UGI.

The event prepares a platform for exhibitors to introduce the latest architectural innovations, engineering feats, attractive housing and industrial design to enhance mega projects in the state such as the Sarawak Corridor of Renewable Energy (SCORE).

It also aided in the networking among professionals in the various fields to bring forth greater awareness and understanding of the building products that are available in the market.

Also on board to showcase their quality product was Dulux ICI Paints Malaysia as one of the main sponsors. Dulux has been an



**THE WINNERS:** Mike (left) poses with the winners of the 'Best Booth Award' during the closing ceremony of BTS 2011 at the Borneo Convention Centre Kuching.

exhibitor since the inaugural event in 2003.

"BTS2011 serves as a great platform for Dulux ICI Paints Malaysia to introduce the latest colour trends to Sarawakians and the response has been very good since the event was launched," said ICI Paints Malaysia Colour consultant Raiyan Alsagoff prior to the closing ceremony on Sunday.

He also said that visitors who visited their booths were given free colour consultation that featured this year's colour trends from Malaysia's oldest paint manufacturer.

"ICI Paints Malaysia comes up with a 'Colour of the Year' annually and this year's key colour is the

citrus yellow or lime twist," he revealed.

The trade show also saw first-time exhibitors Venus Ceramic Tile Enterprise showcasing their range of ceramic tiles available in a wide range of sizes and designs available in multitude of colours and finishes.

"We first heard of BTS2011 through the media and decided to make our debut here," said the Johor-based tile manufacturer's sales executive Tan Cher Sy.

Also at the trade show was engineer Frederick Ong who commended the organiser of BTS 2011 for the organisation of the trade show.

"I find the exhibits very informative and the

number of products and services on display have been quite inspiring," he said.

The event was organised by the Malaysian Institute of Architects, Sarawak Chapter (PAMSC) with the support of Construction Industry Development Board Malaysia (CIDB) and marketed as well as managed by Techno Expo.

Meanwhile, the second prize for the 'Best Booth Award' went to Kingress Marketing Sdn Bhd while the third placed winner was Homemax-Goodrich-Wee Hua Boo which was presented by deputy chairman of the Malaysian Institute of Architects Sarawak Chapter Mike Boon Chee Khian.