

POWERFUL: Taib testing one of the latest power drills from Black & Decker while Pertubuhan Arkitek Malaysia president Ar Boon Che Wee (right) and others look on.



Trade show a big hit with exhibitors



MALAYSIAN ARCHITECTURE: BTS 2011 organising chairman Mike Boon (third left) guiding Taib through the Architectural Malaysia exhibition, created in conjunction with World Architecture Day.

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Mahmud, the recent four-day event attracted some 15,000 visitors from the building,

main sponsors, and which has been taking part in the trade show since its inception in 2003.

THE 6th Building Trade Show 2011 (BTS 2011) had proven to be the premier destination for exhibitors.

There, they could introduce the latest architectural innovations, engineering feats, attractive housing and industrial designs, potential new sources of materials and networking among professionals in the various fields.

The idea was to bring about greater awareness and understanding of the building products available in the market.

Officially launched by Chief Minister Pehin Sri Abdul Taib

industries to the Borneo Convention Centre Kuching (BCKK) to view the latest products, services and concepts of modern design with cutting-edge technology in line with its theme — *Innovative, Informative and Inspiring.*

This year's lineup featured 92 local and international exhibitors, including main sponsor Weida, BlueScope Lysaght, Nippon Paint, Kingres, Amcan, Madaya, Kaisu and UGI, among others.

On hand to showcase their quality product brand, Dulux, was ICI Paints Malaysia, one of the

platform for 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.

Visitors who dropped by the booth were given free colour consultation which 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-Lime Twist," Raiyan revealed.

First-time exhibitors

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 and a multitude of colours and finishes.

"We first heard of BTS 2011 through the media and decided to make our debut here," said its sales executive Tan Cher Sy.

"The response has been great and a lot of the visitors gave us their feedback on our tiles."

The Johor-based tile

manufacturer showcased their line of nano-polished tiles at the show.

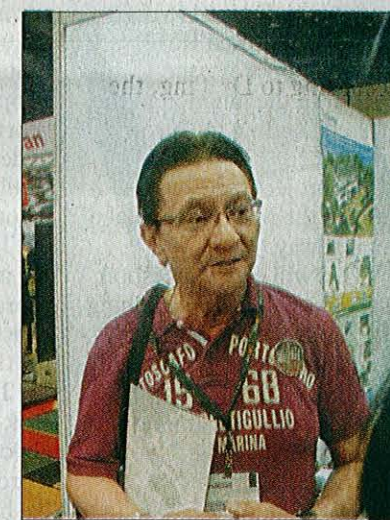
It's the first company in the country to produce such tiles.

"What's special about these tiles which are 100 per cent made in Malaysia is that they are easy to clean, anti-stain, ultra glossy and available in a myriad of designs, making them suitable for the contemporary modern household," Tan explained.

Also participating for the first time was ZeroWaste Rainwater Management which introduced the Atlantis Green City Solutions, an environmentally sustainable technology catering modern urban development. "This revolutionary



COLOUR OF THE YEAR: Raiyan reveals that ICI Paints Malaysia's colour of 2011 is the Citrus Yellow-Lime Twist.



REVOLUTIONARY: Exhibitor Lim introducing the Atlantis Green City Solutions, a revolutionary system that provides many solutions for various developments such as improved water quality and effective drainage.

system provides many solutions for various developments such as improved water quality and effective drainage. It also promotes the eco-concept," its CEO Andrew Lim said.

Lim, who has participated in other trade exhibitions, commented that the trade show was a success, drawing a steady stream of visitors over the past four days.

Good job

Meanwhile, engineer Fredrick Ong who was among the 3,800 visitors at the show on the third day, commended the BTS 2011 organisers for a job well done.

"I find the exhibits very informative and the number of products and services on display have been quite inspiring," he said.

Businessman Kushairy Morshidi also found the show informative, saying exhibitors such as Madaya and HomeMax provided much-needed details on the latest trends

for the home.

"I have just bought a new house and the latest products displayed here gave me a visual imagery of what I could do to spruce up my place," he added.

Organised by the Malaysian Institute of Architects, Sarawak Chapter (PAMSC) with the support of Construction Industry Development Board Malaysia (CIDB), and marketed and managed by Techno Expo, BTS 2011 served as a launching pad for penetration into the vast potential of the Borneo states of Sarawak, Sabah and Brunei where mega projects like Sarawak Corridor of Renewable Energy (SCORE) and Sabah Development Corridor (SDC) abound with development of aluminium and timber industries, oil and gas, fishery, tourism and infrastructures of roads, rails and ports.

First held in 2003, the trade show was initially organised annually before it was later changed to a biennial event in 2005.

The next BTS in 2013 promises to be bigger and better, providing a gateway to new business opportunities, and is also expected to draw a bigger crowd with the latest trends and innovations from local and international participants across Asia.



MALAYSIAN ORIGINAL: ICI Paints Malaysia was among the 92 exhibitors of BTS 2011.



COLOUR CONSULTATION: Visitors to BTS 2011 were able to peruse ICI Paints Malaysia's free colour consultation.



ECO-CONCEPT: The Atlantis Ecological Drainage Swale



FIRST IN MALAYSIA: Visitors checking out the nano polished tiles from Venus Ceramic Tile Enterprise.



MALAYSIAN-MADE: Tan (right) and a staff member standing in front of the company's nano polished tiles which are 100 per cent made in Malaysia.