



**IMAG becomes sales partner for Philippine construction trade fair
PHILCONSTRUCT brings the international construction industry
together in Manila**

Munich, March 6, 2018 – The construction industry in the Philippines has been booming for years with no signs of stopping. Taking part in the PHILCONSTRUCT in Manila, the biggest construction trade fair in the country, opens up opportunities for overseas construction companies to establish themselves in this dynamic growth market. From 2018, the foreign trade fair company IMAG is taking over responsibility for trade fair sales in Europe and the USA, which makes it easier for companies from these regions to take part.

The PHILCONSTRUCT, which will be held for the 29th time from November 8-11, 2018, has become an annual get-together for the major players in the construction industry in the Philippines. The focus of the trade fair is on building materials, building technology and interior design. Visitors to the event primarily include town planners, property developers and architects. The trade fair, which will run alongside a program of seminars as well as the Philippine Concrete Summit, is being organized, among others, by the Philippine Construction Association (PCA). Its members are responsible for more than 70 percent of the construction projects in the Philippines and have an outstanding network of contacts across the country. At the latest event in January 2018 more than 1,500 different exhibitors from 23 countries showcased their products to a total of roughly 73,000 visitors. The upcoming PHILCONSTRUCT in November will be the second staging of the event this year, which is a departure from the usual practice since the event originally planned for November 2017 was postponed for two months due to the ASEAN summit.

The Philippines is one of the ten fastest-growing economies in the world, with stable growth rates of around six percent a year. The construction industry has long been one of the most important boom sectors in the country. According to BMI Research, private construction in the residential and commercial sectors is set to see growth rates of roughly ten percent a year up to 2026. Also, the government has launched a massive infrastructure program including a number of projects in the energy and transport sectors. The country largely relies on imports to cover the demand for construction equipment.

“Because of the economic boom, Southeast Asia has become an extremely important region for strategic purposes. The ongoing construction boom and the high demand for imports as a consequence have made the Philippines an extremely attractive market for the construction industry in particular. The PHILCONSTRUCT provides overseas companies with the ideal platform to exhibit their products there, make contacts and build business relationships”, says Gabriele Kraus, Executive Director at IMAG GmbH.

For more information please visit www.imag.de/philconstruct

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About IMAG GmbH

IMAG, a subsidiary of the Messe München GmbH, organizes trade fairs around the world and supports participants in international events outside of Germany on behalf of public and private clients. Since its foundation in 1946 in Munich, IMAG has been involved in over 5,000 international exhibitions abroad. IMAG's annual portfolio encompasses approximately 30 trade fairs, spanning around 20 countries. The events focus in particular on the following sectors: automotive, commercial vehicles and auto parts industry / construction machinery, building material and mining / machine tools and further industries / environmental technology and analysis.

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