

## **All industry support for the Construction Plant Show 2009**

The launch of Construction Plant Show 2009 is well underway- with this year's event critical for anyone in the construction industry wanting to maintain competitive advantage in such a challenging marketplace. The event is set to take place in the Punchestown Event Centre, Co. Kildare from the 2<sup>nd</sup>-4<sup>th</sup> April 2009.

Expo Events Ltd are delighted that once again the Construction Plant Show will be supported by the Irish Contractors Plant Association, who are instrumental in understanding the needs of the industry. Since they were established in the 1960s as the voice of the Contractors Plant Industry, they have played a pivotal role within the CIF to develop many innovative initiatives and have assisted in the formulation of national standards and codes of practise.

Construction Industry Federation Director General Tom Parlon says *"The CIF is delighted to be supporting the National Construction Plant Show. This is one of the leading shows of its kind in Europe and is a vital sales tool for the industry. The Show is also a unique opportunity for local authorities, utility companies, the hire sector, and major contractors within Ireland to see first hand the industry's extensive offering in an ideal location in Punchestown."*

This downturn in our economy needn't spell catastrophe for those in the industry who possess serious economic motivation and the drive to discover solutions which will sustain and strengthen their business. With the recent announcement that the proposed bypass of Castleisland, Co. Kerry will go ahead at an investment of €1.44 billion. This reinforces the message from the Construction Industry Federation that there is business to be won in this sector and those who remain focused and positive will see out this downturn.

Malcolm Macnaughton, Managing Director of McCormick Macnaughton says *"It is important that the industry get behind initiatives such as the Construction Plant Show, and that we do as much as we can to lend our support. We have to do all in our power to drive the industry on, and if the focus of customers in the construction business has changed over the past 12 months, we need to meet this challenge and illustrate to purchasers that we can assist them as they attempt to control costs and drive efficiencies. The Construction Plant Show offers us all an opportunity to show case what we can offer."*

Construction Plant Show 2009 promises to be an all-encompassing event where those who provide solutions for the built environment can come face to face with those seeking such products and services. There will also be a significant bias towards improving resource efficiencies in order to achieve economic benefits. The show will focus on this important area which will undoubtedly be of huge benefit to show attendees.

Dympna Mullaly of the Irish Construction Plant Association says, *"The ICPA are proud to support the Construction Plant show again in 2009. The Association in*

*conjunction with Expo Events are pleased to announce that much of the focus in this year's show will be on efficiencies in areas such as fuel consumption, insurances costs, and so on. In light of the current economic climate, this will be of huge benefit to Association members and attendees at the show. The show aims to look at where companies can make cost savings and maximise current resources in the current downturn".*

Feedback from visitors to the last Construction Plant Show in 2007 was highly positive, with 91% referring to the event as worthwhile or very worthwhile and 92% claimed that they plan on attending Construction Plant Show 2009. There was an overall rise in expected participation and attendance at the Show in 2007, thus reiterating the shows position as the leading trade event for the plant and construction sector in Ireland. The work of the ICPA subcommittee, its members and Expo Events once again proved to be an effective team in the delivery of yet another successful event.

Garret Buckley, Joint Managing Director of Expo Events says *"We are delighted to announce the launch of Construction Plant Show 2009 which we envisage will further capitalise on the previous three Construction Plant Shows- which have each been a tremendous success. We look forward to welcoming our existing exhibitors and previous visitors, as well as many new faces to Puncchestown in 2009, with what promises to be a worthwhile show".*

Location is paramount when it comes to such a functional event. Hence, the Puncchestown Event Centre has been chosen again for 2009 as it caters for the needs of large scale exhibitors who can make use of the extensive outdoor display and demonstration areas-something which has been further developed for this years show. The ease of access to Puncchestown also suits exhibitors and visitors from all corners of Ireland.

A new and exciting addition to the Construction Plant Show is RAWH-Recycling and Waste Handling 2009, which is a brand new event developed for manufacturers and buyers of waste handling equipment. RAWH will run alongside Construction Plant Show for the duration of the event and promises to generate even more traffic to the Puncchestown Event Centre, inevitably increasing footfall for those involved with both Construction Plant Show and RAWH.

For information on stand bookings contact Nicky Ryan at Expo Events on 01-2958181 or visit [www.constructionplantshow.com](http://www.constructionplantshow.com)

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