



## Expo News

Up to 150 North American QuikClean installers will visit Sydney and Cairns in December as part of A&A Manufacturing's annual conference. Don McChesney, A&A Manufacturing's general manager, says the conference is a great platform to reinforce QuikClean's tremendous growth in Australia as it provides an opportunity to spend valuable time with local installers. McChesney visited the Gold Coast in August for the SPLASH! Pool & Spa Trade Show and he is excited about another opportunity to learn from Australian pool builders and to explore product development ideas with Cooke Industries, the Australian distributor of QuikClean in-floor cleaning systems. "Our partnership with Cooke Industries is a key aspect of our product development process and it's that R&D which provides value and a genuine point-of-difference to our installers and end-users," he says. "Not just in Australia and the USA, but throughout the world."

**The International Pool Spa Patio Expo (IPSPE)** show was held from the last week of October in New Orleans. It attracted more than 11,500 pool, spa and outdoor living professional attendees and more than 525 manufacturers and suppliers. As well as the trade floor the show featured a French Quarter-themed Welcome Party, the Genesis Winemaker Dinner, an APSP Wave network reception, and wrapped up with a BBQ Bash in the Sugar Mill's courtyard. The 2017 IPSPE will be held at Orlando, Florida from November 1.

Expos

## New concept for Melbourne show

SPASA Victoria has hired the International Exhibition & Conference Group (IEC Group) to take over management of its consumer shows, starting with the summer show at the Melbourne Exhibition Centre on February 3 to 5, 2017.

IEC Group chief executive officer Marie Kinsela was founder of Australian Exhibitions & Conferences (AEC) and managing director of that company for 14 years before selling it to international outfit, Informa. The sale included a now lapsed requirement to stay out of the industry for a set time. During her time at AEC she ran the State of Design Festival for four years as part of her portfolio



Marie Kinsela

of events. Prior to that she was general manager of Australian Trade Exhibitions (ATE) for seven years.

She plans big changes for 2017 and beyond, starting with the inclusion of an "oasis" in the middle of the show called the Outdoor Design Junction, showcasing a broad range of suppliers – everything from the back door to the back fence.

"It is my understanding this is unique and has never been done before," she says. "It will be a stunning show garden, presented by Out from the Blue and Formation Landscapes, bringing

together a group of high-end suppliers showcasing their newest outdoor living products."

It will occupy "centre stage" in the middle of the show – a prominent space of more than 200 square metres, and will of course, include a swimming pool. Additionally there will be garden and landscaping experts on hand to offer free advice and run free seminars.

"It will provide a better consumer experience, based on a demonstrated need, and will also provide a wider audience for exhibitors, and so increase their business opportunities."

Expos

## Aussies head to Singapore

Interpoint Events organised a SPLASH! Asia pavilion as part of the Architecture & Building Services (ABS) Show in September in Singapore. AstralPool, AIS, Maytronics and Waterco exhibited at the three-day show which draws hundreds of architects and specifiers from the region.

Maytronics took the opportunity to announce the opening of representative office in Singapore.

"There's a great opportunity for growth in Asia," says Asian BDM Ross Coady. "We already have many partners here but having an office enables us to provide superior support, training and development for the whole region."

Elena Gosse, CEO of AIS, says the show was a great opportunity for her company to showcase their Australian-made award-winning disinfection technology to new markets and to quality attendees outside the pool industry.

AstralPool's Duncan Smith was delighted to extend their platinum sponsorship from the SPLASH! Gold Coast show to Singapore.

"It was a great opportunity to support our local Fluidra offices and promote our range of Australian-made products that are extremely popular in this part of the world," he says.



Stephanie Chia from Malaysian C21TV interviewing Dan Kwaczynski from Maytronics