

We make the difference in today's dynamic MICE industry. We welcome change but we preserve quality.

2007 has been our most exciting year to date! New markets were created, new tradeshows born. Yet, Kingsmen remained dedicated to providing only the best in design and excellent service. We gained new clients, secured contracts and welcomed new ambassadors but always mindful that at the end of the day, it is the quality that makes the difference.

Below are some of the many exciting projects completed in strict adherence to Kingsmen's commitment to excellence:

- We saw the realization of the sequel to a world-class, award-winning horological show, **TEMPUS, The Temple of Time**, as the event's official contractor.
- Subsequent to the successful completion of SIP Gallery in 2006, Kingsmen Shanghai was commissioned to design and fabricate **Suzhou Science Centre Gallery**.
- Once again, Kingsmen worked with Lord Cultural Resources and GSM for the realization of the **Army Museum of Singapore**.
- Kingsmen Japan fabricated the Japanese pavilion for the **Tokyo Design Premio** held in conjunction with Milan Design Week 2007.
- The **DAE and KAI stands at Dubai 2007 Airshow** proved another successful collaboration among Kingsmen offices in providing turnkey services to our clients.

This collection of our major projects is presented to our clients, suppliers and business partners who have contributed to our transformation to a global communications design company. Similarly, this issue is dedicated to our people who ensured that each project is delivered on time and in accordance to the quality standards that Kingsmen has maintained in the past 32 years.

-Corporate Communications



TEMPUS - The Temple of Time, Singapore ^



Suzhou Science Centre Gallery, China ^



Army Museum of Singapore ^



Tokyo Design Premio, Italy ^



DAE at Dubai 2007 Airshow, UAE ^

TEMPUS - The Temple of Time, Singapore



The award-winning TEMPUS returned with more phenomenal timepieces, live watch-making demonstrations from world-renowned artisans, workshops and talks from industry leaders.

As the successor of the inaugural TEMPUS, The Great Watchscapade in 2004, the recent watchfest showcased 54 internationally-recognized watch brands and one-of-a-kind exhibitions by François Junod, Reuge, C. W. Mun and Antiquorum. One of the event's highlights was the unveiling of The Hour Glass Museum of Contemporary Horological Art (MOCHA).



Kingsmen was once again appointed as the official contractor, providing design, project management, fabrication and installation services throughout the five-day event. The 66 specially-designed stands mirror the sophistication of more than S\$150 million worth of watches on display. Impossible as it may seem, this multi-million-dollar event was efficiently built within two days, in time for its opening on 5th September 2007.



Cityscape Asia 2007, Singapore



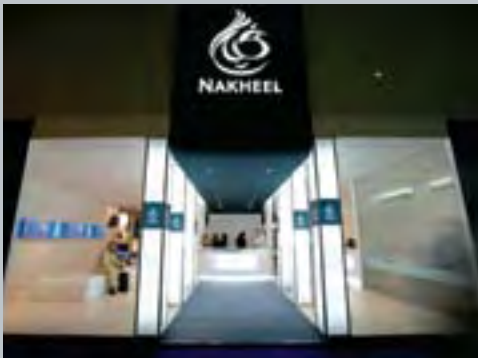
The inaugural Cityscape Asia attracted more than 45,000 participants from across the region and beyond. The annual networking exhibition and conference that focuses on all aspects of the property development cycle welcomed over 100 exhibitors from 35 different countries and covered 86,000sq-ft of exhibition space. With extensive experience from Cityscape Dubai, Kingsmen Singapore extended its seamless one-stop shop services to some of the event's exhibitors including Aedas, Meinhardt and Wood Doctor, among others.

Haier at HARFKO 2007, South Korea



The design of Haier's 2,400sq-ft stand at HARFKO 2007 primarily focused on the promotion of Haier's brand identity. Light colors that complemented the company's bright corporate color were used together with curved rather than straight, edgy lines for ease in visualization. Additionally, only carefully-selected products were placed on display to ensure that visitors would first have an impression of the brand before finally looking into the newest air conditioners available in the market today. Kingsmen Korea received warm commendation from the client for this project.

Cityscape Dubai 2007, UAE



Cityscape Dubai 2007 welcomed close to 52,000 regional and international investors, property developers, governmental and development authorities, leading architects, designers and consultants from 136 countries. A record-breaking 849 exhibitors showcased their projects and services on 800,000sq-ft of exhibition space. Kingsmen Dubai partnered with FutureBrand and Kingsmen Singapore to design and construct Nakheel's 4,200sq-ft stand, while providing turnkey services to first-time client, MAG Property.

Working with Nakheel and FutureBrand for the third consecutive year enabled Kingsmen to efficiently fulfill the design objectives. At Cityscape Dubai 2007, Nakheel showcased its capabilities through a huge LED screen that displayed video updates of the company's ongoing projects via a graphical representation of a bird's eye view of the finished product.

The MAG Property stand, on the other hand, was designed to resemble a skyscraper with walls made from silver laminate finishes. The entire perimeter of the VIP Lounge was covered with curtain strings hanging from a circular pelmet which was supported by a double-sided lightbox tower. To top it all, sleek, light-colored furniture were used to match the stand's 775sq-ft fully-lighted flooring.

SIBOS 2007, USA



In 2006, Kingsmen partnered with various design houses and clients during SIBOS 2006 in Sydney, Australia. When the world's leading financial services event moved to Boston, Massachusetts, we again worked with our regular clients, like Murex and Standard Chartered, for the efficient fulfillment of their design and fabrication requirements. Despite the long distance and time difference, Kingsmen was able to extend quality services to ten clients during the show. For the next SIBOS event which will be held in Vienna, Austria, Kingsmen clients can expect more innovative designs and enhanced services.

CommunicAsia & BroadcastAsia 2007, Singapore



CommunicAsia 2007, held concurrently with EnterpriseIT, InteractiveDME and BroadcastAsia, saw close to 50,000 global trade visitors from 107 countries congregate to explore the vast business opportunities in Asia and beyond. A wide spectrum of the latest in ICT innovations were displayed by 2,402 exhibiting companies from 65 countries. Kingsmen Singapore, together with its regional offices, serviced more than 20 clients during this annual four-day tradeshow.

Nokia at SITEX 2007, Singapore



Amidst the sea of close to 200 exhibitors, Nokia's 1,400sq-ft booth stood out above the rest. Designed and built by Kingsmen Singapore, the booth featured two towers of wood and canvass with graphic prints illuminated from within to highlight the Nokia Nseries. Individual kiosks were also created to showcase the strengths of Nokia's latest mobile phones particularly in gaming, internet, music and other multimedia functions.

Innovation Expo 2007, Hong Kong SAR



Innovation Expo has been one of Hong Kong's major events since its inception ten years ago. The biennial 2007 event featured the latest innovation and technological achievements in Hong Kong through seminars, designtech workshops and an exhibition that lasted for five days. Kingsmen Hong Kong provided design and build services to some of the leading players in the country's infocomm industry like the Science in the Public Service, Hong Kong Science and Technology Parks (HKSTP) and Hong Kong R&D Centre for Logistics and Supply Chain Management Enabling Technologies (LSCM).



Techfaith at PT/EXPO Comm China 2007



Let's do our best! In line with Techfaith's brand positioning as one of China's giants in the research and development of mobile phone solutions, Kingsmen Beijing created a unique stand design coupled with strong visual effects that towered above the rest. The 1,900sq-ft stand adopted a combination of straightforward graphics and three-dimensional design that used white interspersed with shades of blue and grey. All these while maintaining a clear vision of the company logo for effective brand recollection.

Army Museum of Singapore



Located beside the Singapore Discovery Centre, the Army Museum of Singapore (ARMS) opened its doors to the public in September 2007 in celebration of the 40th anniversary of National Service (NS).

Designed by Lord Cultural Resources, the museum has six galleries situated at the second and third floors of the three-storey structure. Upon entry, visitors will be awed by a 36ft x 11ft wall made from 5 tons of melted brass, about 560 tiles and steel made from melting 16 tanks weighing 16 tons each. But this is just the beginning of the journey.

The museum's main feature is the Object Theatre which has a 56ft x 56ft giant screen that plays an interactive, 30-minute video, A Day In The Life, that stimulates the viewers' sense of sight, hearing, touch and smell to create a genuine battlefield environment. The theatre also houses the museum's biggest exhibit, a 36-foot helicopter placed alongside a tank and Howitzer to add-on to the authenticity of the overall ambience.

Kingsmen's business partner, GSM, was in charge of the museum's spectacular multimedia presentations including audio-visual and hardware. The Object Theatre, along with the five other galleries of ARMS, were expertly fabricated and installed by Kingsmen Singapore within five short months. Once again, Kingsmen has proven its expertise in fit-outs of large-scale museum projects.



Aviation Discovery Centre, Hong Kong SAR



After partnering with Hong Kong Airport Authority on several exhibitions and events, Kingsmen Hong Kong was commissioned to design and fabricate the Aviation Discovery Centre (ADC). Located at Terminal II, ADC presents a fun and innovative way of learning more about aviation especially the latest developments in Hong Kong's aviation industry. ADC is an aviation-themed multimedia centre that features a 4D Motion Ride, 4D Extreme Screen equipped with the widest range of multi-sensory effects and an Aircraft Cockpit Simulator that gives visitors a realistic experience of what it is like to be a pilot.

Suzhou Science Centre Gallery, China



The gallery aims to showcase the achievements and future developments of Suzhou Science City through an avant-garde multimedia system. Pepper's ghost effect is used to present history and achievements, while individual exhibits are connected through an intelligent dimming and control system. The system runs lighting and audio-visual equipment in a pre-determined program to create a fitting ambiance when guests visit one exhibit after another. Designed and fabricated by Kingsmen Shanghai, the gallery was a follow-up project after the successful completion of Suzhou Industrial Park Gallery in 2006.



UseLess Exhibition, Singapore



One man's trash is another man's treasure. The UseLess Exhibition is a part of the "Utterubbish: A Collection of UseLess Ideas" design event which made its debut as the feature event of the Singapore Design Festival 2007. Designed by Black Design and fabricated by Kingsmen, this unique exhibition showcased a multi-disciplinary collection of more than 30 international and local designers. The exhibition was held from 28 November to 16 December 2007 at the 4th Level of City Hall Building.

Microsoft Business Value Launch, Hong Kong, SAR

WOW! Windows Vista and Office 2007 "WOW"-ed Hong Kong through a roadshow that offered demonstrations on key features of the new products and "test-drives" of the numerous systems running Windows Vista. Designed and fabricated by Kingsmen Hong Kong, the roadshow ran from February till April 2007 in three of Hong Kong's busiest shopping malls. A clean design with strong branding was adopted on all events to create an impression and encourage brand recall.

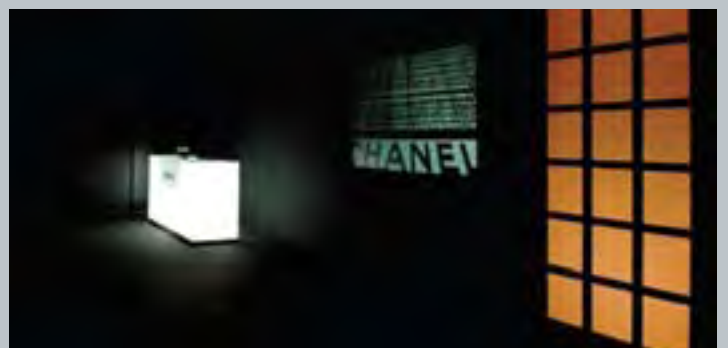


Cisco Express - Network on Wheels (NoW), Singapore



In October 2007, Cisco launched the Cisco Express - Network on Wheels (NoW), a mobile showcase of Cisco's Internet Protocol networking technologies. Packed into a specially retrofitted 40-foot container are products, solutions and services from Cisco and its partners. Over the next one year, the Cisco Express-NoW will travel across 30 cities in Singapore, Thailand, Philippines, Malaysia, Vietnam, Indonesia and Taiwan to bring the Cisco Briefing Centre to their customers' doorsteps. The project was the first collaboration between Kingsmen Singapore and Cisco.

Chanel Spring-Summer 2007, Singapore



Based on the design concept from Paris, the entire space was adorned with a stylish combination of black and white – a pearl-white runway complemented by a plain white backdrop fitted with automated doors in B&W squares. On the other side of the venue, the cocktail area had a 20-ft high truss tower that housed the DJ console on the second level. After the show, house music and gobo lights transformed the place into a nightspot that brought together the super chic.

ST701 Glasshouse, Singapore

Kingsmen was commissioned to design, fabricate and install ST701's glass house at the Raffles Place Park. As the name suggests, the oval-shaped house has walls made of glass allowing curious audience to see whatever is going on inside. The 400sq-ft space was intelligently planned to accommodate a receiving area, sleeping nook and even a small toilet and kitchen. Ms Singapore World 06/07, Colleen Francisca, stayed in the glass house for one week to promote ST701 as the leading e-marketplace in Singapore.



Tokyo Design Premio, Italy

Kingsmen Japan partnered with Design Association, a key organization striving to make Tokyo one of the major cities in design, for the Tokyo Design Premio exhibition held in conjunction with Milan Design Week 2007. The pavilion celebrated Japanese lifestyles with 17 indigenous brands, 48 designers and graphic artists, and a fantastic display of high-end interiors. Inspired by the theme "Tokyo Love", every design detail was proficiently fabricated, resulting to an awe-inspiring atmosphere very much pleasing to the eyes.



The Venetian Macao Grand Opening



After working with Luminous EMC Limited on several successful projects, Kingsmen Hong Kong has once again partnered with one of Asia's leading experiential marketing agencies to stage the Grand Opening of Venetian Macao Resort Hotel. The event was held across four locations within the complex including the 15,000 seat Venetian Arena, a state of the art multi-purpose concert and event venue. Based on Luminous' design, Kingsmen was responsible for the construction, installation and management of the elaborate environments.

Korea Aerospace and Defense Exhibition 2007



Since 1998, Kingsmen Korea has been the official contractor of Korea Aerospace and Defense Exhibition (KADE), otherwise known as Seoul Air Show. Our Korea office provided design, project management, construction, installation and onsite management to a number of exhibitors during the show. These included both shell schemes and chalets. The event also saw another efficient partnership among Kingsmen offices to service our pool of international aerospace clients.

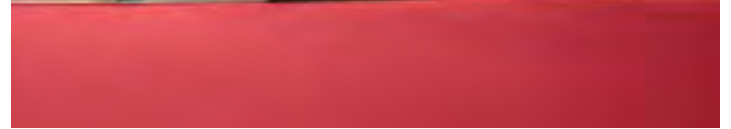


KAI at Dubai 2007 Airshow, UAE



Designed and built by Kingsmen Korea, the stand puts the T-50 Golden Eagle in the spotlight. A model of the early 21st century Korean-American supersonic trainer was displayed on top of a turntable placed right at the centre of the stand. To provide high brand highly visibility, the signage was placed on a black, glossy background complemented by two huge graphics of T-50 images on the left and right wall panels. KAI won the "Best Stand in Asia/Asia Pacific Award" during the show.

Bangkok International Motor Show 2007, Thailand



The 28th International Bangkok Motor Show held at BITEC, Thailand was a huge success! Kingsmen Thailand worked with two of the biggest names in the industry – Nissan and Yamaha - for this much-awaited automobile show. Our Thailand office partnered with Hakuhodo through Kingsmen Japan for Nissan’s design whose 13,000sq-ft stand featured the latest from the automobile industry. Yamaha’s 5,000sq-ft stand, on the other hand, showcased 30 bikes on bronze laminate flooring.

BMW at Seoul Motor Show 2007, South Korea



In partnership with Glassview, Kingsmen Korea offered BMW aficionados in Korea an enticing experience that only the BMW brand can offer. The 13,400sq-ft stand at the Seoul Motor Show 2007 exuded the classiness and excitement of the latest cars on display. It combined BMW sedans, SUVs, convertibles with BMW motorcycles and MINI Coopers overwhelming visitors with the quality and dynamism of the brand. The 2007 Seoul Motor Show showcased 186 companies from 10 countries throughout the 10-day event.

Petronas at Tokyo Auto Salon 2007, Japan



Oil and gas giant, Petronas, launched Syntium, the company’s new specially-engineered ultimate performance oil during the 25th Tokyo Auto Salon in Chiba. Likewise, the show offered a good platform to promote the Petronas brand as a leading fully-integrated oil and gas corporation in the world. Hence, the stand design was clean, open and simple to draw every visitor’s attention to the brand. The annual Tokyo Auto Salon is a three-day extravaganza that offers a sneak peek into Japan’s tuning scene collecting more than 600 vehicles under one roof.

Tyrexpo Asia 2007, Singapore



Kingsmen was appointed as the official contractor for Tyrexpo Asia 2007. The three-day show was attended by more than 3,200 visitors from 88 countries. As the premier tyre industry exhibition, the event featured 125 exhibitors occupying almost 70,000s-ft of exhibition space at the Singapore Expo. With Kingsmen's more than 30 years of experience in the design, fabrication, installation and management of exhibitions and tradeshow, the project was seamlessly completed in time for the show's much-awaited opening.

Tax Free Asia Pacific 2007, Singapore



Held annually in Singapore, TFWA Asia Pacific is the leading regional exhibition where key players of the Travel Retail and Duty Free industries gather to network and do business. Kingsmen has been the official contractor of TFWA Asia Pacific since its first exhibition in Singapore in 1995. With its strong track record and more than 10 years of partnership with the organizer, Kingsmen was once again appointed as the official contractor for TFWA Asia Pacific from 2006 till 2008. Through its in-depth knowledge in large-scale projects and familiarity with the site, Kingsmen was able to deliver creative designs and quality service that the company had always been known for.



Sound Governance, Quality Design, Excellent Service



In this era of globalization, corporate transparency and commitment to quality standards are necessary to create a brand that can traverse cultures. In 2007, Kingsmen received the Corporate Governance Award from the Securities Investors Association (Singapore) Investors' Choice Awards 2007, where Kingsmen was the only recipient under the SESDAQ category. In the same year, we won numerous design awards including Outstanding Merit at the Retail Design Awards in the US and three awards from the Singapore Outdoor Advertising Awards. To complete our suite of accolades, Kingsmen was presented with the Service Partner Excellence Award

at the inaugural Singapore Business Events Awards organized by the Singapore Tourism Board. The company's long list of multinational clients, and local and international recognitions are a testament to the Group's strength in providing effective solutions to clients worldwide. Kingsmen's continuous efforts in enhancing its integrated services to guarantee customer satisfaction has led the company to become one of the leading communications design and production houses in Asia Pacific.

Making the Difference through Better Understanding...

The 2007 Regional Designers & Managers' Forum was held in Pulau Desaru Beach Resort from 4-6 August. The three-day forum was packed with activities designed to test the participants' ability to conceptualize ideas to provide turnkey services, understand our clients' needs, foster camaraderie and promote friendly competition among the groups. Awards were given to the team with the "Best Workshop Presentation" and the "Most Participative Group".



Kingsmen clinches contracts from Formula One™ and Universal Studios



Photo: Singapore GP

Kingsmen was awarded a contract to fabricate seating and Corporate Suites for the upcoming 2008 FORMULA 1™ SingTel Singapore Grand Prix in Singapore. The contract will run for the next five years.

In early 2008, the company secured a major contract with Resorts World at Sentosa Pte Ltd to fabricate and construct show sets and props for the Waterworld Attraction for RWS Universal Studios Singapore. Resorts World at Sentosa is a collection of resorts and attractions spanning 49 hectares. The \$6 billion mega-resort will be home to Southeast Asia's first and only Universal Studios theme park, the world's largest oceanarium and the region's first integrated destination spa. Kingsmen's contract for the Waterworld Attraction is expected to be completed by September 2009.

Kingsmen Ambassador Awards 2007



Annie Chan,
KEB Designers & Producers Sdn Bhd



Madeline Tan,
Kingsmen Exhibits Pte Ltd



Ruth Cheok,
Kingsmen Exhibits Pte Ltd



Sunny Leong,
Kingsmen Projects Pte Ltd



Tony Yip,
Kingsmen Hong Kong Ltd



Baron Casayuran,
for Design Studio

Congratulations to the recipients of this year's Ambassador Awards! On its 5th year, five Kingsmen employees received the prestigious Ambassador Award during Kingsmen Singapore's Annual Dinner & Dance held at The Fullerton Hotel on 13th December 2007. The winners were chosen based on their exceptional service and work performance that eventually contributed to the company's success. Design Studio also received the team award for championing Sports Challenge 2007.

Highlights >>>

DAE at Dubai 2007 Airshow, UAE
Best Stand & Best National State Pavilion



The Dubai Aerospace Enterprise (DAE) stand and chalet at the Dubai 2007 Airshow held in November was an excellent example of a successful collaboration between two Kingsmen offices – Kingsmen Middle East and Singapore.

DAE's more than 4,000 sq-ft stand is a showcase of the latest in AV technology, especially crafted to reflect the company's dynamism and innovative approach to aviation. The entire perimeter of the stand was enclosed by a long array of 70 numbers seamless plasma TVs that displayed DAE's marketing message. Six numbers of moving lightbox panels were used to show DAE's six subsidiaries that represented the key sectors in Dubai's aviation industry.

Similarly, DAE's aesthetically-designed chalet towered above the rest with its 25-ft height. The entire 6,800 sq-ft chalet had two levels of office and meeting space plus a rooftop garden. The walls and ceilings were painted in white and various shades of red which strengthened the character of the DAE brand. Outside, the façade was made from rows of dark tinted glass supported by stainless steel spiders. Despite its tricky construction requirements, the chalet was completed and handed-over within 16 days, two days prior to the start of the event.



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