

## CSC Malaysia Shines at ARCHIDEX 2024

ARCHIDEX 2024, the 23<sup>rd</sup> International Architecture, Interior Design & Building Exhibition is a leading Malaysian trade and lifestyle exhibitions organizer. ARCHIDEX stands as the most successful annual industry trade event for the architecture, interior design, and building fraternity. This year, the event successfully occupied 8 exhibition halls comprising of 700 exhibitors in total and 40,336 visitors.

CSC Steel Sdn Bhd (CSC Malaysia) has been actively participated at this event for the past decade. This year, we took a transformative step by becoming a strategic partner of ARCHIDEX, enhancing our visibility and reinforcing our commitment to delivering top-notch architectural and interior design solutions. Our ads and logo were prominently featured across various media platforms, including TV and branding panels, throughout the four-day event. This strategic move not only distinguished us from competitors but also underscored our position as a leader in the building materials industry.



ARCHIDEX 2024 provided an excellent platform to showcase our latest product, realcolor® geoMax and geo and realcolor® Tekstur, to a highly targeted audience of industry professionals. The positive feedback and interest received validated the uniqueness and potential of our offerings. Additionally, we showcased samples of other pre-painted galvanized steel (PPGI) further demonstrating our extensive product range and capabilities.



The event also offered numerous networking opportunities, enabling us to connect with industry peers, potential customers, and key decision-makers. These interactions provided valuable insights into current market trends, customer preferences, and industry challenges, helping us refine our strategies and develop products that better cater to market demands.

One of the crowning achievements of our participation was winning the Silver Award for Best Booth Design in the Open Structure Category (37 to 72 square meters). Our innovative booth design, which seamlessly incorporated our unique products, left a lasting impression on the judges and visitors alike. This recognition is a testament to our dedication to excellence and our ability to create engaging and aesthetically pleasing environments.

CSC Malaysia's participation in ARCHIDEX 2024 was a resounding success, marked by our strategic



partnership, award-winning booth design, and fruitful engagements with industry professionals. We are proud of our achievements and the recognition we received, which reinforce our commitment to innovation, quality, and industry leadership.

