



## **ASEAN'S FIRST "MILLIONAIRE EXPO" TO DEBUT IN THAILAND**

*Event organizer Eurasia Entertainment inks deal with Siam Paragon*

**Bangkok, 12 July 2007** – This coming November, southeast Asia will have its very own “millionaire” lifestyle consumer show, featuring under one roof some of the best-known premium brands in the world. Although luxury consumer shows have been held successfully in other markets such as the Netherlands, Russia, Abu Dhabi, Vienna and most recently, China, this will be the first time in history that an event of this scale will be hosted in the region.

Organizer Eurasia Entertainment & Events Co., Ltd. (EEE) will be bringing *Thailand Millionaire Expo 07* to southeast Asia for the first time in partnership with Siam Paragon, Thailand's most prestigious shopping complex. To be held at Royal Paragon Hall from November 1-4, 2007, *Thailand Millionaire Expo 07* promises to bring all the glamour and glitz that previous such events have become famous for.

With participation expected from more than 60 international luxury brands in 12 categories such as automotive, real estate, jewelry and fashion, the first *Thailand Millionaire Expo 07* will provide a unique marketing opportunity for companies interested in reaching the most affluent consumers in the region.

“*Thailand Millionaire Expo 07* isn't just about luxury, it's about celebrating great brands, both international and domestic,” explains Andreas Zwick, a partner at Eurasia Entertainment & Events. “There are thousands of successful premium brands around the world that together create a unique story. And there are literally hundreds of thousands of affluent consumers who are willing to listen. It is only natural for lifestyle events to extend in this direction, given the segmentation that we're seeing in marketing these days.”

Selecting Thailand for southeast Asia's first Millionaire Expo wasn't difficult, says EEE executive Mr. Wim Reijnen. “Thailand has long been known for being one of the friendliest countries in Asia to visit, evident by the 12 million foreign tourists who traveled to Thailand in 2006. Combine this with the fact that Thailand has one of the fastest growing economies in ASEAN and it was apparent to us that Bangkok would be the perfect host city.”

Teaming up with Siam Paragon, known as "the Pride of Bangkok" will give *Thailand Millionaire Expo 07* instant credibility, says Mr. Zwick. As the first mega shopping complex in Thailand and home to a number of world-class international brands and flagship showrooms, Siam Paragon offered the perfect balance of luxury and accessibility that EEE was looking for.

“I'm delighted that the very first *Thailand Millionaire Expo* will be taking place at Royal Paragon Hall,” said Mr. Arun Theng, General Manager of Royal Paragon Hall. “I'm confident that EEE's experience in organizing large lifestyle events of

this kind and Siam Paragon's loyal customer base will generate substantial buzz from the target audience here in Thailand and beyond."

And because great brands and great designs often go hand-in-hand, *Thailand Millionaire Expo* will play a role in further developing local design talent in the Kingdom. Part of the proceeds from every *Thailand Millionaire Expo* will go toward scholarships to needy high school students who are interested in pursuing fashion or design at the university level. The scholarships, which will be awarded in a competitive process, will be based on both skills and academic achievement.

For more information on *Thailand Millionaire Expo 07*, please visit <http://www.millionaire-expo.com>.

### **About Eurasia Entertainment & Events Co.**

Eurasia Entertainment & Events Co. (EEE) is a multifaceted marketing event company with its roots in Europe but based in Bangkok, Thailand. EEE was founded on the principal that Asian consumers are just as discerning and quality-focused as customers in Europe. EEE is experienced in experiential marketing for lifestyle clients with staff who are well versed in planning, creative and all aspects of event production.

### **About Siam Paragon**

Located in the heart of Bangkok, Siam Paragon is the first mega shopping complex in Thailand offering a magnificent and elegant shopping experience. Siam Paragon is home to various world-class international brands and flagship stores of the most prestigious hi-end brands in luxury, beauty, sports, hi-tech communications, lifestyle and dining as well as a 12,000 square meter convention hall, a gourmet market, a 21-screen cinema, ocean aquarium and opening soon, an opera hall.

**Photo caption:** Messrs. Wim Reijnen and Andreas Zwick of Eurasia Entertainment & Events Co. join with Messrs. Kriengsak Tantiphiphop, Chief Marketing Officer of Siam Paragon and Arun Theng, General Manager of The Royal Paragon Enterprise Ltd., to launch the Millionaire Expo in Thailand, the first such event in southeast Asia.

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**THAILAND MILLIONAIRE EXPO 07**  
**Partnership Agreement Ceremony**  
**July 2007**  
**Bangkok, Thailand**

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**SIAM PARAGON**  
The Pride of Bangkok

*Royal*  
**PARAGON HALL**  
EXHIBITION & CONVENTION CENTER

