



Building and Construction Authority



28 - 30 October 2009 | SUNTEC Convention Centre  
www.bex-asia.com

## Southeast Asia's Building Exhibition for an Eco-friendly Future

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PRESS RELEASE

Explore Design • Building Sustainable Environment

### **BEX Asia 2009 Brings Together Industry Experts to Lead Green Building Initiatives**

- **Inaugural International Green Building Conference**
  - **Southeast Asia's first Zero Energy Building**
    - **Green Mark Eco-trips**
  - **International Green Pavilion**

As the Singapore government announces new investments and initiatives to create a better, greener living environment, planners, architects and designers are coming together to share the latest innovations and ideas to turn vision into reality. Some one billion dollars of government funding will be invested to bring about significant changes in how buildings are designed, outfitted and constructed, to deliver a greener footprint on the urban landscape.

BEX Asia, Southeast Asia's green building exhibition, will bring together industry experts from a variety of sectors, and is noteworthy this year for the inaugural launch of the International Green Building Conference. Serving as an essential business link to Southeast Asia's building market, BEX Asia, held from 28-30 October, will feature the latest in building materials, design and architecture, with a concentration on eco-friendly and sustainable environments.

The focal point of the exhibition is the launch of the International Green Building Conference (IGBC), organized by the Building and Construction Authority (BCA). The three-day event, themed "Build Green. The Future is Now." and held alongside BEX Asia, will focus on green issues concerning the industry, with an emphasis on green building technologies and green building designs. With a cohort of renowned speakers and experts such as Ms. Maria Atkinson, Global Head of Sustainability at Lend Lease, acclaimed architect Prof. Kazuo Iwamura, Mr. Peter Head, Director at Arup, Mr. Edward Marzia, founder of Marzia Inc. Architecture and Planning, Mr. Stephen Selkowitz, Department Head of Building Technologies Department at Lawrence Berkeley National Laboratory, Mr. Tay Kim Poh, CEO of Housing and Development Board, Singapore and Mr. Lee Eng Lock, General Manager of Energy Division at Trane Singapore, BCA presents a line-up of industry who's-who.



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The highlight of the conference is the Green Mark eco-trips specially arranged for the conference participants to see live examples of green buildings. The Green Mark eco-trips include a special feature on the official opening of Singapore's first Zero Energy Building. Participants of the conference will have an exclusive opportunity to be among the initial few to visit this zero energy retrofitted building – the first of its kind in Southeast Asia. To complement the conference, BCA will also be partnering with the private and public sectors to showcase green projects, products and services available in the market at the Green Pavilion during BEX Asia.

Commented Mr Tan Tian Chong, Director of Technology Development Division, BCA: "We see great synergy in launching the inaugural IGBC together with BEX Asia and BCA's strong support and involvement in this regional building event reflects BCA's commitment towards green building and sustainability issues. BEX Asia's global reach and repute also make it the ideal platform to showcase BCA's Second Green Building Masterplan to the international community. We believe such events will continue to raise the awareness and adoption of environmentally friendlier, more sustainable designs, materials and construction methods among builders and developers in the region."

This is the second edition of BEX Asia which had its inaugural launch in May last year attracting close to 4,000 local and regional audience of which 30 percent were overseas attendees.

Playing a key partnership role is the Singapore Institute of Architects (SIA), which included its Annual Architecture Awards as well as Gala Dinner in conjunction BEX Asia last year. As a key partner, SIA also featured its SIA Awards Gallery as a showcase within the exhibition floor, displaying the award winning works.

Says Mr Ashvinkumar, President of SIA (Council year 2009/2010): "BEX Asia will complement SIA's own ArchiFest event, which focuses on promoting design appreciation, education, awareness and excellence in the Architecture and Design community, as well as showcase some of the finest integrated and/or sustainable works of architecture, the arts, interiors and design available in the current industry's talent pool. With the building industry taking on a more pro-active approach amongst the various stakeholders from concept design to completion and thereafter to maintenance/facility management of the building, our collective efforts in embracing, practising and promoting a more informed and responsible approach in the Built Environment should be constantly highlighted and the knowledge shared with all so that in time to come, this caring and sharing attitude becomes second nature to us. Sustainability, going Green and keeping Green is a key concern for all of us and BEX Asia meets these needs and offers both a knowledge-base platform and a business market."



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“By having these key industry events held concurrently with BEX Asia, they not only value-add and strengthen the overall positioning and offering of the exhibition, but more importantly form a vibrant market for the building community to come together and engage in positive exchange.” added Ms Michelle Lim, General Manager for Reed Exhibitions, “the event will further be a catalyst for translating critical implementations and key trends of the future of Green Building. I am delighted to note that BEX Asia has been experiencing significant interest from key countries such as China, Taiwan, Japan and Germany, just to name a few. It is an encouraging sign that we are on the right track of putting together an event which is much needed and embraced by the industry and regional players alike.”

BEX Asia 2009 exhibition besides featuring the latest in building materials, design and architecture, will have a special focus on eco-friendly and sustainable environments, which will span beyond the building industry to other sectors of the economy. The event brings together practitioners, professionals and key buyers across the building industry to learn, network and do business with Southeast Asia’s developing economies.

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#### **About Building and Construction Authority**

The Building and Construction Authority (BCA) of Singapore champions the development of an excellent built environment for Singapore.

BCA’s mission is to shape a safe, high quality, sustainable and friendly built environment, as these are four key elements where BCA has a significant influence. In doing so, it aims to differentiate Singapore’s built environment from those of other cities and contribute to a better quality of life for everyone in Singapore. Hence, its vision is to have "the best built environment for Singapore, our distinctive global city".

Together with its education and research arm, the BCA Academy of the Built Environment, BCA works closely with its industry partners to develop skills and expertise that help shape the best built environment for Singapore.

For more information, visit [www.bca.gov.sg](http://www.bca.gov.sg).

#### **About Singapore Institute of Architects**

The Singapore Institute of Architects is a professional organization established in 1961 with the objective to promote the architectural profession and the built environment in Singapore. The Institute is the sole representative for the architectural profession in Singapore.

The Institute vision is to develop ***Singapore as an Architecture Capital***. Our mission is ***to champion for excellence in architecture and the built environment***. This mission is driven by four key strategic thrusts:

- Design
- Practice
- Education
- Institution



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The management of the affairs of the Institute is the responsibility of an elected Council, comprising 17 members, one of whom, the Registrar of the Board of Architects, Singapore, is an ex-officio member. Of the 17 members, six are office bearers, who are collectively responsible for the administration and financial matters of the Institute.

### **About Reed Exhibitions**

Reed Exhibitions is the world's leading events organiser. In 2007 Reed brought together over six million industry professionals from around the world generating billions of dollars in business. Today Reed events are held in 38 countries throughout the Americas, Europe, the Middle East and Asia Pacific, and organised by 39 fully staffed offices.

Reed organises a wide range of events, including exhibitions, conferences, congresses and meetings. Its portfolio of over 500 events serves 47 industry sectors, including: Aerospace & aviation, automobiles, building & construction, electronics, energy, engineering, entertainment, environment, food & hospitality, gifts, healthcare, IT, jewellery, life sciences & pharmaceuticals, property, manufacturing, medical education, packaging & converting, printing & visual communication, security, sports & recreation, travel.

Working closely with professional bodies, trade associations and government departments Reed ensures that each and every event is targeted and relevant to industry needs. As a result, many Reed events are market leaders in their field.

Reed Exhibitions is part of Reed Elsevier Group plc, a FTSE-100 company and world-leading publisher and information provider. The group employs more than 32,000 people, including approximately 20,000 in North America. In February 2008, Reed Elsevier reported revenues for 2007 of £4,584m/€6,693m.

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