



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

Explore Design • Building Sustainable Environment

21 November 2008

### PRESS RELEASE

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## Building and Construction Authority supports Singapore Institute of Architects and Reed Exhibitions for BEX Asia 2009

BEX Asia, the Southeast Asia region's building industry exhibition organised by Reed Exhibitions, will now be held alongside the inaugural International Green Building Conference (IGBC) organised by the Building and Construction Authority (BCA).

The theme of the IGBC conference, which is a 3-day event, will focus on green issues concerning the industry today with more emphasis on green building technologies and green building designs. 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 Zero Energy Building at the BCA Academy, which has started construction in October this year, will be one of the showcases during the Green Mark eco-trips. To complement the IGBC Conference, BCA will be partnering with the private and public sector to create a Green Pavilion at BEX Asia. The pavilion will showcase green projects, services and products.

Commented Mr Tan Tian Chong, Director of Technology Development Division, BCA: "Since the introduction of the BCA Green Mark Scheme in 2005, BCA has been actively focusing on green building issues. We have been working on the idea of having an International Green Building Conference for several months. We see synergy in organising this event together with BEX Asia, as the regional building event's theme on green and sustainability is in line with BCA's IGBC's focus."

This partnership will mean that BEX Asia's event dates will be re-aligned, as the exhibition will now be scheduled to take place from 28-30 October 2009 at Suntec Singapore.

BEX Asia which concluded its very first showcase in May this year, attracted a local and regional audience of which 30 percent of its attendees were overseas visitors. The exhibition, which garnered close to 4,000 industry professionals, will hold its second edition in partnership with the Singapore Institute of Architects (SIA). In BEX Asia's inaugural launch this year SIA had included its Annual Architecture Awards as well as



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Gala Dinner in conjunction with the exhibition. As a key partner, SIA also featured its SIA Awards Gallery as a showcase within the exhibition floor, displaying winning works from the recipients of its 2008 awards presentation.

With SIA's presence, BEX Asia will complement SIA's own ArchiFest event, which focuses on promoting education, awareness and excellence in the Architecture and Design community, as well as showcase some of the finest works of art, interior and design available in the current industry's talent pool.

Says Mr Tai Lee Siang, president of SIA, "The industry is seeing a lot of synergy as architecture and design takes on a more informed approach and responsibility in the Built Environment, where Green focus is a key concern and integrated within the roles of architecture, interior, design and landscape. Collectively, these different aspects make up the development of today's built environment. I believe the collaborations paves the way for BEX Asia transcending all other events in the region to become one which the industry can really look upon as a core industry event."

With ArchiFest 2009, a month-long event for the Architectural Festival and IGBC as integrated events, BEX Asia will undoubtedly be on the right track in maintaining its regional focus and grow to become a platform where the industry convenes and engage in knowledge sharing and information exchange. The combination of each event's target audiences, content dissemination and fringe activities will definitely leverage on each other's key strengths and create greater interaction within each different segment of the industry.

"A meeting of minds is how we vision BEX Asia to be. It is an exhibition that the building industry will relate to and we see these co-located and concurrent events as key points that value-add and strengthen our overall positioning and offering," said Ms Michelle Lim, general manager for Reed Exhibitions. "We understand the importance of bringing together industry professionals and providing a business oriented platform where ideas and opportunities can be realised and BEX Asia aims to be just that. We are excited in BEX Asia transforming into a significant event for the region. We envisage our close partnerships with BCA and SIA as critical factors that enhances the value and success of our events."

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.

At BCA, our 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, we aim to differentiate Singapore's built environment from those of other cities and contribute to a better quality of life for everyone in Singapore. Hence, our vision is to have "the best built environment for Singapore, our distinctive global city".

Together with our 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 organisation 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

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.

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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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