

FOR IMMEDIATE RELEASE

BEX Asia 2008 Provides the Region on Key Insights to Eco-Friendly Urban Development

- The latest, most advanced products and technologies for green, eco-friendly buildings and sustainable urban development for the South East Asian building & construction industry will be showcased at BEX Asia 2008 -

SINGAPORE, 11 April 2008 – Reed Exhibitions is proud to launch BEX Asia 2008 as a comprehensive building and construction exhibition that also serves as THE regional platform to discuss the latest trends and concerns of the building industry today. Addressing environmentally-friendly and sustainable approach to building design, site assessment, material selection, energy management, water management, are just some of the areas participants can expect to gain knowledge on. Beyond exchanging ideas, BEX Asia will also showcase the most advanced products, technology and solutions for green, eco-friendly buildings and sustainable urban development.

Today, Asia Pacific is home to more than half of the world's population. With an increasing middle to high-income group, almost 40 per cent of Asia's population now lives in cities. In Singapore, landscapes and skylines have transformed dramatically over the last 40 years to what has become a modern metropolis. The building and construction industry in Singapore expects a robust growth and a promising market outlook this year. Singapore's construction sector grew 9.7 per cent in the first quarter, with awarded contracts amounting up to SGD\$19 billion.

However, economic growth, urbanization and the changing consumption patterns in Singapore and the Asia Pacific is straining the environment – pollution, waste generation and resource depletion are major issues today – and this has direct impact for the building and construction industry. Globally, at least 40 per cent of raw materials and 16 per cent of fresh water are consumed by the construction sector annually. The governments in Asia are aware of the

alarming growth of such trends in their countries, leading them to embrace the concept of eco-friendly development when building urban infrastructure.

“We see the concerns of rising energy demand and technological advances as the key issues in the building and construction industry. And as contracts and projects increase, along with the current trends of green and sustainable buildings and future developments in South East Asia, there is a demand for a dedicated building and construction industry event to provide insight and knowledge sharing to meet these changing environments. BEX Asia 2008 is the inaugural start to a new era of expositions catered to the building industry,” says Michelle Lim, General Manager for Reed Exhibitions.

One of the exhibitors participating at BEX Asia 2008, Holcim, the world’s leading supplier of cement, concrete and aggregates, will be showcasing their latest eco-friendly concrete - EcoCrete and EcoCrete-S. “As concrete is the second most used resource in the world after water, Holcim produces greater volumes of concrete and cement while using fewer resources and producing less wastes,” said Dr Sujit Ghosh, Chief Executive Officer of Holcim (Singapore) Pte Ltd. “We put our efforts in the field of sustainability to the technological, environment, socio-economic and cultural issues affecting building and construction. By being one of the exhibitors at BEX Asia, we hope to share our commitment to build a better environment.”

At the show, visitors can also look forward to seeing other green products and solutions, for example: solar protection and energy saving interior sun shade from MULTIFILM of Germany; thermal insulation solutions for building & housing from JSP of Japan; ecological laminate flooring from UNILIN FLOORING of Belgium; water and energy-saving valve flush, sink taps, shower taps and heads from Rigel Technology of Singapore.

From 21 to 23 May 2008, BEX Asia will be held in Singapore at Suntec Convention Centre. The exhibition is expected to bring together two halls, approximately 7,000 square metres of the most comprehensive display of the latest and most sophisticated products, materials, application techniques, technologies, services and equipments from all over the world. It will be the meeting ground for architects and interior architects, interior designers and decorators, contractors, project managers, estate and property managers, building engineers and consultants, as well as quantity

surveyors to network, exchange views, as well as explore collaborations and business opportunities

For the first time, the APSDA Congress and General Assembly 2008 will be held in Singapore, in conjunction with BEX Asia. The 2-day APSDA Congress focuses on delivering the best platform for architects and interior designers to share knowledge and ideas as well as discuss key issues and challenges faced in realizing design in the changing regional and world environment. With more than a hundred exhibitors involved in BEX Asia, along with APSDA Congress and Singapore Institute of Architecture (SIA) annual dinner, Reed Exhibitions hopes to attract some 8,000 visitors from the building and construction industry from around the region for the 3-day exhibition.

“We are pleased to be a key supporter of BEX Asia as we see the event as one which the industry will recognize as an essential exhibition to participate in,” says Tai Lee Siang, President of Singapore Institute of Architects. “We are confident of the expertise Reed Exhibitions has with their prominence in organizing large scale events, and BEX Asia promises to be an exciting show worth visiting by professionals in our industry.”

Reed Exhibitions is pleased to be working alongside industry bodies such as Singapore Institute of Architects (SIA), Building and Construction Authority of Singapore (BCA), Interior Designers Confederation of Singapore (IDCS), Specialists Trade Alliance of Singapore (STAS) and the Singapore Tourism Board (STB) for BEX Asia.

-END-

Notes to Editors:

About BEX Asia

BEX Asia 2008 exhibition will be held at SUNTEC Singapore from 21 to 23 May 2008 and is organized by Reed Exhibitions Pte Ltd. The inaugural launch of BEX Asia is a comprehensive building & construction event for the Asian region, bringing together the latest and most sophisticated products, designs, materials, applications, techniques, technologies, services and equipments available in the building and construction industry. Comprising key international participants from countries such as China, Germany, Hong Kong, Italy, Singapore, Taiwan and the United Kingdom, BEX Asia has also garnered the full support of key associations such as the Building and Construction Authority of Singapore (BCA), Singapore Institute of Architects (SIA), Interior Design Confederation of Singapore (IDCS), Specialists Trade Alliance of Singapore (STAS), Singapore Manufacturers Association (SMA), Singapore Tourism Board (STB), and Singapore Exhibition & Convention Bureau (SECB).

Building & Construction, Property, Interior Design

With some 50 exhibitions in 18 countries, including top events like [Batimat](#), the [National Hardware Show](#), [Mostro Convegno](#) and [MIPIM](#), Reed Exhibitions' portfolio of building and construction shows are building business the world over.

Every year our events bring together over 16,000 suppliers and 1,250,000 building professionals from around the globe, offering unprecedented access to national and international building, construction and property markets, which also includes interior design.

Through partnerships with sister companies of Reed Elsevier we deliver highly informed events and leading edge conferences tailored to the needs of individual customers.

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. In 2006, Reed Elsevier made adjusted profit before taxation of £1,052 million on turnover of £5,398 million.

Issued on behalf of Reed Exhibitions by MRA Communications Pte Ltd

For media enquiries, please contact:

Melanie Mostafa
Reed Exhibitions
Senior Marketing Executive
Direct : +65 6780 4587
Email : melanie.mostafa@reedexpo.com.sg

Melissa Teo
MRA Communications
Senior Associate
Direct : +65 6338 6780
Email : melissa.teo@mra-asia.com