

FOR IMMEDIATE RELEASE

## **BEX Asia 2008 Provides the Region with Key Building and Construction Trends**

*- The latest, most advanced products and technologies for the South East Asian building and construction industry on showcase on ONE platform -*

**SINGAPORE, 21 May 2008** – Reed Exhibitions today launched BEX Asia 2008, THE inaugural comprehensive building and construction exhibition that serves as a regional platform for the latest trends and concerns of the building industry.

The exhibition brings together two halls of the most comprehensive display in products, materials, application techniques, technologies, services and equipment from all over the world, with exhibitors spanning across 5 key segments of the industry. BEX Asia is the meeting ground for architects, interior designers and decorators, contractors, project managers, estate and property managers, building engineers and consultants, quantity surveyors and other professionals and practitioners to network, exchange views and explore collaborative business opportunities.

Construction demand is expected to reach between S\$23 billion and S\$27 billion in Singapore alone this year. With contracts awarded for large projects such as the upcoming two integrated resorts developed by Las Vegas Sands and Genting International Group, the petrochemical plants by ExxonMobil and Shell, the Sports Hub and the Marina Bay Financial Centre, construction spending will hit US\$55 billion by 2011.

“Today, we are excited about BEX Asia 2008 as it marks the start to a new era of exhibitions catered to the thriving building industry. We aim to congregate the different aspects of the building and construction world and view BEX Asia as a springboard for local firms to venture out and expand their reach towards newer markets.” 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, in a bid to provide eco-friendly product choices and alternatives to building developers and contractors. "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 waste," 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 not only showcase our products but also reinforce our commitment to build a better environment through our offerings."

In addition, for the first time in Singapore, the APSDA Congress and Assembly 2008 is held in conjunction with BEX Asia from 20-22 May. This year's congress and assembly theme, REALIZING DESIGN: BRIDGING THE GAP will feature speakers from each APSDA member country to present their views on the challenges in interior design education, services and practices. Besides hearing the keynote speech on Inspiration and Integration by Ms Shashi Caan, President Elect of the International Federation of Interior Architects and Designers, delegates will also get to view the APSDA Awards Gallery, where shortlisted works of the best designers from the Asia Pacific region are showcased.

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), Singapore Contractors Association Limited (SCAL), Singapore Manufacturers Association (SMA) and the Singapore Tourism Board (STB).

"We are pleased to be a key supporter of BEX Asia as we see the event as one which the industry will recognise as an essential exhibition to participate in," says Tai Lee Siang, President of Singapore Institute of Architects. "The exhibition focuses on bringing together key components in the building industry; the role of architecture and its significance in the industry makes it an integral inclusion at this inaugural event."

BEX Asia is held in Singapore at Suntec Convention Centre from 21 to 23 May 2008. Reed Exhibitions hopes to attract some 6,000 visitors from the building and construction industry from around the region over the three-day exhibition.

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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.

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