



Building and Construction Authority



28 - 30 October 2009 | SUNTEC Convention Centre
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Southeast Asia's Building Exhibition for an Eco-friendly Future

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Explore Design • Building Sustainable Environment

PRESS RELEASE

Record Attendance Expected at BEX Asia 2009 – Southeast Asia's Green Building Expo Held Alongside the Inaugural Green Building Conference in Singapore

- 90% of exhibitors showcasing GREEN products for sustainable building
- GREEN conference addressed by leading international building and design experts

Record attendance is expected as the countdown begins to Southeast Asia's leading 'green building' expo **BEX Asia 2009** being held alongside the inaugural **International Green Building Conference** from October 28-30 at Suntec Convention Centre, Singapore.

BEX Asia is a three-day trade event for building companies to showcase GREEN products and services; exchange knowledge and best practices; network and do business across the region with an emphasis on eco-friendly and sustainable development.

4,000 visitors – 30 percent of which were from overseas – attended last year's inaugural event, and figures are expected to exceed with a record number of building and construction professionals converging for BEX Asia 2009.

Confirmed to participate are some 100 key players from around the region including China, Japan, Malaysia, Singapore, Taiwan to as far afield as Germany, Italy and the USA.

"Awareness of sustainable building has surged in both the private and public sectors despite the current economic climate," said Ms Michelle Lim, General Manager for Reed Exhibitions.

"We are seeing a marked increase in the total number of exhibitors, including GREEN companies dedicated to elevate the awareness of building GREEN and promoting the implementation of GREEN products that contribute to a sustainable and cost saving future landscape".

Joining BEX Asia 2009 for the first time are prominent players such as **BASF**, **Siemens**, **Trane** from the USA, **Autodesk** and **KONE** who will each showcase their latest products and technologies for a greener future.

"In an evolving design conscious and eco-savvy world, an event like BEX Asia is imperative and a unique opportunity for us to be able to meet the key industry players under one roof" said Mr. Lee Eng Lock, General Manager, Energy Division of Trane Singapore.

Of particular note for this year's conference is the inaugural International Green Building Conference (IGBC), "Build Green The Future is Now" running simultaneously to BEX Asia 2009, organised by Building and Construction Authority (BCA) of Singapore.

IGBC's "Build Green The Future is Now" will feature renowned leaders in the fields of green architecture, engineering, planning, design and building supplies who will present on a broad range of topics related to sustainable building.



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This will include the greening of existing buildings and smart passive design, emerging new technologies, building information models and IT solutions, best practices in GREEN roofings and facades, GREEN projects and construction.

Participants will have the opportunity to meet and engage with the invited experts at workshops, GREEN tours and talks scheduled throughout the three-day conference – including first hand viewings of Singapore's 'Zero Energy Building'; a part of the BCA's flagship research and development project under its Green Building Master Plan.

In a region where people are willing to pay premiums of over 10 percent for "sustainable" buildings, compared with three percent in North America and Europe, according to Jones Lang LaSelle, BEX Asia provides building professionals and practitioners with a platform for sourcing and learning on sustainable building.

Mr Tan Tian Chong, Director of Technology Development Division, at Singapore's BCA, said: "More than ever, an educational platform like IGBC is needed to bring together green building stakeholders from all facets, including property owners, built environment professionals and other representatives, and inform and update industry practitioners about the latest developments in green building ... BEX Asia presents such a platform through which BCA hopes to encourage and nurture the growth of green buildings in the region, cultivating a more eco-friendly environment and lifestyle."

The BCA Green Mark Scheme was launched in January 2005 to promote environmental awareness in the construction and real estate sectors. It is a benchmarking scheme aimed at achieving a sustainable built environment through best practices in environmental design and construction, and the adoption of green building technologies.

Exemplary BCA Green Mark buildings in Singapore include City Square Residences, for minimizing heat gain and reducing cooling load; the National Library Building, for water and energy consumption efficiency; and the Samwoh Building, for the use of Recycled Concrete Aggregates in structural concrete for building structures.

Renowned speakers throughout the conference will include:

- Prof. Steffen Lehmann, UNESCO Chair in Sustainable Urban Development for Asia and the Pacific
- Dr Qiu Baoxing, China's Vice Minister at the Ministry of Housing and Urban-Rural Development – *Thoughts on Ecological Civilisation and Eco-city*
- Mr. Kevin Hydes, President and CEO of Integral Group USA and former Chair, World Green Building Council (WGBC) – *Innovative Green Approaches*
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- Ms. Maria Atkinson, Global Head of Sustainability at Lend Lease Australia – *Building a Global Solution for jobs, New Markets while Reducing Greenhouse Gas Emissions*
- Mr. Peter Head, Director of Arup UK – *Entering the Ecological Age – The Engineer's Role*
- Prof. Kazuo Iwamura, Principal and Founder of Iwamura Ateliers Co. Ltd – *Integrated Green Design Process*
- Mr Lam Siew Wah, Deputy CEO of Singapore's Building and Construction Authority – *The Second Green Wave: The BCA 2nd Green Building Masterplan*



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- Mr Tay Kim Poh, CEO of Singapore's Housing & Development Board – *PUNGOL 21+: HDB's Approach to Environmental Sustainability in its Heartlands*
- Mr. Lee Eng Lock, General Manager of Trane Singapore – *Maximising Carbon Savings at High Profit with Appropriate Technology*

Mr Ashvinkumar s/o Kantilal, President of Singapore Institute of Architects (SIA), comments: "Sustainable green building is gaining a great deal of public interest and awareness as all eyes turn towards protecting and preserving the delicate eco system. As architects, we have to be at the forefront of new trends and technology. We are proud to be working with BCA and Reed towards BEX Asia 2009, and also our own SIA Archifest 2009, where sustainability plays a lead theme."

For up to date details on the exhibitors to BEX Asia 2009, please visit www.bex-asia.com

For a full programme and speakers list for IGBC's "Build Green The Future is Now", please visit www.igbc.com.sg

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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, and 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.

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.



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Singapore Institute of Architects

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

The Institute's 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:

- Practice
- Education
- Design
- Institution

The management of the affairs of the Institute is the responsibility of an elected Council comprising 21 members, one of whom is an ex-officio member. There are six office bearers, who are collectively responsible for the administration and financial matters of the Institute.

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Media Contact:

Wenli Ong at wenli.ong@ghcasia.com

T. +65 6438 4024

Or

Hannah Gold at Hannah.gold@ghcasia.com

T. +852 2810 0532

For media enquiries, please contact:

Melanie Mostafa (Ms)

Senior Marketing Executive

Reed Exhibitions

Tel : +65 6780 4587 | Fax : +65 6588 3832

Email : melanie.mostafa@reedexpo.com.sg

Matthew Loh (Mr)

Senior Communications Officer

Building and Construction Authority (BCA)

Tel : +65 6325 7721 | Fax : +65 6325 4800

Email : matthew_loh@bca.gov.sg

Geraldine Ng (Ms)

Singapore Institute of Architects (SIA)

Tel : +65 6226 2668 | Fax : +65 6226 2663

Email : green@sia.org.sg

Reed Exhibitions Co. Reg. No. 19780102N

The Signature 51 Changi Business Park Central 2 #07-01 Singapore 486066
Tel: +65 6789 8800 Fax: +65 65883832 Website: www.reedexpo.com.sg



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The opening of BEX Asia 2008



The National Library Building, Singapore – BCA Green Mark Certified