

Capitalize on the Green Building Evolution in Southeast Asia

Understand Your Place in the Market

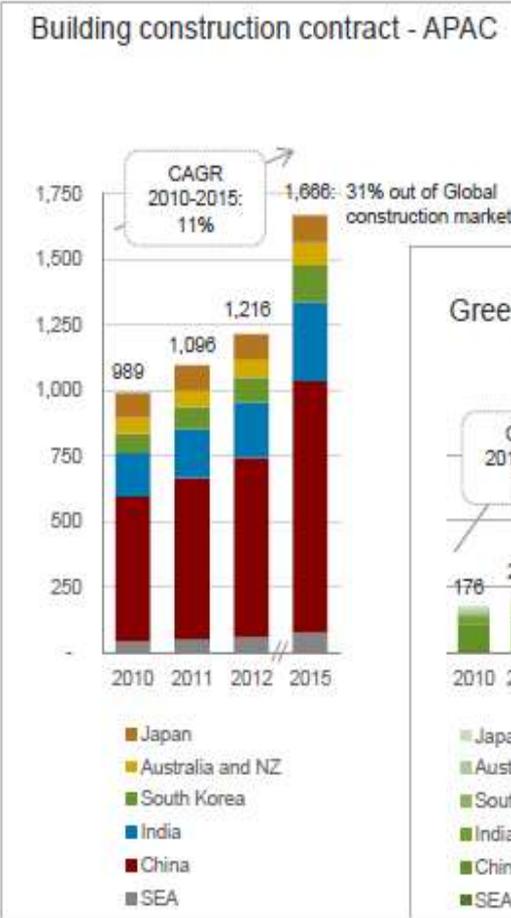
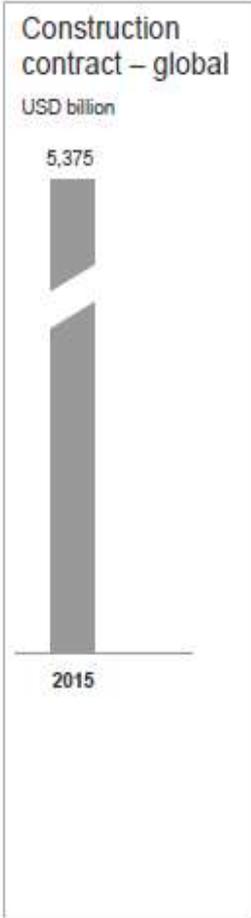


INTRODUCTION TO THE GREEN BUILDING INDUSTRY

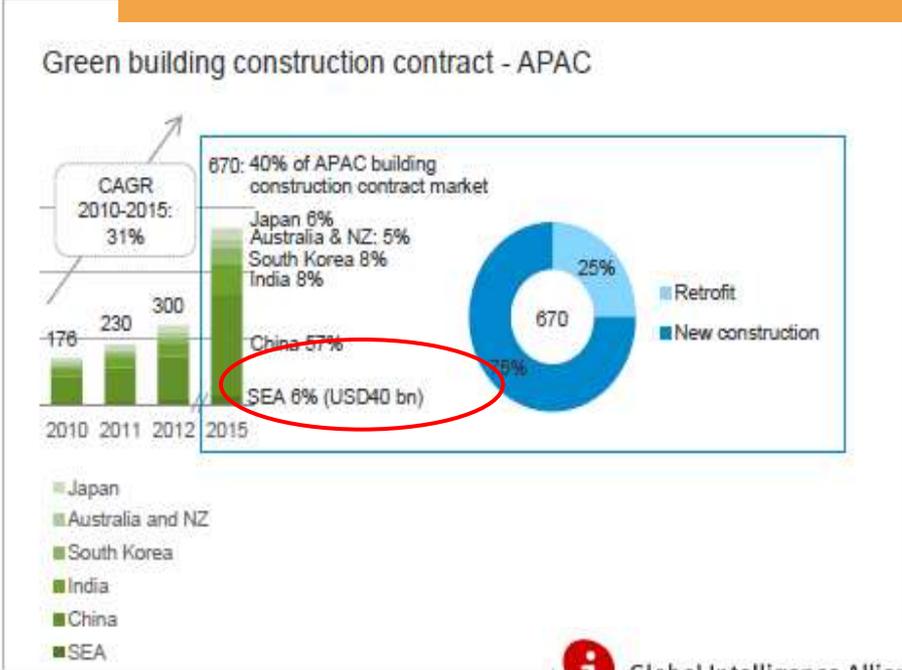
In Southeast Asia



Global Green Building Construction is expected to grow at 31% annually

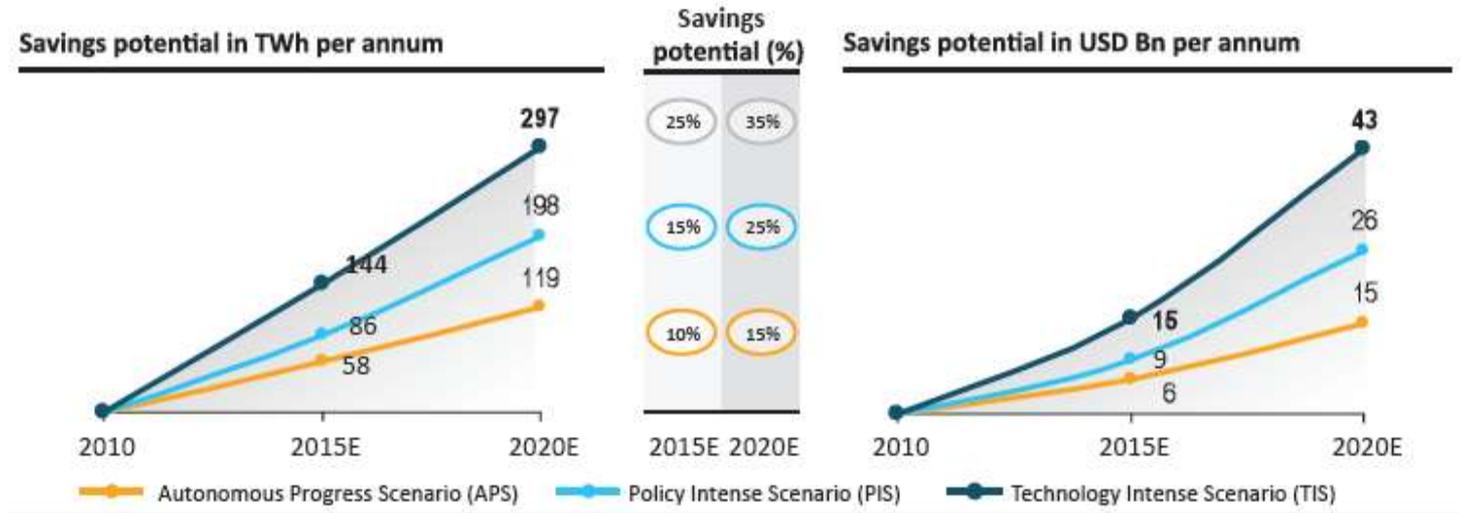


SOUTHEAST ASIA'S
Green Building Construction Contracts are expected to reach USD40bn in 2015!



Investment and Market Opportunities in Energy Efficiency (EE)

Potential for energy savings: By 2020, Southeast Asia could achieve efficiency gains of between 12% and 30%, equivalent to power savings of between USD 15 billion and USD 43 billion.



Source: Roland Berger

With large energy savings potential, Southeast Asia is a burgeoning market opportunity for suppliers of EE technologies, products and services.

EE Driven Markets

Existing and Proposed Energy Efficiency Policies (Building Codes/ Labelling) in key SEA markets:

Market	Building Code	Minimum Energy Performance Standards (MEPS) and Labelling
Singapore	Mandatory codes (building envelope, AC equipment, etc.). Minimum environmental standards for new and existing buildings.	Mandatory labelling (refrigerators, AC, clothes dryers). Mandatory MEPS (refrigerators, AC).
Malaysia	Voluntary codes (energy efficiency, renewable energy).	Mandatory MEPS (refrigerators, lightings, AC, fans, TV)
Indonesia	Voluntary codes (building envelope, AC, lighting, energy auditing).	Mandatory labelling (CFLs).
Philippines	Voluntary codes (energy conserving design).	Mandatory MEPS (AC, CFLs, linear fluorescent lamps). Mandatory labelling (8 products: refrigerators, AC, CFLs, etc.).
Thailand	Mandatory codes (building envelope, lighting, AC). Voluntary labelling (building envelope, lighting, AC, alternative energy).	Mandatory MEPS (refrigerators, AC). Voluntary labelling (23 products: refrigerators, AC, rice cookers, etc.).
Vietnam	Voluntary codes (building envelope, lighting, AC, ventilation).	Mandatory MEPS from January 2015. Mandatory labelling from July 2013 (8 products: AC, fans, rice cookers, etc.).

Source: [International Energy Agency](#)

Understanding the SEA Markets & Green Building Pushes

THAILAND

Population: 67 million

GDP: USD366 billion

Green push: The Ministry of alternative energy and efficiency and Thai Green Building Institute (TGBI) released green building rating tools called "TREES". Developers are incentivized by being permitted to increase floor-area ratios over and above the normal buildings, if they built in line with the green building concept.

MALAYSIA

Population: 30 million

GDP: USD304billion

Green push: The Ministry of Energy Green Technology and Water (KeTTHA) – Sustainable Energy Development Authority (SEDA), under the MGBC (Malaysia Green Building Confederation) released GBI (Green Building Index). A total of 50 million sq ft of buildings in Malaysia have been certified using Green Building Index (GBI) rating tools since GBI was formed in 2009.

SINGAPORE

Population: 5 million

GDP: USD275 billion

Singapore is Southeast Asia's green building leader, standing at the frontier of the region's collective green efforts, paving the way for the Build Green Evolution. Propelled by the Building & Construction Authority of Singapore, there are already 1600 Green Buildings in this country, certified under its Green Mark Scheme! With that, more than 20% of Singapore's buildings are now green, and is well on the way to the goal of hitting 80% by 2030.

INDONESIA

Population: 250 million

GDP: USD878billion

Green push: The government released a regulation on green building which came into effect on April 2013, where Building owners in Jakarta have a mandate to comply with the environmental guidelines. No permits/certificates will be issued for buildings which fail to comply with the regulation. The government together with the Green Building Council Indonesia (GBCI) released a Green Rating tools called "Greenship"

PHILIPPINES

Population: 106 million

GDP: USD250billion

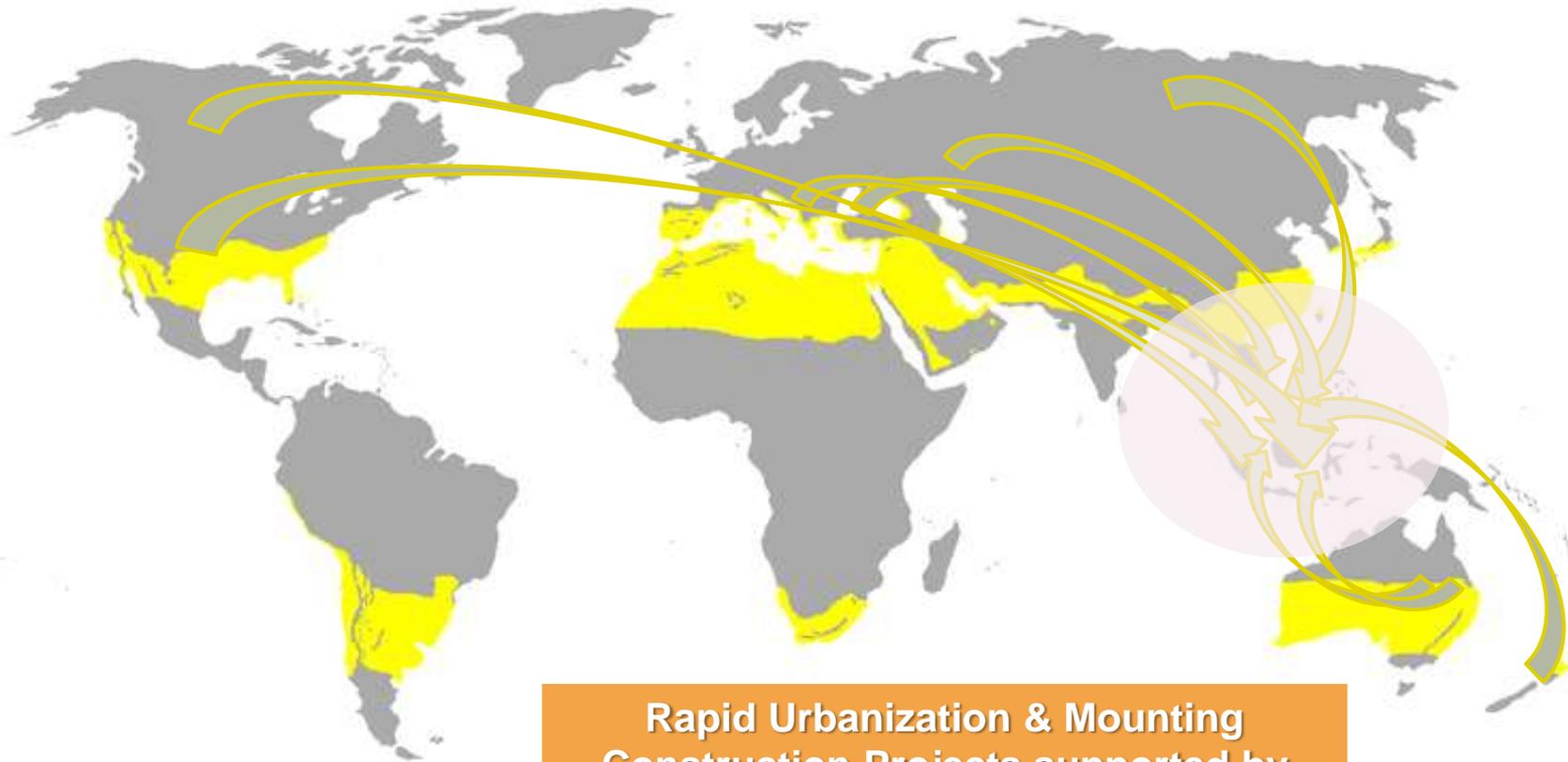
Green push: The Department of Energy (DOE) and the Philippine Green Building Council (PHILGBC) are encouraging project developers to register and undergo the BERDE Assessment and Certification and be publicly recognized under the Philippine Energy Efficiency Project: Efficient Building Initiative (PEEP-EBI).

Government Pushes reflect Stability and Economic Dollars for all who Enter the Region

Green Building Labels, Institutes, Councils across Southeast Asia

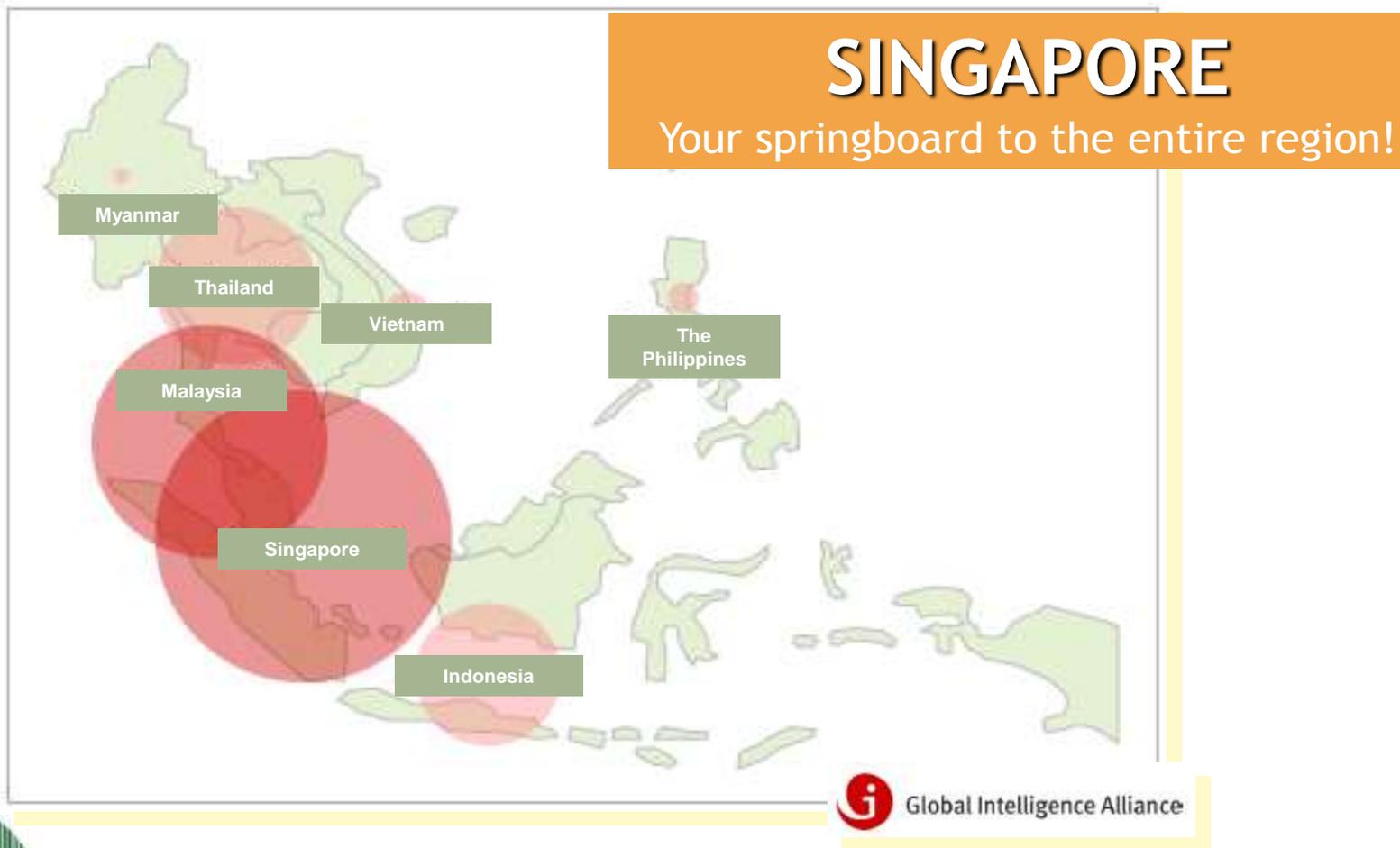


Global Green Building Trade Rushing into the Region

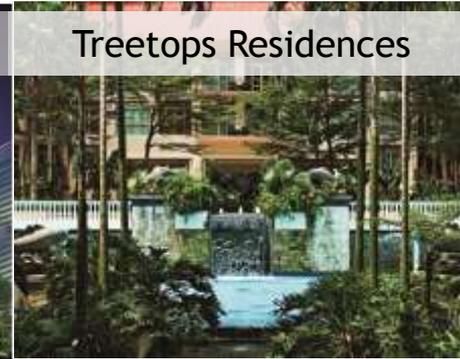


**Rapid Urbanization & Mounting
Construction Projects supported by
Green Building Government Incentives
Propels Demand for Green Building
Solutions from Mature Markets**

According to GIA, Singapore is perceived as the most advanced in green building in SE Asia



There are already more than **1,500** buildings endorsed by the Green Mark Scheme in the region. Take a glimpse of Singapore's Green Building Projects



Take a bite out of SEA from Singapore

BEX ASIA 2014 WILL FACILITATE YOUR ENTRY INTO SOUTHEAST ASIA



Be a part of BEX Asia, Your Gateway to Southeast Asia



BEX Asia is Southeast Asia's business platform for the **Build Green** environment. It provides a one-stop sourcing solution to cutting-edge technologies in building materials, energy efficiency systems, sustainable design and architecture for the future of sustainable communities and enhances your insights and competitive edge.

BEX Asia is also a business networking event, bringing together **skilled professionals, key industry practitioners, specifiers and buyers from the region** and beyond to create business opportunities, in support of the global needs to build a greener community, greener future

**THE ONLY GREEN BUILDING EXHIBITION
THAT IS PART OF THE SINGAPORE GREEN
BUILDING WEEK!**



- Strategic Partners

Building and Construction Authority



- Key Supporting Organisations



BEX ASIA IN 2013

The 6th edition



KEY EXHIBITION STATISTICS

9,023 building professionals from **71** countries

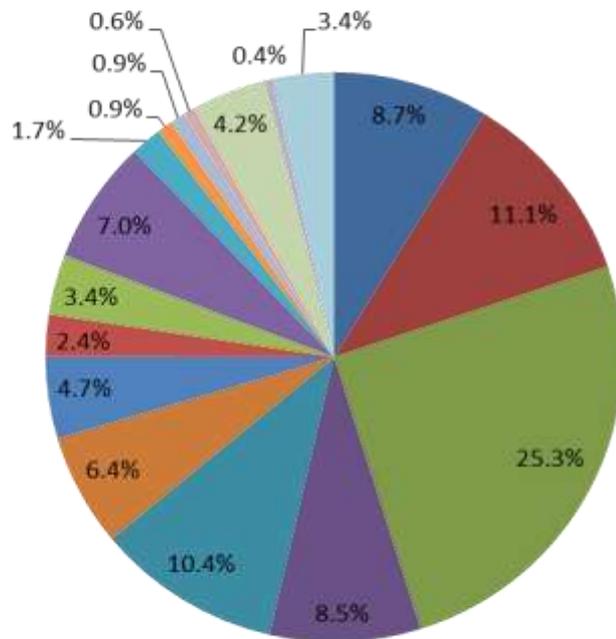
1,044 C-level and Directors

306 exhibiting companies from **32** countries

4 National Pavilions – Singapore, China, Japan,
Taiwan

KEY EXHIBITION STATISTICS

2013 Visitor Breakdown by Profession



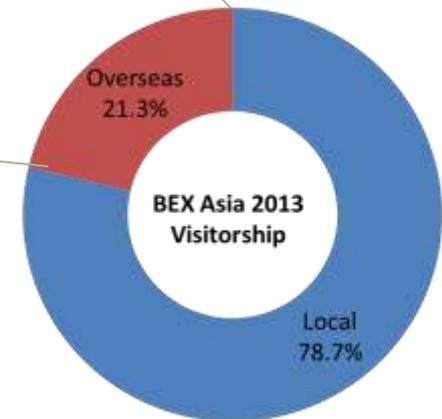
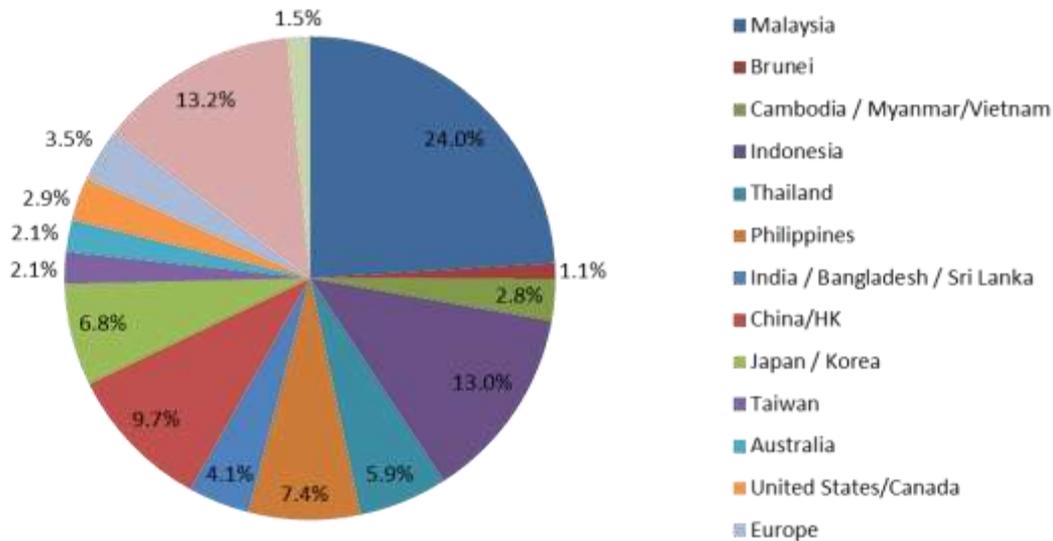
- Architects / Landscape architects
- Interior designers / Designers
- Engineers
- Agents/Distributors/Manufacturers
- Consultants
- Contractors
- Developers/Building Owners
- Hoteliers / Retailers / Restauraners
- Government / Statutory Board
- Property & Facility Managers
- Quantity Surveyors
- Energy Managers
- Lighting Specialists / Designers
- Site Managers
- Academics / R&D
- Urban designer / Planner
- Project Managers

NEW VISITOR PROFILES!

- Lighting Specialists / Designers
- Energy Managers
- Urban Designers / Planners
- Site Managers

KEY EXHIBITION STATISTICS

2013 Overseas Visitors Breakdown



KEY EXHIBITIORS

AGC

camfil
CLEAN AIR SOLUTIONS

DAIKIN

Holcim

**HOUSING &
DEVELOPMENT
BOARD**

JOVEN
since 1963
Bringing Innovation Home™

LAFARGE

LGM

LUTRON
Innovations In Lighting Control



TRANE

JAPAN
JETRO

M3
MILLENNIUM 3
BUILDING PRODUCTS PTE LTD

GRM Biowood International
(Singapore) Pte Ltd

JJ-LAPP CABLE

BEX Asia
Build Eco Xpo
Building Today, Sustaining Tomorrow

KEY VISITORS

Leading ARCHITECTS & DESIGNERS



KEY VISITORS

Leading BUILDING OWNERS & DEVELOPERS



KEY VISITORS

Leading HOTELS & RETAIL

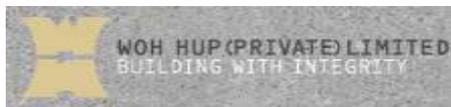


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KEY VISITORS

Leading CONTRACTORS



BINTAI KINDENKO PTE LTD



SATO KOGYO
Founded 1862



KURIHARA KOGYO CO., LTD



KEY VISITORS

Leading CONSULTANTS & ENGINEERS



DID YOU KNOW?

- **>23%** of buyers who attend BEX Asia have an annual purchasing budget of more than \$1million
- **46%** of visitors choose BEX Asia as the only building exhibition that they attend in Singapore
- **87%** of exhibitors in BEX Asia 2013 were satisfied with the new business contacts they made

BE WHERE THE GREEN BUILDING EXPERTS ARE

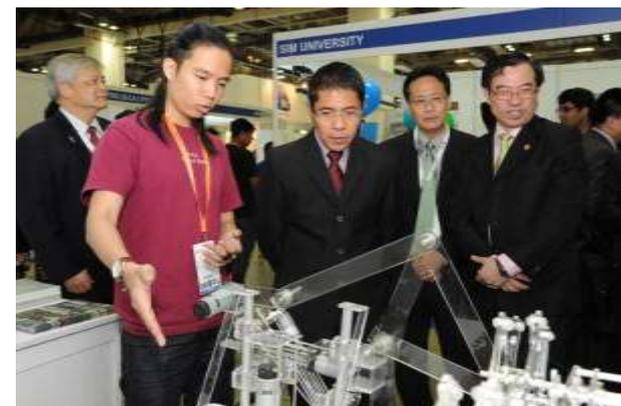
KEY INDUSTRY EXPERTS SUPPORT BEX ASIA

BE RECOGNISED AS A KEY PLAYER IN THE INDUSTRY!



GUEST-OF-HONOUR & VIP TOUR

Deputy Prime Minister of Singapore Mr Teo Chee Hean
at the Opening Ceremony



Dr Mohamad Maliki Bin Osman, Minister of State, Ministry of Defence
and Ministry of National Development

THE LEARNING EXPERIENCE...

THE GREEN VIEW - GUEST SPEAKERS



Dr. Ken Yeang
Principal
TR Hamzah Yeang International
**Recent Work, Ideas and
Advancements in Ecodesign and
Ecomasterplanning**



Ms Christine Tan
Facilities Management Asia
Colliers International
**Facilities Management for
Sustainability and Operational
Efficiency in People-focused
Structures**



Façade Seminar By Singapore Institute of Architects
Mr. Andrew J Lee
Regional General Manager
Hunter Douglas
Ms. Ayca Ozcanlar
Senior Façade Consultant
Arup Façade Singapore Pte Ltd



Mr. Philip Hannaford
Director
Hassell Studio
Sustainability through Workplace Agility



Ms. Sarah Greenlees
Architect
Arkitrek
**Applying Cost-effective Rural
Construction Strategies on Urban
Landscapes**



Ms. Jaye Tan
Sustainable Building Design Architect
DP Architects
**Renewable Building Materials for
Low Embodied Energy
Construction**

GREEN SPACE AWARD



Millennium 3 Building Products Pte Ltd



Pacific Forest Products Pte Ltd



GRM Biowood International (S) Pte Ltd

FACILITATING YOUR BUSINESS...

Business Matching Programme – *Where Buyers Meet Sellers*



GET YOUR HANDS ON...

- Weaving With Natural Materials Workshop By Arkitrek



- Segway – The Green Transport



EXTENSIVE PR/MEDIA COVERAGE

BEX Asia is back

GREATER: BEX (Build Eco Xpo) Asia, Southeast Asia's premier business platform for the green building and construction industry expects over 35,000 visitors (RM425 million) worth of transactions to be sealed during BEX Asia 2013 to be held from 11 to 13 September at the Marina Bay Sands Convention Centre in Singapore.

Stepping up its efforts to realize its green city vision, the year's exhibition which expects some 10,000 visitors regionally will see the forging of new partnerships and collaborations with companies from as far off as Japan.

According to Louise Chua, project director of BEX Exhibitions which organizes BEX Asia 2013, a key

highlight would be "The Green View" a platform that will see invited key speakers elaborate on green issues.

Two Malaysians - Dr Kim Young principal of T.H. Hamzah & Young Soh Bhd and architect Sarah Greenwell of Arkitek are among the speakers.

Young will present on the topic of "Recent work, ideas and advancements in eco-design and eco-remediation". Greenwell meanwhile will talk about how Arkitek's approach has brought industry and tourism leaders together with the indigenous people with a view of promoting tourism while protecting nature as covered in the topic "Applying cost-effective rural construction strategies on urban landscapes".



BEX Asia 2013 will see over 300 international exhibitors showcasing the largest range of green products in Southeast Asia. Citicomb Technology Sdn Bhd, Engin Corporation, LG Citibuild Building Materials Sdn Bhd and Ioven Electric are among the Malaysian companies that will be participating at this year's event.

BEX Asia 2013 will be held in conjunction with the inaugural edition of the World Engineering Expo (WEX).

ทหรุภาครัฐต้นทหรุอาคารเขียวเติบโต บุงมทาน 'บิลด์ อีโคโนมิค' ไปสะพัดซัพพลาย

บิลด์ อีโคโนมิค (BEX) 2013 จะเห็นการเติบโตของอาคารเขียวในประเทศไทย โดยคาดว่าจะมีผู้เข้าชมกว่า 10,000 คน และคาดว่าจะมีมูลค่าการซื้อขายกว่า 425 ล้านบาท

นางลูอีส ชูอา (Louise Chua) ผู้อำนวยการโครงการของ BEX Exhibitions ซึ่งจัดกิจกรรม BEX Asia 2013 กล่าวว่า กิจกรรมนี้จะช่วยส่งเสริมการเติบโตของอาคารเขียวในประเทศไทย โดยคาดว่าจะมีผู้เข้าชมกว่า 10,000 คน และคาดว่าจะมีมูลค่าการซื้อขายกว่า 425 ล้านบาท



Ailan expo

Asian expo... expar as de

Lantai Kayu untuk Rumah Idaman

Rumah berlantai kayu tidak hanya dengan natural, melainkan berkelas. Bahkan, beberapa corak dan warna kayu dapat membuat rumah Anda lebih "muda" dan dramatis.

Pengembang Malaysia Bidik Pasar Indonesia

Sebuah perusahaan pengembang properti Malaysia berminat untuk memperluas pasar di Indonesia. Perusahaan ini berencana untuk membangun apartemen di Jakarta dan Surabaya.

Apartemen di Sydney Dipasarkan di Jakarta

Perusahaan pengembang properti Australia menawarkan apartemen di Sydney kepada pasar di Jakarta. Apartemen ini memiliki fasilitas lengkap dan pemandangan yang indah.

STRAITS TIMES

Heralding the green revolution

The Straits Times article discusses the impact of green buildings on the environment and the economy. It highlights the growing demand for sustainable construction solutions and the role of industry leaders in driving innovation.

A acquires stake in affiliated insurance firm

The Straits Times reports on a major acquisition in the insurance sector. A large financial institution has acquired a significant stake in a well-established insurance company, signaling a shift in the industry's landscape.

THE STRAITS TIMES

The Straits Times features a detailed analysis of the current economic conditions in Southeast Asia. The article explores the challenges faced by various sectors and offers insights into potential future trends.

BusinessMirror

BusinessMirror provides a comprehensive overview of the business environment in the region. It covers topics such as market performance, regulatory changes, and emerging opportunities for investors and entrepreneurs.

Arsitek Perlu Standar

The BusinessMirror article discusses the need for a standardized code of ethics and practice for architects. It argues that such a standard is essential for ensuring the quality and integrity of architectural services.

Home green home

The Straits Times article explores the concept of a 'green home' and the benefits it offers to homeowners. It discusses various sustainable building practices, from energy-efficient appliances to eco-friendly materials.

แพนแม่ทเมือสีเขียว

The BusinessMirror article discusses the importance of green buildings in creating a sustainable future. It highlights the role of government and industry in promoting green building practices and reducing carbon emissions.

factanya Terapkan Konsep Bangunan Hijau

The BusinessMirror article provides a detailed look at the implementation of green building concepts. It examines the challenges and successes of various green building projects and offers practical advice for developers and owners.

SINAR HARAPAN

The BusinessMirror article discusses the role of green buildings in achieving a sustainable future. It emphasizes the need for collaboration between government, industry, and the public to create a greener and more resilient society.

Home green home

The BusinessMirror article discusses the benefits of green buildings for homeowners. It highlights how green buildings can reduce energy costs, improve indoor air quality, and increase property value.

MEDIA BROADCAST ON MAJOR CHANNELS (*click on below link*)

<http://www.bex-asia.com/News--Media/BEX-on-Broadcast/>

- Channel NewsAsia
 - Channel U
 - Channel 8
- Capital TV (Malaysia)

BE EXCITED ABOUT BEX ASIA 2014!

HIGHLIGHTS & BUSINESS ENHANCING PROGRAMMES



EXHIBIT PROFILES



Concrete & Structural

- Blended Cement
- Concrete Admixture
- Concrete Block
- Dry Mortar
- Mortar
- Ready-Mixed Concrete
- Steel
- Water Proofing System
- Waterproofing Membrane



Furniture & Furnishings

- Beds
- Blinds & Shading
- Modular Furniture System
- & Seating



Electrical

- Cables
- Compact Fluorescent Lamps
- Electronic Ballasts
- Sensor
- Switchboards
- Transformers



Finishes

- Adhesives & Sealants
- Carpets
- Ceramic Tiles
- Epoxy Flooring
- Epoxy Primer
- Fabrics – Drapery
- Floor Underlay
- Flooring & Decking
- High Pressure Laminates
- Laminated Flooring
- Primer
- Timber & Wood
- Wall Covering



Others

- Drainage System
- Pave & Joist Support
- Termite Protection System
- Turf & Slope Stabilizations



Mechanical

- Access Systems
- Auto Tube Cleaning Systems
- Concealed Cisterns
- Filtration
- Fire Protection Medium
- Grease Trap
- Motor
- Pipes & Fittings
- Pumps
- ULF Water Treatment System
- Variable Speed Drive
- Variable Speed Pump
- Waste Water Pipes
- Water Heater

FEATURED PROFILES

Façade & Roof Systems



- Glazing
- Green Roof
- Green Wall
- Metal Cladding
- Paints & Coatings
- Pond Liner
- Prepainted Metallic Coated
- Wall Cladding
- Window Films & Coatings
- Renewable Energy – Photovoltaic Panels

Interior Systems



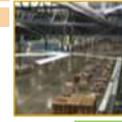
- Access Floors
- Automatic Systems
- Building Management Systems
- Cable Management Systems
- Composite Wood
- Fittings
- Insulation Products
- Locking Cylinders
- Panel Board
- Security Systems
- Taps
- Work Section Partition
- **Energy Management Systems**

Lighting



- Architectural Lighting
- Automotive Lighting & Miniature Lamps
- Commercial Lighting
- Compact Fluorescent Lamps (CFL)
- Decorative Lighting
- Electric Lamps
- Electronic & Intelligent Lighting
- Energy saving equipment
- Landscape & Garden Lighting
- LED Lighting products
- Light fitting accessories
- Off-grid Lighting
- Public & Flood Lighting
- Renewable energy
- Residential Lighting
- Stage & Studio Lighting
- Street & Stadium Lighting
- Switches, Wire & Cables

Heating, Ventilation & Air-Conditioning



- Acoustic Insulation
- Air and Duct Cleaner
- Air Handling Units
- Central, Commercial & Residential Airconditioning
- Chillers
- Control System
- Dehumidifiers
- Energy / Heat Recovery Systems
- Fans
- Fire Protection
- Heat Pumps
- Heaters
- Measuring & Control Instruments
- Refrigeration
- Thermal Insulation

**PRODUCTS AND SOLUTIONS
FOR GREATER
ENERGY EFFICIENCY**

ENERGY EFFICIENCY

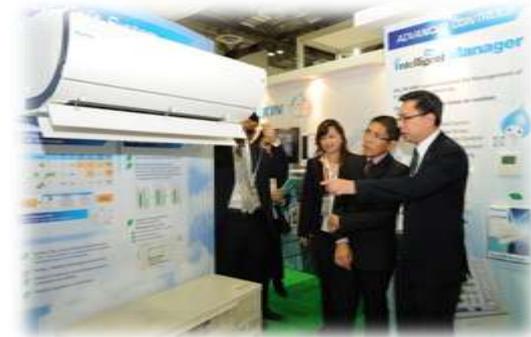
HVAC-R NEW ZONE!



- BEX ASIA 2014 will bring a new highlight to the event, as part of the growing global trend in energy efficiency. The profile of exhibits include:



- Acoustic Insulation
 - Air and Duct Cleaner
 - Air Handling Units
- Central, Commercial & Residential Airconditioning
 - Chillers
 - Control System
 - Dehumidifiers
- Energy / Heat Recovery Systems
 - Fans
 - Fire Protection
 - Heat Pumps
 - Heaters
- Measuring & Control Instruments
 - Refrigeration
 - Thermal Insulation



ENERGY EFFICIENCY CO-LOCATED EVENT

LIGHTING ASIA

The Sustainable Lighting and Lighting Design Event for Southeast Asia

- Architectural Lighting
- Automotive Lighting & Miniature Lamps
- Commercial Lighting
- Compact Fluorescent Lamps (CFL)
- Decorative Lighting
- Electric Lamps
- Electronic & Intelligent Lighting
- Energy saving equipment
- Landscape & Garden Lighting
- LED Lighting products
- Light fitting accessories
- Off-grid Lighting
- Public & Flood Lighting
- Renewable energy
- Residential Lighting
- Stage & Studio Lighting
- Street & Stadium Lighting
- Switches, Wire & Cables



CO-LOCATED EVENT



World Engineering Expo 2013 aims to be the platform for the introduction and promotion of leading-edge technologies, products and services that are environmentally-sound in fields such as energy, transport, water & waste, agriculture or even education. By gathering environmentally friendly, energy efficient and sustainable solution providers with financiers, consultants and key decision makers, it creates valuable opportunities for synergy as well as an important hub in Southeast Asia to facilitate the drive towards sustainable development.



- Contractors & Architects
- Consultant Engineers
- Environmental Engineers & Technologists
- Energy Managers/ auditors
- Financial Institutions
- Government & Regulatory Agencies
- Land developers
- Project developers
- Quantity & Land Surveyors
- Researchers, Educators & Academics
- Urban & Transport Planners
- Utilities Providers & Managers
- Venture Capitalists & Investors
- World Engineers across multi-disciplinary
- And many more!

CO-LOCATED EVENT



- Organised by the Building and Construction Authority of Singapore
- IGBC 2014 is expected to attract more than **1,000 participants from over 30 countries** - from thought leaders, real estate developers to urban planners, architects, engineers, builders and other industry professionals - committed to understanding and putting into action real-world, tangible green building solutions. Also present at the conference will be policy-makers and key government officials from several growth markets, who will give their unique public sector perspective on green building solutions, policies and plans. Academia will also share their latest research findings in green building fields.



CO-LOCATED EVENT



- BCA Breakfast Talk for CEOs



CO-LOCATED EVENT



- Green Mark Tours



BEX ASIA 2014 - MARKETING

- Partner with Associations
- Visitor database expansion
- VIP Programmes
- Visitor Referral Programme
- Visitor Loyalty Programme
- Telemarketing
- Overseas partner events promotion
- Pre-registration lucky draw
- Group delegations promotion via agencies

Direct Visitor Outreach



- In-country media roadshows
- Partner with trade publications
- Pitching of media angles to local & overseas media
- Hosted Media

PR Campaign/ Media Outreach



- Online Ads
- Ads in trade publications
- TV Commercials on Channel News Asia
- Ads in online news sites

Advertising & Promotions



- Website
- Social Media (Facebook / LinkedIn/ Youtube)
- Email blasts
- E-Directory
- Event listing in event portals
- E-flyer invitations
- Guest Speakers and Exhibitors Interview - BEX Online TV

E-Marketing



- Networking receptions
- Business Matching Programme
- The Green View presentation sessions

Networking



- Visitor Invitation flyers
- Event postcards
- Event guide
- Event brochure

Print Distribution



THE BEX ASIA EXPERIENCE

“The well-organized business meeting platform provided the convenience for me to plan and book face-to-face time with my preferred choices of vendors to meet. The pre-arranged meetings worked perfectly around my visit to the BEX Asia booths and the Green View talks. It was a very effective use of my time!” - *Shengkai, JLL (Buyer)*

“Thank you very much for inviting me to join BEX Asia 2013 and I think the event was very successful. I look forward to the chance to work together with you on strengthening our future cooperation.” - *Mr Eugene Chen, Director, Economic Division, Taipei Representative Office in Singapore (Partner)*

“Thank you for the invite and congratulations on your success. I have to say it definitely had more buzz and life compared to the previous years.” - *Marcus Tang, Trade Officer, Austrian Embassy - Commercial Section (Visitor)*

“At BEX Asia 2013, we met potential distributors and buyers. We made approximately 250 new contacts at the show. We will definitely be exhibiting in 2014.” - *David Henry, Export/Dealership Manager, CBS Paints (Exhibitor)*

It was our first time participating at BEX Asia 2013, and we are pleasantly surprised by the overwhelming response. BEX Asia is well-organised and the team have been very attentive to our needs. Our products are unique in the region and BEX Asia is the perfect platform for us to gain exposure, as we had many opportunities to meet local and overseas visitors. Furthermore, BEX Asia 2013 was also featured extensively on regional and local media broadcasting such as Channel News Asia and Channel U during the event, which also gave us additional mileage! We are very pleased with the results at BEX Asia 2013 and definitely worth participating again! - *Andy Lee, Managing Director, Stonrich Pte Ltd (Exhibitor)*