

YOUR GATEWAY TO SOUTHEAST ASIA!



THE PREMIER GREEN BUILDING EXHIBITION FOR SOUTHEAST ASIA

1 - 3 September 2014

Singapore

Organised



Held in conjunction with



About BEX Asia



Build Eco Xpo (BEX) Asia is Southeast Asia's premier business platform for the green building and construction industry. **It is an all-in-one showcase for state-of-the-art green building solutions, where international brands feature their latest technologies and sustainable designs of building products & services.** The event congregates global green building solution providers & leading industry players for the Southeast Asian community of architects, engineers, contractors, developers, building owners and consultants.

Since 2009, BEX Asia has taken the lead with Singapore, to be the premier green building platform and exhibition for the Southeast Asian marketplace. BEX Asia

is typically scheduled over the course of 3 business working days, **held in conjunction with the International Green Building Conference (IGBC) organised by BCA/SGBC, during the Singapore Green Building Week (SGBW)**, where international policy-makers, academics and green building professionals congregate together in Singapore, to engage in a dialogue of green possibilities for the global green movement.

Moving forward into the **BEX Asia 2014th edition**, BEX Asia aims to proactively **enhance its international stature**, to offer regional visitors an array of international brands/ pavilions on the showfloor. More than 300 exhibitors from over 40 countries; and more than 10,000 industry professionals from across the region are expected to be present.

In Strategic Partnership with



Supporting Associations in 2013

Air Conditioning & Refrigeration Association (ARA) | Singapore Building Materials Suppliers Association (SBMSA) | Singapore Electrical Trade Association (SETA) | Singapore Electrical Contractors & Licensed Electrical Workers Association (SECA) | Singapore Furniture Industries Council (SFIC) | Singapore Glass Association (SGA) | Singapore Lift & Escalator Contractors & Manufacturers Association (SLECMA) | Singapore Plumbing Society (SPS) | Security Systems Association of Singapore (SSAS) | Singapore Sanitary Ware Import & Export Association Specialists (SSWIEA) | Singapore Concrete Institute (SCI) | Singapore Contractors Association Ltd (SCAL) | Singapore Institute of Landscape Architects (SILA) | Taiwan Plastics Industry Association (TPIA)

More support from associations in the SEA region will be garnered for 2014th edition.

About the Organiser

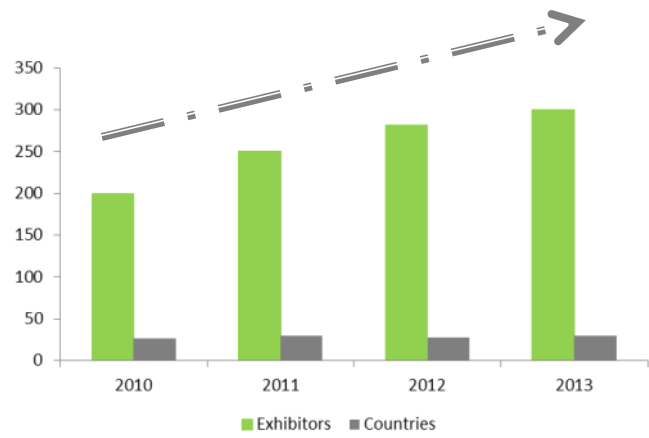
Reed Exhibitions is the world's leading events organiser, with 500 events in 41 countries. In 2012, Reed Exhibitions' events brought together 7 million participants from the Americas, Europe, the Middle East and Asia Pacific. Working closely with professional bodies, trade associations and government departments in various markets, Reed ensures that each and every event is targeted and relevant to industry needs. Reed Exhibitions is part of Reed Elsevier Group plc, a publisher and information provider.

Exhibition Statistics

310 exhibiting companies | 32 countries /region (2013)

Country representation

Australia, Belgium, Canada, China, Denmark, Europe, France, Germany, Holland, Hong Kong, Hungary, India, Indonesia, Ireland, Israel, Italy, Japan, Korea, Kuwait, Liechtenstein, Malaysia, Nigeria, Portugal, Singapore, Spain, Switzerland, Taiwan, Thailand, Turkey, United Arab Emirates, United Kingdom, United States



Market Pavilions

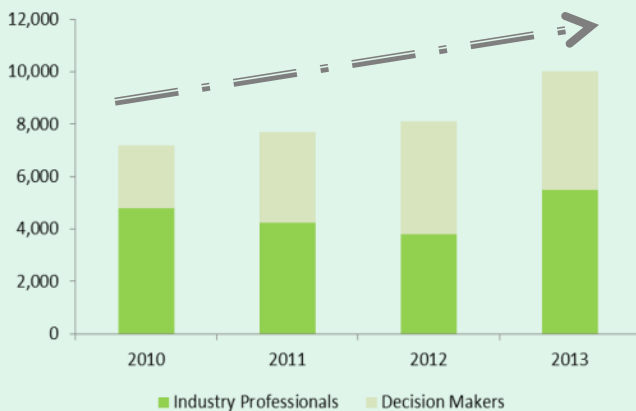


Visitor Statistics

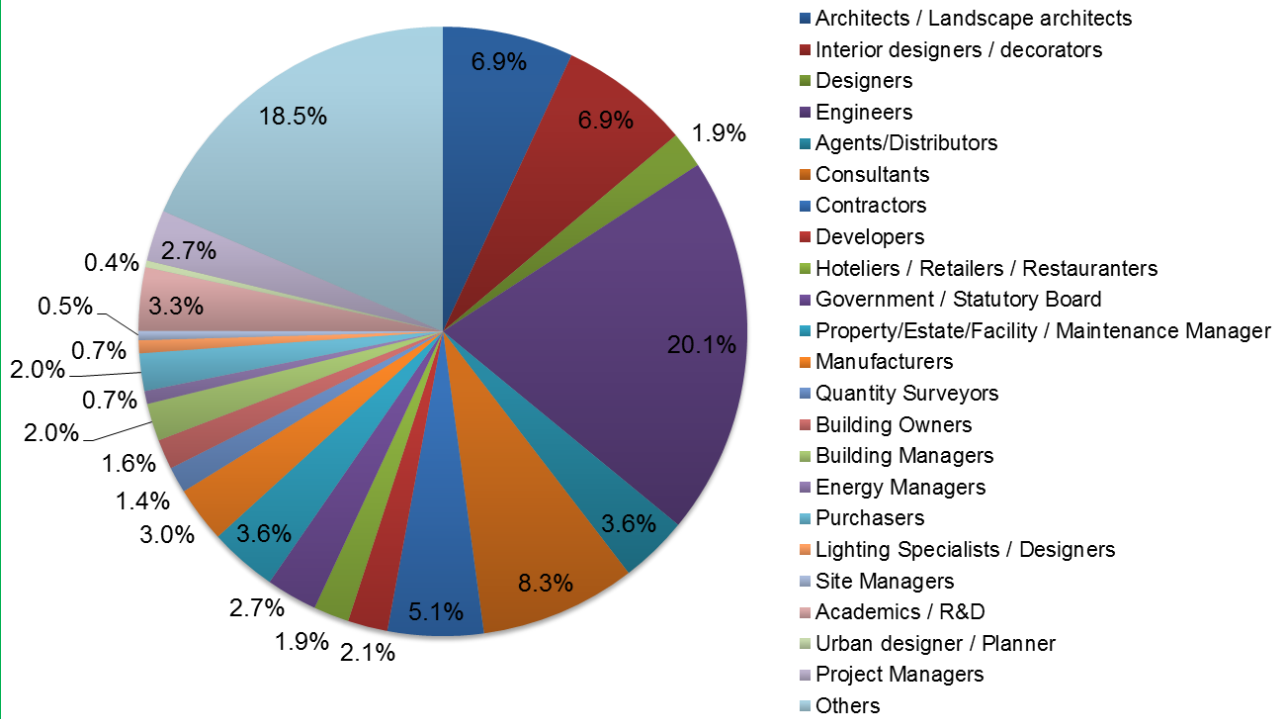
9,023 professionals from 71 countries (2013)
21% overseas visitors

Visitor Profile

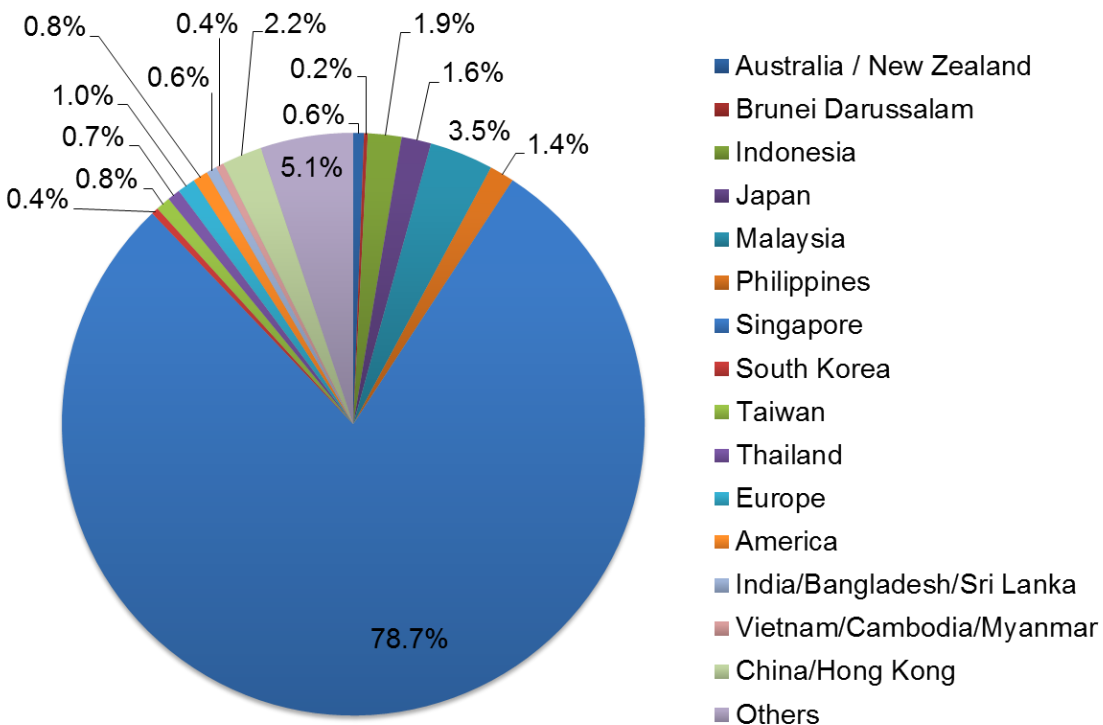
Architects, Interior Architects | Interior Designers, Decorators | Contractors | Project Managers | Developers | Estate / Maintenance / Property Managers | Engineers/ Consultants | Hotel, Hospitality and Hospital Professionals | Landscape Architects, Professionals | Lighting Designers | Manufacturers | Park Managers | Quantity Surveyors |



BEX Asia 2013 – Visitor Breakdown by Profession



BEX Asia 2013 Visitor Breakdown by Country



1 Reach out to 10,000 Building Professionals from Southeast Asia!

The Build Green industry in Southeast Asia is expected to reach **USD 40 Billion!**
Do not miss out on a potentially huge export market!

- ✓ Profile your company and products to potential buyers in the region
- ✓ Launch NEW products and solutions
- ✓ Network with investors and potential partners to enter the Southeast Asia market

2 Benefit from Regional Media Coverage & PR Campaign!

2

Channel News Asia | The Business Times | The Straits Times | Lianhe Zaobao | Eco-business | Green Business Times | Business Mirror | Nanyang Siang Pau | New Straits Times | New Sarawak Tribune | The Sun | IDS Magazine | Home Finder | Bernama | Green Prospects Asia



BE KNOWN IN SOUTHEAST ASIA!



WHY EXHIBIT?

3 Leverage on Creative Marketing Opportunities!

- ✓ Be featured in BEX Asia's website with a public audience
- ✓ Outreach to a global audience **via social media campaigns**
- ✓ Outreach to regional database via monthly eDirect Mailers
- ✓ Outreach to regional audience via Trade Publications
- ✓ Outreach to regional audience via Channel News Asia regional feed for TVC
- ✓ Be featured In regional press release and many more



BEX Asia's website has over 42,943 pageviews a month and potentially reaches out to 97,988 viewers linked to BEX Asia's Facebook!

4 Present your products & get associated with renowned Guest Speakers at The Green View

4

- ✓ Seminar style platform to conduct technical presentations to potential buyers
- ✓ International guest speakers are invited to present at the same platform



Ms Jaye Tan,
DP Architects
International



Mr Tondy Lubis,
Colliers International



Dr Kenneth Yeung
TR Hamzah & Yeang

2013

WHO SHOULD EXHIBIT?

All companies that provide green building products/ solutions in...

Concrete & Structural

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

Electrical

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

Façade & Roof Systems

- Glazing
- Green Roof
- Green Wall
- Metal Cladding
- Paints & Coatings
- Pond Liner
- Prepainted Metallic

Coated

- Steel Roof
- Sky Lighting
- Wall Cladding
- Window Films & Coatings

Furniture & Furnishings

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

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

Heating, Ventilation & Air-Conditioning (HVAC)

- HVAC
- Fans
- Refrigeration/ Chillers
- Electrical Installation Products
Equipment & Services

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

Lighting

- Lighting applications
- Architectural lighting
- Entertainment lighting
- Lighting products and systems bulbs
- Light Emitting Diodes (LED)
- Neon lights
- Intelligent controls & system
- Lighting fixtures
- Display technologies
- Lighting accessories and components
- Tubular Fluorescent Lamps

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

Renewable Energy

- Solar Photovoltaic Modules

Others

- Drainage System
- Pave & Joist Support
- Termite Protection System
- Turf & Slope Stabilisations
- Energy Management


and many more...

Held in conjunction with



The International Green Building Conference (IGBC) is typically held in conjunction with BEX Asia. This conference is a key part of the Singapore Green Building Week (SGBW) and serves as a platform for global industry players, practitioners and academics, to congregate and share cutting-edge ideas and best practices. Participants also get to see how Singapore's efforts to reduce her carbon footprint and improve energy efficiency and indoor air quality have helped to "green" the Singaporean lifestyle. The conference focuses on a different theme every year, all aimed at propelling the green building and construction industry.

PARTICIPATION PACKAGES

Raw Space (min 24 sq.m)	What's included:- <ul style="list-style-type: none"> ▪ General in-hall security and cleaning 	<div style="border: 2px solid black; border-radius: 50%; width: 40px; height: 40px; display: flex; align-items: center; justify-content: center; margin: 0 auto;"> S\$730 </div>
Eco-Booth (min. 12sq.m)  <p style="font-size: small; margin-top: 5px;">*For illustration purpose only, please refer to actual specifications.</p>	What's included:- <ul style="list-style-type: none"> ▪ Board with company's name ▪ One (1) wastepaper basket ▪ Two (2) folding chairs ▪ One (1) information desk ▪ Two (2) 1 m x 0.3m shelves ▪ Two (2) fluorescent lights ▪ One (1) power point ▪ General in-hall security & cleaning 	<div style="border: 2px solid black; border-radius: 50%; width: 40px; height: 40px; display: flex; align-items: center; justify-content: center; margin: 0 auto;"> S\$880 </div>

- All prices are subjected to 7% GST
- **Registration fee of \$550 per exhibitor applies**
- **Corner charges of \$500 applies**

Early Bird Complimentary Options (before 31 Dec 2013)

Rebooking benefits you are entitled to for re-booking onsite:

- 12 sqm and above: Entitled to ONE option of your choice
 24 sqm and above: Entitled to TWO options of your choice
 36 sqm and above: Entitled to ALL options

S/N	Options	Entitlements	Please Tick
1	Online Exposure	1x E-Direct Mailers – Product Feature with Banner (60,000 local and overseas circulation) <i>Blast your company and featured products to our visitors before the show to reach out to your target audience.</i>	<input type="checkbox"/>
2	On-site Exposure	1x 30 Mins Presentation Slot @ The Green View <i>Special showcase area to demonstrate your latest products and capabilities from your company. This is your opportunity to garner the interest of the building professionals gathering at BEX Asia on a daily basis.</i>	<input type="checkbox"/>
3	On-site Exposure	1x Product Demonstration – 15 Mins Presentation Slot to an Audience @ your Booth <i>Draw visitors to your booth by demonstrating your products at specific timeslots which will be highlighted in our Products Demonstration Visitor Itinerary. Show announcement to direct visitors to your booth will also be made prior to your respective product demonstration timing.</i>	<input type="checkbox"/>
4	Print Exposure On-Site	1x Event Guide Highlight – Highlighted Booth & Brief Description <i>Printed guide distributed upon registration that contains exhibition and conference information for visitors. Visitors can easily locate your highlighted booth on the floorplan.</i>	<input type="checkbox"/>

RESERVATION FORM

(Please fax reservation form to +65 6588 3832)

First Name _____ Last Name _____
Company _____ Job Title _____
Address _____
Tel _____ Fax _____ Email _____

We would like to take **BOOTH NUMBER** _____

- Raw Space (min 24 sq m) _____ sq m @ **S\$730** per sq m
 Eco-Booth (min 12 sq m) _____ sq m @ **S\$880** per sq m

** All prices are subjected to 7% GST*

*** Registration Fee of S\$550 per exhibitor applies**

*** Corner Charge of S\$500 per corner applies**

To showcase Eco-Products: (Please tick the box if you have Eco-Products to showcase)

Products Profile:

Top 3 Buyers Group:

- 1.
- 2.
- 3.

List of Principals /
Agents /
Distributors:

Company Name

Brand Name

Country

- 1.
- 2.
- 3.

- 1.
- 2.
- 3.

- 1.
- 2.
- 3.

Company Stamp

Signature/ Date

**Recommend to us another eco-friendly exhibitor,
and receive the following complimentary items!**

- 1x Advertisement Banner on E-Catalogue
 1x Facebook Feature

Company : _____
Name : _____ (Key Personnel)
Designation : _____
Contact : _____ (DID + Email)

FOR MORE INFORMATION, PLEASE CONTACT:

PROJECT TEAM

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BUSINESS MEETING FACILITATION PROGRAMME

As you embark on your internationalization efforts in the Southeast Asian market with us, we are happy to assist you in your marketing efforts by linking you up with potential buyers that you wish to meet while you are here. This facilitation is to provide you with five (5) complimentary face-to-face meetings with your specified targeted buyers, taking place in a conducive environment at our Lounge.

In order for us to source out quality buyers/ leads for you, simply return this completed form to michelle.goh@reedexpo.com.sg.

(a) Yes, I am interested to participate in your business meeting facilitation programme.

Name:	Mobile Contact:
Company:	

(b) Kindly select **three (3)** targeted buyer profiles from the list below:

Agents/ Distributors	Engineers/ Consultant Engineers
Architects	Interior Designers
Building Managers/ Facility Managers	Manufacturers/ Product Designers
Building Owners/ Developers	Project Managers
Contractors	Purchasing/ Procurement Managers
Others:	

**This is a non-exhaustive list, and we are open to receive any other buyer profiles that you are looking to get connected with. You may specify your additional target buyer profile under 'Others'.*

(c) Kindly indicate the exact product(s) which you are showcasing at the exhibition, for the interests of potential buyers: _____.

Notes

- Reed Exhibitions reserves the right to screen / refuse any registrations.
- All meetings are concluded upon mutual confirmation by both parties (buyer and exhibitor).
- All meetings will be held within the exhibition hall, as designated.
- Each registered company can send up to two (2) representatives per meeting.
- Reed Exhibitions shall not be held responsible in the event of 'no-show', for pre-scheduled meetings with buyers.

- End -