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PRESS RELEASE

**Visitor Attendance Exceeds all Expectations at BEX Asia 2009,
and it's Set to Get Bigger Still at BEX Asia 2010**

Over 6,400 industry professionals gathered for BEX Asia 2009 in October, Southeast Asia's Building Exhibition for an Eco-friendly future. This is some 62% more than the inaugural launch and is set to grow again as the show gears up for its 2010 edition.

The significant rise in attendance and interest comes about as the world takes on the challenge of sustainable building. BEX Asia is the only exhibition in Southeast Asia where more than 90 percent of exhibitors are certified Green and that has a strategic focus on bringing Green Building to the forefront of industry needs amid growing global concerns. In an article by Mr Tony Arnel, President of the World Green Building Council (WGBC), Asia is expected to triple its dedication to building green by 2013 with 73% of companies ready to adopt green techniques.

Already for its 2010 edition, 90% of exhibitors have indicated strong interest for repeat participation with more than 30% of companies expected to expand their space requirements. Many exhibitors cited the resounding response of 2009 as a key driver in their decision to return. The response has been overwhelming on all counts, with visitors, exhibitors, stakeholders from the government sector as well as key associations giving a vote of confidence in favour of the repositioning of BEX Asia as a Build Green event, where the acronym BEX will assume the event name **BuildEco Xpo**.

Mr KC Liew, Business Development Director, Trane Commercial Systems comments: 'The good response from visitors definitely garnered plenty of quality leads and it has been a worthwhile experience participating at BEX Asia. We will definitely be coming back to exhibit at BEX Asia 2010!'

Added **Mr Boediman Widjaja, CEO, Acacio Concept Singapore Pte Ltd**: 'BEX Asia gave JOE Green Light Weight Panel exclusive exposure to quite a number of quality new potential professionals and industrialists in Singapore and quite a few investors from the Southeast Asia region. We are really amazed with the feedback and prospect of the potential business and have decided to participate in BEX Asia 2010 again!'

Attracting architects, developers, contractors, engineers, equipment specialists, interior designers, and experts in the building industry, BEX Asia 2009 drew more than 20% regional and international audiences from 33 countries.

'We are delighted with the success of BEX Asia 2009 and already we have kick start developing the promotional activities for next year. BEX Asia was conceptualised to meet the growing demands for sustainable building and we are certain this thirst for knowledge and sourcing will extend across the industry segments as a key component for professionals and practitioners.' Said Ms Michelle Lim, General Manager for Reed Exhibitions.

In addition, Ms Lim continued to say: "with the repositioning of BEX Asia, we are assured that the 2010 edition is set in the right path to better serve the industry's needs, as manifested in the Exhibitors' rebooking and strong media interest. The event has already experienced an increase in the numbers of enquiries coming in swiftly from local and international players.'

'BCA (Building Construction Authority) is pleased with the success of IGBC. We had close to one thousand participants – 30 percent of whom were from overseas – attend this inaugural event, and many of them wrote to us, commending the Conference for its content quality, relevance and well organization. Being held at the same time at BEX Asia added further value to IGBC and the excellent response we have had has certainly proven the need for such knowledge transfer platforms for professional learning. We are definitely planning for the next edition of IGBC to be an even more rewarding experience for our delegates,' said Mr Tan Tian Chong, BCA's Director for Technology Development.

'We are encouraged by the tremendous interest in the events and are now very certain we are on the right track in providing such an all encompassing show for the industry. SIA will continue to work closely with our partner Reed Exhibitions for BEX Asia 2010.' Said Mr Ashvinkumar, President, Singapore Institute of Architects.

BEX Asia 2009, which was held from 28-30 October at Suntec Convention and was officially opened by Deputy Prime Minister Teo Chee Hean with Minister Mah Bow Tan, was held alongside the International Green Building Conference (IGBC) 2009, where the inaugural conference itself welcomed close to 1000 delegates for its 3-day session conducted by a panel of 51 reknown speakers from across the globe.

The event played host to over 200 exhibiting companies from 21 countries as well as participating pavilions from China and Taiwan. Key players such as Autodesk, BASF, KONE, Lutron, Trane, Sanyo and Siemens

were among those that showcased GREEN building products and services that primarily promotes eco-friendly, sustainable building and energy efficiency.

In 2010, BEX Asia is set to grow up to three hall spaces, will take on the rebranding as **BuildEco Xpo Asia** (BEX Asia) with an almost 100% focus on GREEN building technologies across the different industry segments. The event will also incorporate a knowledge-base education platform that combines learning with practical know-hows in the form of a conference or seminar and already partnerships in content-rich organisations are being explored.

The dates for the BEX Asia 2010 will be from 6-8 October 2010. For more information and updates, please email to bexasia@reedexpo.com.sg.

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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.

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