

MEDIA RELEASE

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BUILDING SUSTAINABILITY AND ENVIRONMENTAL CONCERNS DRAW RECORD ATTENDANCE AT IGBC AND BEX ASIA 2009

- *Building and Construction Authority launches inaugural conference to encourage and nurture growth of green buildings in the region*
- *Leading building exhibition's attention on "Green" a clear indication of growing industry interest and emphasis on sustainable building*

The garden city is turning greener this week as more than 5,000 visitors from all around the world converge on the island for the inaugural **International Green Building Conference (IGBC)** and the region's leading 'green building' expo **BEX Asia 2009**.

2 Taking place from 28-30 October 2009 at Suntec Convention Centre, Singapore, the three-day event is jointly organised by the Building and Construction Authority of Singapore (BCA) and REED Exhibitions, and was launched today by Deputy Prime Minister and Minister for Defence, Mr Teo Chee Hean.

3 Key to the event this year is IGBC, Singapore Green Building Week's anchor event. The conference alone drew close to 1,000 delegates from more than 20 countries, who have come to meet and engage with world renowned speakers and experts in sustainable building.

4 Dr John Keung, CEO of BCA said: "Sustainable building is more than just a business decision. It is a commitment to ensure a more sustainable built environment and an investment towards our own future. Therefore, more than just being a gathering of experts and industry stakeholders for networking and doing business, we hope to make IGBC an international platform where participants will walk away inspired and empowered to make a difference for the environment and help combat climate change through the decisions they make for their respective built environments."

5 Themed “**Build Green. The Future is Now.**”, the conference will cover in its first two days a broad range of topics in the fields of green building design, green retrofitting, environmental sustainability and leadership in green buildings.

6 Delegates will hear from keynote speakers like Mr Arab Hoballah, Chief of Sustainable Consumption at the United Nations Environment Programme (UNEP), and Ms Maria Atkinson, Global Head of Sustainability at Lend Lease, Australia.

7 The conference will also provide a local perspective on environmental sustainability in the heartlands from keynote speaker, Mr Tay Kim Poh, Chief Executive Officer of the Housing and Development Board, Singapore.

8 The highlight of IGBC, the Green Mark tours, will take place on the third and last day of the conference. Delegates will get to witness the real-life application of green building technologies at 16 exemplary BCA Green Mark buildings across the island, including BCA’s own Zero Energy Building (ZEB), a new test-bedding facility that was opened earlier this week.

9 Echoing this green focus is building exhibition, **BEX Asia 2009**, where more than 90-percent of its 120 exhibitors are showcasing green building or green-related products and services. The trade event will bring together for the first time, prominent players such as **Ariston, Autodesk, BASF, Carrier, Engro, KONE, Mapei, Sanyo, Siemens, Trane**, well known leading brands and enterprises in the industry and offers visitors and businesses the opportunity to showcase and market their newest green products and services.

10. “Across the world, buildings consume around 40% of a nation's energy costs. As the world's interest in global warming and sustainability continues to increase, BEX Asia has been designed to offer a one-stop-shop for the building trade who is increasingly looking for environmentally friendly solutions to meet GREEN certified ratings,” said Ms Michelle Lim, General Manager for Reed Exhibitions.

11 The significant increase in the number of Green exhibitors and the attention given to green products and services reflect the rising importance of building sustainability and environmental responsibility in the building sector. Almost all exhibitors at BEX Asia will be committed to increasing energy and water efficiency, improving environmental protection, bettering indoor environmental quality and promoting sustainability and waste reduction showcasing the latest in building and construction technology and products.

12 BEX Asia will host a foray of the latest cement technologies, thermal insulations, adhesives and tiles, industrial flooring and power systems to interior finishes, lightings and sanitary wares – all committed to increasing energy and water efficiency, improving environmental protection, bettering indoor environmental quality and promoting sustainability and waste reduction.

13 The inaugural BEX Asia was attended by close to 4,000 visitors last year, with that figure expected to increase significantly for 2009. The event welcomes key players from around the region including China, Japan, Malaysia, Singapore, Taiwan to as far afield as Germany, Italy and the USA.

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.

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.

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