

FOR IMMEDIATE RELEASE

REED EXHIBITIONS LAUNCHES BEX ASIA 2008

A timely building & construction event welcomed by industry players

Singapore (August 1, 2007) – Reed Exhibitions is pleased to announce the launch of BEX Asia 2008, a comprehensive building & construction event for the Asian region. This event rides on the strength of Reed Exhibitions' experience with Batimat, a leading exhibition brand in the building industry that has been enjoying success in the Americas, Europe and Middle Eastern territories.

To be held from May 21-23, 2008 in Suntec Convention Centre Singapore, BEX Asia is expected to bring together 2 halls of display of the latest and most sophisticated products, designs, materials, applications, techniques, technologies, services and equipments available in the building and construction industry.

The timely launch of BEX Asia meets the robust growth of the building and construction industry in Singapore as well as a promising market outlook in the Asian region. Already this year, Singapore's construction sector grew 9.7 percent in the first quarter, with awarded contracts amounting up to \$19 billion.

“As contracts and projects grow at a fast pace in Singapore and around South East Asia, there is a high demand for a dedicated building and construction industry event.” said Michelle Lim, General Manager for Reed Exhibitions. “BEX Asia will be a complete one-stop-shop that will cater to the building and construction segments' growing needs for building supplies and services.

Reed Exhibitions is pleased to be working alongside industry bodies such as Singapore Institute of Architects (SIA), Building and Construction Authority (BCA) and Singapore Tourism Board (STB). Collaborative elements are brought together to make BEX Asia an event that industry professionals will find beneficial to congregate at, exchange ideas and knowledge and forge new business opportunities.”

Said Mr Shaun Goh, Director Strategic Clusters II, Business Travel and MICE Group, Singapore Tourism Board (STB), “Given the exponential boom in the construction sector both locally and in the region, an event focusing on the building and construction sector is both timely and strategic. The decision to launch the event in Singapore demonstrates Reed Exhibition’s confidence in Singapore as a staging venue with the right infrastructure and expertise, as well as our strategic location as a gateway to the Asia Pacific region. We are pleased to be supporting this new event under the “BE in Singapore” scheme, and look forward to welcoming all visitors to Uniquely Singapore to participate in this all-encompassing showcase of the best in the building and construction industry.”

BEX Asia will be a trendsetter for South East Asia’s building and construction industry. Regional and international suppliers can expect an extensive one-stop concept with exhibit segments in Building Finishes and Decoration, Building Construction Materials, Interiors/Furnishings, M&E/Building Systems and IT Services, and Building Construction Equipment & Tools. The inaugural event will also incorporate industry forums presented by our strategic partners. Regional speakers will come together to share their expertise and insights, provide updates on industry trends and technology that are key elements in today’s building requirements.

Countries & regions such as Australia, China, Germany, Korea, Taiwan, Malaysia and United Kingdom have already expressed keen interests in the event. With the vibrant local economic outlook, Bex Asia is pleased to have the support of Specialists Trade Alliance of Singapore (STAS) to garner members' participation, thus making it truly an event for the industry, by the industry. Commented Mr Chan Hon Lam, STAS Management Committee member & chairman of Social Committee, who is also in-charge of exhibition affairs, "We are delighted to be a part of this milestone event in the building industry. It is indicative of the positive market outlook and emerging economies in Asia. We are certain BEX Asia will bring about significant trading and business opportunities for a wide range of segments within the building industry. Our members under STAS will certainly benefit from the presence of the international players that will convene in this event."

BEX Asia targets to congregate Architects, Designers, Contractors, Estate Developers, Engineers, Quantity Surveyors, Distributors, Government officers and other professionals and practitioners in the industry to network, exchange views, as well as explore collaborations and business opportunities.

BEX Asia is organized by Reed Exhibitions and fully supported by the Singapore Tourism Board (STB), as well as the Singapore Institute of Architects (SIA).

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Notes to Editors:

Reed Exhibitions is the world's leading events organiser. In 2006 Reed brought together over six million industry professionals from around the world generating billions of dollars in business. Today Reed events are held in 34 countries throughout the Americas, Europe, the Middle East and Asia Pacific, and organized by 37 fully staffed offices.

Reed organises a wide range of events, including exhibitions, conferences, congresses and meetings. Its portfolio of over 460 events serves 52 industry sectors, including: Aerospace & aviation, building and construction, design, electronics, energy, oil and gas, entertainment, food and hospitality, gifts, healthcare, IT/telecoms, jewellery, manufacturing, marketing and business services, pharmaceuticals, property, publishing, security, sport and recreation, transport and logistics, 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. In 2006, Reed Elsevier made adjusted profit before taxation of £1,052 million on turnover of £5,398 million.

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