

FOR IMMEDIATE RELEASE

21-23 May 2008 | SUNTEC Convention Centre
www.bex-asia.com

STRONG INDUSTRY WELCOME FOR BEX ASIA 2008

Key trade bodies from the building & construction industry endorse BEX Asia

Singapore (November 1, 2007) – BEX Asia, a comprehensive building and construction event organized by Reed Exhibitions has garnered resounding strong endorsement from the building industry's key organisations – Singapore Institute of Architects (SIA), Interior Design Confederation of Singapore (IDCS) and Specialists Trade Alliance of Singapore (STAS).

Speaking at the launch party held on the 29th October, Monday evening at the Singapore Institute of Architects' Auditorium, Mr Tai Lee Siang, President of Singapore Institute of Architects said, "We are pleased to be a key supporter of BEX Asia 2008 as we see the event as one which the industry will recognize as an essential exhibition to participate in. With the introduction of ArchiFest 2007, we are moving into a long-term direction of making it an annual event – and, BEX Asia has the right platform that can enhance these conventions. SIA identified and recognized Reed Exhibitions as the right partner to collaborate for the launch of BEX Asia to the industry. We are positive that BEX Asia will pave the way for an exciting Singapore Architecture Biennale which we are planning for in 2010. SIA's relationship with Reed Exhibitions has always been strong and we are confident of the expertise which Reed Exhibitions has with their prominence in organizing large scale exhibitions. BEX Asia will be an inaugural start to a new era of expositions catered to the building industry and one which we vision not only to have presence in Singapore but also in time to come, expand to the rest of the region."

Added Michelle Lim, General Manager for Reed Exhibitions, “The growth in the building industry is a positive sign of the robust economy outlook and will definitely bring about a rise in demand for products and services catered to the building and construction sector. It is with this background and strong industry feedback and support that we have decided to launch BEX Asia 2008.”

“We are also pleased to note that official groups from the UK, Malaysia, Taiwan and China have shown interest in participating and this reveals the potential international presence the industry will be exposed to forge strategic alliances.”

BEX Asia will be held from May 21-23, 2008 in Suntec Convention Centre Singapore. The exhibition 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 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.

Addressing the audience that was made up of trade associations, building professionals and members of trade media, Mr Perry Ng, President of Interior Design Confederation of Singapore had this to share, “IDCS sent a delegation to attend the IFI 2007 Busan General Assembly and Design Congress from 8-12 October 2007. We are confident to see the similar Congress materialize in Singapore. Next year, we will join BEX Asia 2008 as a key collaborator when we hold APSDA 2008 (Asia Pacific Space Designers Association) in Singapore. The event will comprise the APSDA 2008 General Assembly and Design Congress as well as the APSDA Design Awards showcase. We are certain BEX Asia will become a key event that will benefit interior designers and industry educators.”

Said Mr Chan Hon Lam, STAS Management Committee member & chairman of Social Committee, who is also in-charge of exhibition affairs, "STAS which is a Confederation comprising of associations closely knitted to the building and construction industries, is happy to be a part of this milestone launch of BEX Asia 2008. It is indicative of the positive market outlook and emerging economies of Asia. STAS is committed to our partnership with Reed Exhibitions and we endorse and support BEX Asia fully. It is certainly a relevant event which professionals in the industry should take the opportunity to participate in."

BEX Asia will elevate South East Asia's building and construction industry, where regional and international suppliers can expect an extensive one-stop concept with exhibition segments in Building Finishes and Decoration, Building Construction Materials, Interiors/Furnishings, M&E/Building Systems and IT Services, and Building Construction Equipment & Tools.

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 Building and Construction Authority (BCA), the Singapore Tourism Board (STB), as well as the Singapore Exhibition & Convention Bureau (SECB).

-ENDS-

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.

For media enquiries, please contact:

Melanie Mostafa
Senior Marketing Executive
Direct : +65 6780 4587
Email : melanie.mostafa@reedexpo.com.sg