

CONNECTING
ARCHITECTS
WHO DEFINE
SUSTAINABLE
CITIES

BEX ASIA | ARCHITECTURE

2 - 4 SEPTEMBER 2020 | MARINA BAY SANDS SINGAPORE

AN ANCHOR EXHIBITION OF THE
INTERNATIONAL BUILT ENVIRONMENT WEEK 2020



GREEN BUILDING MARKET

Green Building Materials Market is projected to reach \$401.36 Billion by 2024



Source: Envisionintelligence.com

The green building sector in East Asia Pacific and South Asia is projected to hold \$17.8 trillion worth of investment opportunities by 2030, according to a report by the International Finance Corporation (IFC), a member of the World Bank Group.

Source: Business Times Singapore

SINGAPORE LEADS THE APAC REGION



CONSTRUCTION INDUSTRY TRANSFORMATION MAP (CITM)

Singapore's Second Minister for National Development Desmond Lee introduced the CITM in October 2017. The roadmap is essentially a "transformation of the whole construction sector - the entire process and value chain, from end to end."

The Construction Industry Transformation Map (ITM) is a collective effort of the Industry, Institutes of Higher Learning, Union and Government. It was formulated on 3 main global trends shaping our sector: Digital Revolution, Rapid Urbanisation and Climate Change, resulting in the 3 key pillars identified: Build SMART, Build EFFICIENTLY and Build GREEN.

BUILD SMART

IDC fully integrates processes and stakeholders along the value chain, through advanced information technology (ICT) and smart technologies.

BUILD EFFICIENTLY

- Design upfront for ease of manufacturing and assembly
- Highly-automated offsite production facilities

BUILD GREEN

- Design for Green Buildings
- Sustainable practices in operations and maintenance
- Green Building Expertise





Source: BEX Asia

Cultivate your business opportunities at BEX Asia - this is your opportunity to connect with more than 12,500 built environment professionals who will be attending the exhibition to look for the latest technologies, network with solution providers and conduct business. Taking place in Singapore, the business hub of Southeast Asia, BEX Asia is the launchpad for exhibitors to innovate and showcase their products/technologies to the built environment community.

BEX Asia is co-located with [Innobuild \(IB\) Asia](#), [Smart Cities & Buildings \(SCB\) Asia](#) and [Mostra Convegno Expocomfort \(MCE\) Asia](#) during the International Built Environment Week (IBEW), organised by the Building and Construction Authority and Reed Exhibitions, supported by 12 Trade Association Chambers. Expect over 550 international and local exhibiting companies across 2 exhibition floors will be showcasing their innovative solutions in productivity, sustainability, energy efficiency and smart.

99% of attended visitors in 2019 indicated their interest to see green innovations and solutions for their projects every year.

“Good exposure as leads generated is of higher quality than other exhibitions”

Starwalls Pte Ltd

“We serve the construction industry and this expo has many of our customers under one roof at the same time”

Jurong Port



IBEW EVENT ZONES



LEVEL 3

INTERNATIONAL BUILT ENVIRONMENT CONFERENCE



Construction Technologies
Productive Technologies
Site Construction
SMART Construction



Roof & Façade Architecture
Interior Architecture
Interior Finishes & Furniture
Building Materials & Coating



LEVEL 1

CONSTRUCTION TECHNOLOGIES,
INNOVATIONS

HALL B

BUILDING MATERIALS, ARCHITECTURE,
SUSTAINABILITY & INTERIOR

HALL A

LEVEL B2

SMART TECHNOLOGIES
& SOLUTIONS

HALL E

MECHANICAL, ELECTRICAL, PLUMBING &
ENERGY TECHNOLOGIES

HALL D

MEET YOUR BUYERS IN HALL A & B

Real Estate Developers/ Owners/ REIT
Managers (Office, Hospitality, Retail,
Residential, Institutional, Healthcare)

Architects & Architectural
Consultants

Sustainability Consultants

Agents/ Distributors

Industrial/ Manufacturing/
Logistics Owners

Government &
Institutions

Main Contractors &
Project Managers

Sub-Contractors in
Electrical Installation

Civil & Structural
Engineers



ANCHOR EXHIBITIONS OF THE BUILT ENVIRONMENT WEEK 2020



SHOW PROGRAMME

	1 SEP	2 SEP	3 SEP	4 SEP
OFFSITE IBEW TOURS			AM / PM	
LEVEL 3		JOINT OPENING CEREMONY		
		CONFERENCE TRACKS & WORKSHOPS	BE CONNECT <small>(by invitation only)</small>	CEO BREAKFAST TALK <small>(by invitation only)</small>
LEVEL 1 & B2		CONFERENCE LEADERSHIP PLENARIES	CONFERENCE LEADERSHIP PLENARIES	CONFERENCE LEADERSHIP PLENARIES
		4-IN-1 EXHIBITIONS	4-IN-1 EXHIBITIONS	4-IN-1 EXHIBITIONS
		TECHNICAL PRESENTATIONS	TECHNICAL PRESENTATIONS	TECHNICAL PRESENTATIONS
		BUSINESS MEETINGS	BUSINESS MEETINGS	BUSINESS MEETINGS
		DELEGATION GROUP HALL TOURS	DELEGATION GROUP HALL TOURS	DELEGATION GROUP HALL TOURS
		PROFESSIONALS NETWORKING & DRINKS (4.30PM)	PROFESSIONALS NETWORKING & DRINKS (4.30PM)	PROFESSIONALS NETWORKING & DRINKS (4.30PM)
		CAREER ZONE	CAREER ZONE	CAREER ZONE
		7PM		
	JOINT NETWORKING RECEPTION	SGBC GALA DINNER <small>(by invitation only)</small>		





ROOF & FAÇADE ARCHITECTURE

Exterior Walls

- AAC Block and Panel
- Aluminium Composite Panel
- ECC Block and Panel
- Green Wall
- Lightweight Concrete
- Metal Cladding
- Metal Wall Panel
- Non metal Cladding

Roofing

- Radiant Barrier
- Sheet Metal

Glazing

- Blast Resistant Glass
- Decorative Glass
- Double Glazed
- Fire Rated Glass
- Hydrophobic Coating
- Laminated Glass
- Mirror
- Photocatalytic Coating
- Plastic
- Railings – Glass
- Tempered Glass

Waterproofing

- Integral Waterproofing
- Liquid-Applied Waterproofing
- Pre-formed Waterproofing

Insulation

- Glass Wool Thermal Insulation
- Sound Insulation Panel Wall
- Spray-on
- Stone Wool

INTERIOR FINISHES & FURNITURE

Interior Finishes

- Architectural Lighting Fixtures
- Auditorium & Theatre Seating
- Bath Furnishings
- Bedroom Furnishings
- Blinds

Furniture

- Custom Office Furniture
- Drapes
- Floor Mats
- Handrailing
- Hotel Furniture
- Institutional Furniture
- Interior Planters
- Kitchen Cabinet
- Lamps
- Modular Furniture
- Outdoor Furniture
- Shades
- System Furniture

BUILDING MATERIALS, ADHESIVES & COATING

Drymix

- Dry Mortar
- Dryshake Floor Hardener
- Non-Shrink Gout
- Plaster
- Render
- Screed
- Thermal Plaster
- Tile Adhesives

Adhesives, Sealants & Additives

- Additives
- Adhesives
- Sealants

Paints & Coatings

- Decorative Coverings
- Exterior Paint
- High Pressure Laminates
- Interior Paint
- Primer
- Sealer

INTERIOR ARCHITECTURE & DESIGN

Interior & Curtain Walls

- Acoustic Panel Board – Wood
- Calcium Silicate Panel Board
- Cellulose Aerogel Panel Board
- Dry Wall
- Fabric Wall Covering
- Fibre Cement Panel Board
- Glazed Aluminium Curtain Wall
- Gypsum Panel Board
- Metal Framed Curtain Wall
- Metal Panel Board
- Mineral Fibre Board
- Mineral Fibre Board
- PVC Wall Protection Panel
- Skirting
- Stonewool
- Structural Glass Curtain Wall
- Veneer
- Wood Wool

Doors & Windows

- All-Glass Entrances
- Curtain Wall System
- Electronic Ironmongery
- Metal-Framed Entrances
- Plastic Door
- Revolving Entrances
- Thermal Break
- Timber Door
- Traditional Ironmongery
- Window Coating
- Window Film
- Window System

Flooring

- Anti-Slip Flooring
- Artificial Grass
- Carpet Tiles
- Coating
- Engineered Wood
- EPDM
- Flooring Restoration
- Industrial Flooring
- Laminate Flooring
- Linoleum
- Raised Flooring
- Resilient Flooring
- Rubber
- Vinyl
- Wood Athletic Flooring
- Wood Plastic Composite

Ceilings

- Acoustical Panel Ceilings
- Linear Metal Ceilings
- Specialty Ceilings

and many more...

BEXINASIA EXHIBITOR PROFILE



12-MONTHS BUYER ENGAGEMENT

- ✓ Launch of event websites
- ✓ Partners identification
- ✓ Database building
- ✓ Email marketing
- ✓ Social media marketing
- ✓ In-consultation seminars

October - November

- ✓ Association partnerships outreach
- ✓ Media Partnerships outreach
- ✓ Event listing in various portals
- ✓ Database building
- ✓ Email marketing
- ✓ Social media marketing

December - January

- ✓ Launch of e-Directory to Visitors
- ✓ Megabuild co-marketing (include onsite promotion)
- ✓ Advertising in regional and local trade publications
- ✓ Database building
- ✓ Email marketing

February - March

- ✓ Launch of visitor registration
- ✓ Advertising in regional and local trade publications
- ✓ Thought leadership article (byline placement)
- ✓ Email marketing
- ✓ Social media marketing

April - May

June

- ✓ Launch of product directory to visitors
- ✓ Start of PR campaign
- ✓ Digital Campaign
- ✓ Advertising in regional and local trade publications
- ✓ Marketing at related tradeshow
- ✓ Email marketing
- ✓ Social media marketing

July

- ✓ Invitations of VIPs
- ✓ Launch of Business Matching Concierge
- ✓ PR campaign
- ✓ Regional roadshows
- ✓ Telemarketing
- ✓ Advertising in regional and local trade publications
- ✓ Email marketing
- ✓ Social media marketing

August

- ✓ Telemarketing
- ✓ Press releases
- ✓ Story pitching to the media (PR)
- ✓ Visitor flyer mailing
- ✓ PR Campaign
- ✓ Thought leadership article (byline placement)
- ✓ Email marketing
- ✓ Social media marketing
- ✓ PR campaign

September

- ✓ Show dailies
- ✓ Email reminders
- ✓ Advertising in local media (such as Radio)
- ✓ PR Campaign
- ✓ Telemarketing

BEX  **ASIA**





SPEAK TO ALL DECISION MAKERS IN THE VALUE CHAIN TO SECURE YOUR PROJECT

- 1. Architects
- 2. Interior Designers
- 3. Landscape Architects
- 4. Consultants
- 5. Developers
- 6. many more



- 1. HVAC Contractors/ Installers
- 2. Mechanical Engineers
- 3. Plumbers
- 4. Consultants
- 5. Facility Managers
- 6. many more



- 1. Civil Engineers
- 2. Structural Engineers
- 3. Head of Project/ Construction
- 4. Land Surveyors
- 5. Sub-contractors
- 6. many more



- 1. Building System Integrators
- 2. AV System Integrators/ In stallers
- 3. Contractors
- 4. Electrical Engineers
- 5. Facility Managers
- 6. many more



Exhibitions Organiser:



An Event Of:



IBEW Organiser:



An Initiative Under:



BuildSG Partners:





SNAPSHOT OF REGIONAL ARCHITECTURE FIRMS



... and many more

SNAPSHOT OF REGIONAL DEVELOPER FIRMS



... and many more

