

BEX ASIA | ARCHITECTURE

2 – 4 SEPTEMBER 2020 | MARINA BAY SANDS SINGAPORE

AN ANCHOR EXHIBITION OF THE INTERNATIONAL BUILT ENVIRONMENT WEEK 2020





GREEN BUILDING MARKET

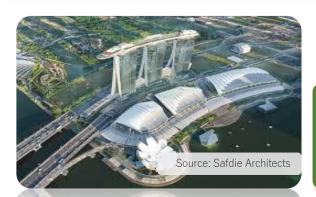
Green Building Materials Market is projected to reach \$401.36 Billion by 2024



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 TRANFORMATION 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

IDD fully integrates processes and stakeholders along the value chain, through advanced infocommunications 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 operations and maintenance
- Green Building Expertise



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.

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

Jurong Port

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

BEX(Î) ASIA

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

Starwalls Pte Ltd



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 TECHNOLGOIES

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 (by invitation only)	CEO BREAKFAST TALK (by invitation only)
	CONFERENCE LEADERSHIP PLENARIES	CONFERENCE LEADERSHIP PLENARIES	CONFERENCE LEADERSHIP PLENARIES
LEVEL 1 & B2	4-IN-1 EXHIBITIONS	4-IN-1 EXHIBITIONS	4-IN-1 EXHIBITIONS
	TECHNICAL PRESENTATIONS	TECHNICAL PRESENTATIONS	TECHNICAL PRESENTATIONS
	BUSNESS MEETINGS	BUSNESS MEETINGS	BUSNESS 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	



(by invitation only)

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

- 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
- 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
- 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
- Wood Athletic Flooring
- Wood Plastic Composite

- Ceilings
- Acoustical Panel Ceilings
- Linear Metal Ceilings Specialty Ceilings

and many more...

EXMASIA 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 comarketing (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 tradeshows
- ✓ 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





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



Exhibitions Organiser:







IBEW Organiser:



An Initiative Under:



BuildSG Partners:



























SNAPSHOT OF REGIONAL ARCHITECTURE FIRMS











































































... and many more

SNAPSHOT OF REGIONAL DEVELOPER FIRMS



















































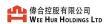


















... and many more

