The world's biggest event for sustainable design, construction and the built environment has arrived.

www.ecobuildsea.com
PWTC, Kuala Lumpur. Tuesday 17–Thursday 19 September 2013
Ecobuild has arrived in Southeast Asia

Ecobuild, the world’s biggest event for sustainable design, construction and the built environment, will extend its international reach to Southeast Asia, in September 2013.

With a credible and established reputation, Ecobuild offers a viable gateway into the Southeast Asian market for sustainable construction. The inaugural event will distil the key components of Ecobuild in the UK to deliver a spectacle of the latest innovations and showcase the most impressive sustainable projects from across the industry.

Ecobuild Southeast Asia presents an unrivalled launch pad for local and international suppliers of low carbon technologies and materials to test entry and position their brand in this buoyant, emerging region. With a wealth of experience and reputable track record of delivering key decision makers in local and international markets, you need not look any further than Ecobuild Southeast Asia for tangible leads.

By 2020, Southeast Asia is expected to be among the world’s 10 largest economies and the fourth largest in Asia

Southeast Asia has remained resilient against the turbulent economic climate that has set back many western countries. Economic prosperity teamed with a shift in the socio-economic climate has led to increased urbanisation, resulting in a shortage of housing and a demand on critical resources.

To address these pressures, the governments in the region are bolstering spending on infrastructure and have prioritised sustainable development; introducing numerous green incentives to lower carbon emissions. This has unveiled new commercial opportunities for international and local companies looking for new ventures in the region.

An event with a global reputation

Ecobuild has seen meteoric growth since its launch in the UK, in 2004. From a humble 6,100 visitors in 2006, Ecobuild delivered 57,956 leading professionals and 1,549 exhibiting companies in its ninth edition. 2012 also saw Ecobuild branch into international territories for the first time – Ecobuild China 2012 welcomed 15,383 attendees and 127 companies and will return in 2013. With a launch event in India in April 2013 to add to its bow, 2013 will propel Ecobuild as the global hub for the sustainable building community.

For further information on Ecobuild international events, see:

Ecobuild: www.ecobuild.co.uk
Ecobuild China: www.ecobuildchina.com
Ecobuild India: www.ecobuild-india.com

The Facts

- **650 million** estimated combined population by 2020
- **US$1.9 trillion** GDP projected to grow by 2020
- **6.2%** ASEAN-5 is expected to grow in 2013, compared with 2.4% in the US, and 0.9% in the euro area¹
- **2 years** five ASEAN economies will outpace the rest of the world by 2014²
- **2050** it is predicted that almost half of the world’s carbon emissions will be from developing countries

¹. International Monetary Fund report, April 2012
². Five ASEAN economies: Indonesia, Thailand, Philippines, Malaysia and Vietnam. International Monetary Fund report, April 2012

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Your route to market

Ecobuild Southeast Asia will be strategically co-located with Green Build Asia – Southeast Asia’s biggest event serving the local sustainable building community to ensure you meet the most influential decision-makers and government bodies in the region.

With a distinctively international bias, Ecobuild Southeast Asia offers a platform for your business to raise your company’s profile, make new business partners and understand the requirements and expectations of the local market.

Green Build Asia visitor base

11,000 trade buyers
67% senior to middle management

Bringing business communities together UBM Built Environment

Ecobuild is part of UBM’s Built Environment portfolio. Recognised as the leading provider of targeted information across the UK construction, architecture and commercial property industry with magazines, events, awards and online information services, Built Environment is widely acknowledged as having some of the most iconic brands in the market, including Building, Property Week, BD, Barbour ABI and Interiors.

UBM Asia

Owned by UBM plc and listed on the London Stock Exchange, UBM Asia operates in 18 market sectors. As Asia’s leading exhibition organiser UBM Asia stage the leading events of their kind across the continent. Its 150 events, 24 publications and 18 vertical portals serve a 1,000,000 plus quality exhibitors, visitors, conference delegates, advertisers and subscribers from all over the world. We have 1,000 staff in 21 major cities across Asia, stretching from Japan to Turkey.

Who should exhibit?
Ecobuild Southeast Asia is the ideal platform for international suppliers of low carbon technologies and materials:
- Energy saving and efficiency products
- Renewable energy and micro-generation
- Water management and efficiency
- Building services and management
- Building structures and materials
- Building completion products
- Finishing products and materials
- Professional services and consultancy

Who will visit?
Ecobuild Southeast Asia will be an influential platform for senior government officials, developers, architects, consultants, contractors and planners to gather, network and keep abreast of the latest industry developments.

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Stand out from the crowd

Enhance your presence at by maximising your exposure to target the front players in sustainable construction.

- intensify brand awareness
- receive high-profile exposure
- benefit from months of targeted promotion

For bespoke solutions to meet your specific business needs, contact a member of our sales team.

Marketing and PR support
Ecobuild Southeast Asia will partner with government bodies, key industry media and associations, utilising every channel from direct mail, advertising and PR, to emails and social media to optimise the exposure of the event and its exhibiting companies.

Ecobuild Exhibiting Rates
Exhibiting at Ecobuild China represents outstanding value for money and provides the ultimate return on investment. Whatever your marketing budget, bespoke packages can be tailor-made to suit your specific needs.

International companies

<table>
<thead>
<tr>
<th>Standard Rate</th>
<th>SHELL</th>
<th>SPACE</th>
</tr>
</thead>
<tbody>
<tr>
<td>MYR per m²</td>
<td>1,289</td>
<td>1,189</td>
</tr>
</tbody>
</table>

Shell scheme packages:
- Needle punch carpet
- White polyester laminated panels for back wall, two side walls and fascia board
- Adhesive vinyl letters for exhibitor’s name and booth numbers on the fascia board
- Fluorescent lights (40 watts)
- Information counter, folding chairs, round table, brochure rack & waste basket

Location and Venue

Malaysia is the perfect location for the launch of Ecobuild Southeast Asia.

With one of the fastest growing economies in the region, and vast investments in infrastructure, Malaysia is transitioning into an efficiency driven stage of development.

The Putra World Trade Centre (PWTC) has the largest exhibition space in the country and offers state-of-the-art conference and seminar facilities. It is situated next to Kuala Lumpur’s Golden Triangle and is within easy walking distance of international standard hotels, a mall, restaurants and entertainment centres. The PWTC boast ample parking facilities, has excellent transport links and is easily reachable from Kuala Lumpur International Airport.

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