



*BuildTechAsia*2012

International Building Technology Expo

Incorporating:

*ConMach*Asia2012 *NewMate*Asia2012 *EleMech*Asia2012

Redefining the Future of Construction

15 – 17 May
Marina Bay Sands | Singapore

www.buildtechasia.com





BuildTechAsia2012
International Building Technology Expo

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BuildTechAsia 2012 returns for the second time at the Marina Bay Sands

and continues to serve as a premier platform for exhibitors and visitors to network with government officials and industry players for business opportunities in the region. The exhibition will present the latest in technologies across varied segments of the building and construction industry – from the latest in IT and Building Information Modelling (BIM) concepts to the newest machines, building materials, and electrical and mechanical engineering processes.

The exhibition incorporates three show specializations

ConMachAsia

Construction Machines, Vehicles and Equipment

NewMateAsia

New Materials for Building and Construction

EleMechAsia

Electrical and Mechanical Engineering

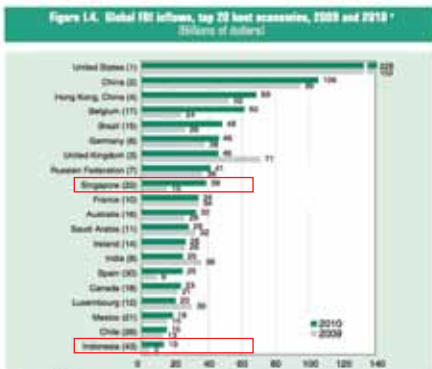
Explore business avenues, Expand market share, Penetrate into emerging markets and sectors of growth in Infrastructure and Real Estate

From commercial to residential, new development to upgrade, retrofits to restorations, **Asia is the engine of growth**. Amidst the Eurozone debt crisis, Asian slowdown, political instability such as the Arab Spring and inflation, major projects commencing construction within Singapore and the region continues.

Industrial segments reach out to developments for power transmission & distribution, power generation, water and sanitation, metallurgical and material handling, medicine, petroleum, chemical, manufacturing and more.

Emerging Growth Regions

The United Nations World Investment Report 2011 highlighted, “major emerging regions, such as East and South-East Asia and Latin America, experienced strong growth in FDI inflows.” From the statistics, “three developing economies ranked among the five largest FDI recipients in the world.”



Steady Sustainable Sector

“Singapore’s building and construction sector is of strategic importance to Singapore’s economy. In 2010, the sector achieved a record level of on-site construction activity with an output of about S\$30 billion. This year, the sector is expected to generate a demand of between S\$22 billion and

S\$28 billion. Looking forward, the Building and Construction Authority of Singapore (BCA) expects to see a sustained level of construction demand in 2012 and 2013 of between S\$19 billion and S\$26 billion annually.”

(Dr John Keung, CEO, Building and Construction Authority (BCA), 25 April 2011)

Expanding Specialised Zone

JTC Corporation yesterday announced plans to develop an additional 70 hectares of land at the multi-million dollar Seletar Aerospace Park (SAP) – including 20 hectares of new land with runway access – and the potential construction of more multi-use business aviation complexes to smaller aerospace industry players. CEO Manohar Khatiani said that the uncertainties in global economic conditions and the aviation industry had not affected demand or enquires from investors interested in locating at SAP.

(The Business Times, 24 November 2011)

High Investment Confidence

“Plans to upgrade Indonesia’s infrastructure are expected to attract US\$70 Billion of investment over the next 5 years stimulating a boom in the construction industry that is expected to grow at over 6.8% per year on year.”

According to discussions at the World Economic Forum on East Asia (WEF-EA), “The cost of building power plants, transportation hubs, telecom facilities, water systems and other infrastructure across Asia will exceed US\$ 8 trillion over the next 10 years. The region actually has enough money in private savings, sovereign wealth funds and central bank reserves to fund the infrastructure upgrades.”

(ANTARA News, 13 June 2011)

Developing Industrial Clusters

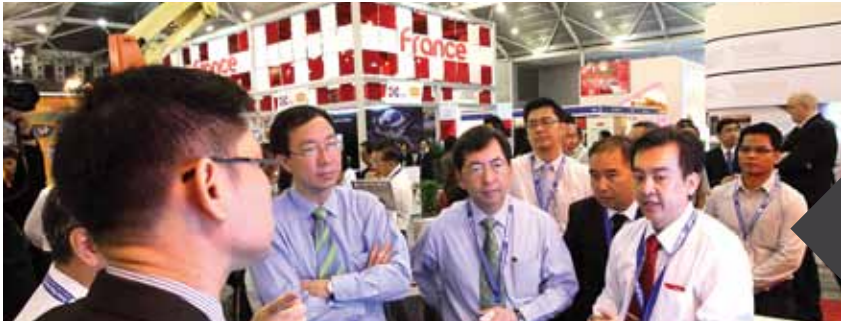
“Between now and 2015, Hoa said, the city’s industrial and export processing zones will prioritize investment projects in four key areas, namely mechanical engineering, electronics and ICT, chemical-medicine, and food processing.

Hepza will also seek to attract projects into supporting industries and services for above industries, Hoa said.

He said that Hepza would prepare 1,000 hectares of land at seven new industrial parks that have just been approved in principle by the Government.

“We will help developers of newly-established industrial parks to quickly complete procedures,” Hoa said, naming the new IPs as Bau Dung, Phuoc Hiep, Xuan Thoi Thuong, Vinh Loc 3, Le Minh Xuan 2, Le Minh Xuan 3 and Phu Huu.

(The Saigon Times Daily, Le Hoang, July 4, 2011, Hepza targets US\$4 billion into EPZs, IZs in 2011-15)

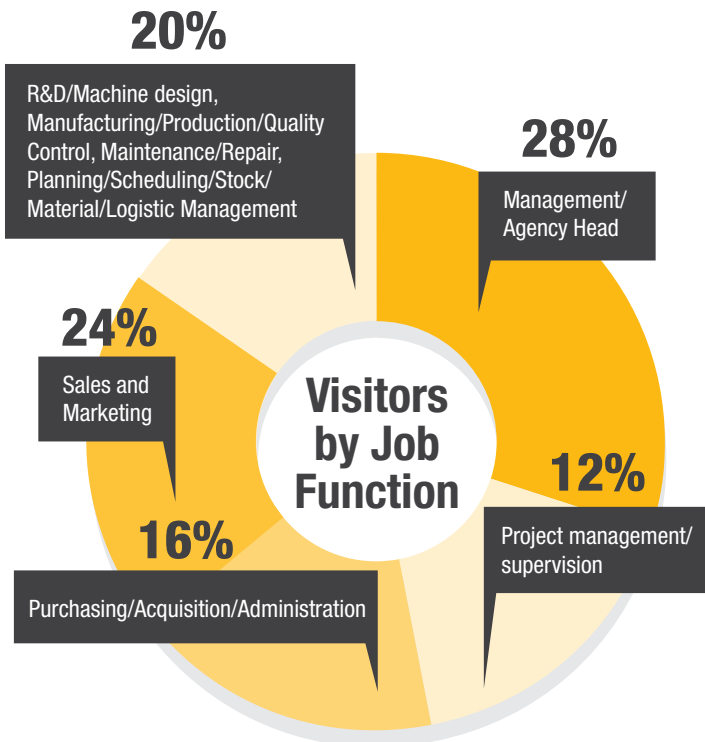


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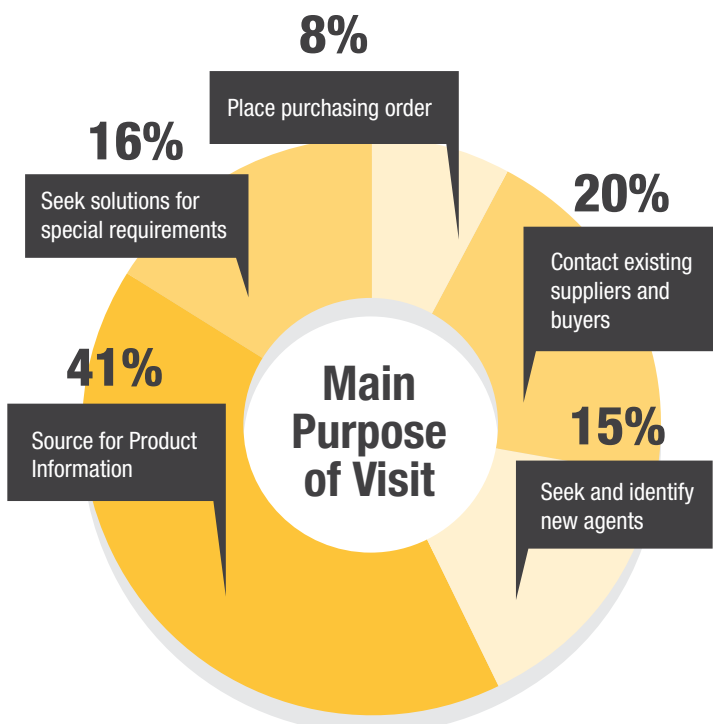
Visitors Profile

Meet a wide range of practitioners, technology experts, major industry players, traders and distributors from across varied segments in building, engineering, procurement and construction, research and development and more.



Top 5 Product Interest

1	Construction Machinery
2	Building Material Machines
3	Interior Designing
4	Equipment / Spare Parts
5	Lighting



65% of the visitors in 2011 were final or joint decision makers, **21%** were specifiers or advisors, and these buyers and partners came from A-STAR, Beijing Construction Engineering Group, CapitalLand, DSTA, Gammon Construction, Harikutai Engineering, Housing Development Board, International Formwork & Scaffolding, JTC Corporation, Keppel Offshore & Marine Technology Centre, Kimly Construction, Koh Brother Building & Civil Engineering Contractor, KTC Group Holdings, National Environment Agency, Natsteel Holdings, Qingjian Group, Resort World Sentosa, Samsung C&T Corporation, Samwoh Corporation, Schneider Electric, Shanghai Tunnel Engineering, Shimizu Corporation, SIA Engineering, Subana, Sumitomo Mitsui Construction, Wee Hur Construction, Woh Hup and many more.



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Exhibitors from 2011

70% of the exhibitors who participated in the inaugural BuildTechAsia2011 had a fulfilling overall experience and **87%** expressed their interest to participate again. Hear what they have to say.

*Statistics from 2011 exhibitor survey

3L Optoelectronics Technology Pte Ltd
Acme Equipment Pte Ltd
Akrobat
All-Well Trading & Transportation Pte Ltd
Alpha Sales & Services Pte Ltd
Ammico Contracting Co. Pte Ltd
Ancom Electrical & Environmental (Singapore) Pte Ltd
Anjels Pte Ltd
Apenergy Pte Ltd
Ardex Singapore Pte Ltd
Aron Lifts International Pte Ltd
Asia Excel Pte Ltd
Asis Technologies Pte Ltd
Atlantic International
Autodesk
Averman Machinery Fabrick GMBH
BASF
Bentley Systems Singapore Pte. Ltd.
Betonwerk
Blachere Illumination
Bona Far East - Pacific Pte Ltd
Brokk Asia Pacific Pte Ltd
BS Technology
Bueno Optoelectronics Co. Ltd
CDP Access Asia Pte Ltd
CHH Construction Systems Pte Ltd
Cleanroom Industries Sdn Bhd
CMYlight (S) Pte Ltd
Current Pte Ltd
Davjon Marketing
DB Mateco Pte Ltd
Decora Art & Colour Pte Ltd
DKSH technology Pte Ltd
Doka Formwork Pte Ltd
Dragages Singapore Pte Ltd
Dyntek Pte Ltd
Ecco Sys Pte Ltd
Echo Engineering
Egner Building Technologies Pte Ltd
EJOT Malaysia
Entrepot Marketing Pte Ltd
Estron Marketing Pte Ltd
Evergain Pte Lte
Floormate Asia Marketing Pte Ltd
Fujioh International Trading Pte Ltd
Fuvi Mechanical Technology Company Limited
G Hardware
Galmon (S) Pte Ltd

Getz bros. & Co. (Singapore) Pte Ltd
Glocom Marketing Pte Ltd
Graitec Pte Ltd
Grid Communications Pte Ltd
GSK Advance Services Pte Ltd
Hanman International Pte Ltd
HAZ Asia Pacific Pte Ltd
Higa Trading Pte Ltd
HLC Design
Housing & Development Board
HS Auto Furnishing
Huatraco Scaffold Sdn Bhd
Inspired Energy Pte Ltd
Intercorp Solutions Pte Ltd
International Powered Access Federation (IPAF)
J&P Building Systems Pte Ltd
JDO Labs Pte Ltd
Jenmon International Pte Ltd
Jessy International
JJ Lapp Cable (S) Pte Ltd
JN Technologies Pte Ltd
Jonite Private Limited
JPN Industrial Trading Pte Ltd
Keystone Cable (S) Pte Ltd
Kodi Engineering Services Pte Ltd

MMF Decking & Maintenance Programme
Nanyang Instrument & Machiney Pte Ltd

Shanghai Tong Lee Hardware Pte Ltd
Skudo Coatings Pty Ltd
Snorkel
Solartech Sales & Services Sdn Bhd
Spazio Concepts Pte Ltd
Speedo Marine (Pte) Ltd
SSAB Swedish Steel Pte Ltd
Star Rolling Shutter Sdn Bhd
Sunzhou Solar System (S) Pte Ltd
Supreme Lion Marketing Pte Ltd
Survey Instruments Services Pte Ltd
Syarikat Lan-Ric Industries Sdn Bhd.
T&J Electric (Singapore) Pte Ltd
TAC System Formwork Sdn Bhd
Tanglin Corporation Pte Ltd
Tekla (SEA) Pte Ltd
The French Chamber of Commerce Singapore (FCCS)
Tubao Exquisite Engineered Wood Pte Ltd
Turbosol Asia Pte Ltd
UFIDA Software Co. Ltd

"Amazing and well organized show. Excellent team with timely and well-planned execution of task. It will definitely be nature to support this event in the coming years."

Modern (Singapore) Access & Equipment Pte Ltd, Klein Phua, Marketing & Business Development

Nature Wood Pte Ltd (Evergreen Forest Pte Ltd)
Nexg Builders Mart Pte Ltd
Nexxis Systems Pte Ltd
Nurichem Co. Ltd
NYTC Pte Ltd
Omni-LED Lighting Pte Ltd
Onna Prima Pte Ltd
Optiled Lighting (S.E.A) Pte Ltd
Pacific Forest Products Pte Ltd
Parafoil Design & Engineering
Parasols Unlimited Pte Ltd
Pentens (Singapore) Pte Ltd
PERI Asia Pte Ltd
PFE Technologies Pte Ltd
Pidilite Innovation Centre Pte Ltd
Poh Leong Tractor Pte Ltd
Prime Light Pte Ltd
QMT Industrial & Safety Pte Ltd
Ragni SAS
Rehau
RIB Limited
Richee Engineering Enterprise Pte Ltd
Rotoaccess (S) Pte Ltd
Rotol-Ams Architectural Technologies (M) Sdn Bhd
Ryobi Kiso
Saint-Gobain
Saturn Pyro Sdn Bhd
Schnell House S.R.L.
Script and Go
Sea and Land Technologies Pte Ltd
Sennbogen Pte Ltd

"Konecranes is very happy to be part of BuildTechAsia 2011 as this is one of the few exhibitions in Singapore that fit our target market. This is definitely the best platform for product launches as well as generation of new leads. Good job done!"

Konecranes Pte Ltd, Steve Gagnuss, Regional Director, South East Asia

Lafarge Plasterboard
Land Equipment Pte Ltd
Liebherr - Singapore Pte Ltd
M & L Furnishing
Magnetic Screen Pte Ltd
Melchers Project Management Pte Ltd

"We received great exposure and awareness of my products. A great gathering ground for me to meet with both existing and potential customers. Good networking opportunities!"

Ulma Formwork Singapore Pte Ltd, Edward De Marta, Managing Director

Ultra Corporation Ltd
Uni-Corp (Singapore) Pte Ltd
USL Asia Pacific Pte Ltd
Vfzled Pte Ltd
Woodlandor Wood Products Sdn Bhd
Woodmac Flooring & Door Pte Ltd
Xiamen Yutian Stone Co. Ltd
Yau Lee Construction
And more....

Networking Sessions



Sponsorship Opportunities

Take advantage of the high-level gathering of decision-makers in Southeast Asia at BuildTechAsia2012. Enhance your company branding and profile with our range of conference sponsorship opportunities and networking sessions. Find out how our sponsorship packages can work for you.

Call Vincent Chua at +65 6319 4038 / 9733 1889 or email vince@sph.com.sg.

Held in conjunction with the

SINGAPORE CONSTRUCTION PRODUCTIVITY WEEK

14 - 18 May 2012

www.sgcpw.com



Increasing Productivity through Technology Adoption and Process Improvement

BCA has been steering the construction industry to achieve higher productivity through the buildable design legislation. This has gained greater momentum with the introduction of the \$250 million Construction Productivity and Capability Fund (CPCF) in June 2010 and the constructability requirement in July 2011. As at November 2011, over \$30 million from the CPCF had already been committed to more than 1200 firms seeking to improve productivity through technology adoption, re-engineering and workers' training and upgrading. We are beginning to see builders adopting productive technologies like mechanised access equipment, system formwork, drywall, self compacting concrete and Building Information Model (BIM). As part of the Singapore Construction Productivity Week in May 2012, the BuildTech Asia 2012 is a great platform for suppliers of productive technologies to be involved in this exciting transformation. The inaugural BuildTech Asia exhibition in April 2011 attracted more than 257 exhibiting companies. The Build Smart Conference and the BCA Pavilion were always busy with people wanting to find out the latest initiatives in raising construction productivity and the incentives provided by BCA. Its success exceeded our expectations.

Mr Tan Tian Chong, Director, Building and Construction Authority

WHAT'S HAPPENING in 2012

SINGAPORE CONSTRUCTION PRODUCTIVITY WEEK

BuildTechAsia2012 Exhibition



Skilled Builders and BIM Competition

BIM | Drywall installation |
Height access equipment |
System formwork installation

Build Smart Conference
International Construction & Site
Management | Innovative
Construction materials and
technology | Construction IT

IPE
International Panel of
Experts on Construction
Productivity and
Prefabrication technology

Marina Bay Sands® - Sands Expo and Convention Center

In 2011....



Skilled Builders and BIM Competition

The Skilled Builders and BIM competition was a prelude to the exhibition and conference during the productivity week. Participants pitted their skills in the specialized trade categories of System Formwork Installation, Drywall Installation, Telescopic Handler Operations, Crane Operations and Building Information Modelling (BIM). The challenge was to produce accurate and high quality work within a designated timeframe – essential requirements for today's construction industry.



Build Smart Conference

A 2-day conference aimed to keep the industry updated on innovative construction technologies, raise industry awareness on productivity and showcase projects that have successfully adopted productive methods of construction. The topics covered Adoption of **Building Information Modelling (BIM) and Construction I.T.**, Effective **Procurement Models and Construction Management**, Application of **Precast and Prefabrication**, **Regulatory Review** by government agencies and Innovative **Construction Technologies**. Sharing sessions by the **inaugural Construction Productivity Award winners** on leading the change in construction productivity followed.

Reach target markets through **BuildTechAsia2012's** Comprehensive Marketing Campaign



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www.buildtechasia.com

Public Relations Campaign

Our press conferences and strong relationships with national and regional media help to bring in maximum media coverage.



Advertising Campaign

BuildTechAsia's advertising campaign reaches out to industry publications, the local general press and online portals.



Database Marketing

Brochures and e-newsletters will be sent to a compilation of construction, engineering and supporting industry decision makers collected from on-going research, past visitors, association members, trade facilitators, media and more.



New Media, Outdoor, Personal Contact



Social media network, mobile digital gadget, banners, personal visits, telemarketing are other forms of marketing approaches.



The Organizer

Sphere Exhibits Pte Ltd | 82 Genting Lane, Level 2, SPH Media Centre, Singapore 349567
Tel: (65) 6319-4020 or (65) 6319-4021 • Fax: (65) 6319-6140 • sphere@sph.com.sg

A wholly owned subsidiary of Singapore Press Holdings (SPH), Sphere Exhibits, which stands for "SPH Events, Roadshows and Exhibitions", aims to be the leading events company catering to a diverse mix of trade and consumer clientele.

Backed by a committed and experienced team of professionals and SPH's comprehensive range of media platforms, Sphere Exhibits' shows, events and exhibitions centre on unique concepts that attract local audiences and regional participants. Among the 20 Sphere Exhibits' events are The IT Show, COMEX, Licence2Play, Asian Masters and Kidz Academy.

Leveraging on its expertise in event conceptualisation, planning and execution, Sphere Exhibits delivers memorable and quality events that meet the objectives of its clientele and partners.

The Venue

Sands Expo and Convention Center at Marina Bay Sands®
10 Bayfront Avenue, Singapore 018956

Marina Bay Sands® stands as the new icon of Singapore's skyline. It is home to a trio of luxury hotel towers, Sand Sky Park®, an ArtScience Museum, two theaters, casino, Crystal Pavilions, restaurants and bars, The Shoppes at Marina Bay Sands® and Event Plaza. The Sands Expo and Convention Center is a meeting planners' dream, with infinitely flexible space, making it the ideal venue for any event, be it an intimate gathering of tens or large congregations of thousands. The ability to seamlessly integrate business and leisure in a single destination unlike any other, Marina Bay Sands is truly Asia's ultimate destination for leisure, business and entertainment. Visit www.marinabaysands.com.

