

THE BUILDING TECHNOLOGY, ELECTRICAL ENGINEERING AND SECURITY SHOW

Build  Asia

**7-9
MAY
2014**
HONG KONG
CONVENTION &
EXHIBITION
CENTRE

www.build4asia.com

Organiser



Hong Kong
Exhibition
Services
Ltd

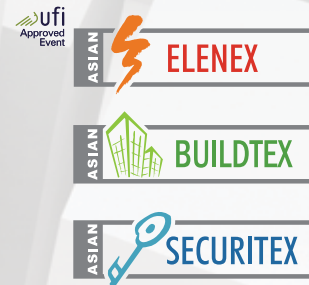
ALLWORLD
EXHIBITIONS
MEMBER

Comprises



ALL-IN-ONE

BUILDING TECHNOLOGY, ELECTRICAL ENGINEERING AND SECURITY SHOW



From exterior to interior, Build4Asia incorporates a connected collection of three major elements - Electrical Engineering, Building Technology & Materials and Security solutions which are being known as Asian Elenex, Asian Buildtex and Asian Securitex respectively, catering to the every need of the entire building community. The biennial tradeshow will serve as a one-stop sourcing marketplace for key decision makers, such as architects, contractors, developers, security personnel, who are in search of distinctive design, green technologies and sophisticated solutions to build, install and refurbish facilities to the highest standards.

A vast array of interactive forums, workshops and design galleries will also be seen at Build4Asia to foster industry networking and stimulate expertise exchange.



ASIA-PACIFIC MARKET OUTLOOK

Intelligent buildings are springing up around Asia-Pacific region, with a forecast size of US\$1,036 billion by 2020, of which one-third will be contained by the world's largest market for intelligent buildings – China. Eco friendly buildings have become a major focal point of the construction industry in China owing to the PRC government's emphasis on "Green development, the construction of a resource-saving and eco-friendly society" in the 12th Five-year plan. It is believed that China's market for green technology will surge to US\$239 billion by 2020.

CONSTRUCTION INDUSTRY FLOURISHING IN HONG KONG AND MACAO

In Hong Kong, large scale expansion projects are planned and expected to create immense opportunities among the construction and design industries, as well as incorporating green initiatives. New commercial developments in at least seven areas in Kowloon East might have to get green building certification and provide space for artists, turning the areas into a low-carbon emission community. Key infrastructure projects such as Kai Tak Development costing HK\$64.2 billion and West Kowloon Cultural District with an endowment fund of HK\$21.6 billion are concurrently under construction and will come into operation between 2014 and 2015. Major transport initiatives are also being taken forward in full swing, including a 30km road bridge across the Pearl River Delta linking Hong Kong, Macao and Zhuhai at an estimated cost of \$57.4 billion for completion in 2016 and five railway projects for completion between 2014 and 2020 totaling HK\$180.1 billion.

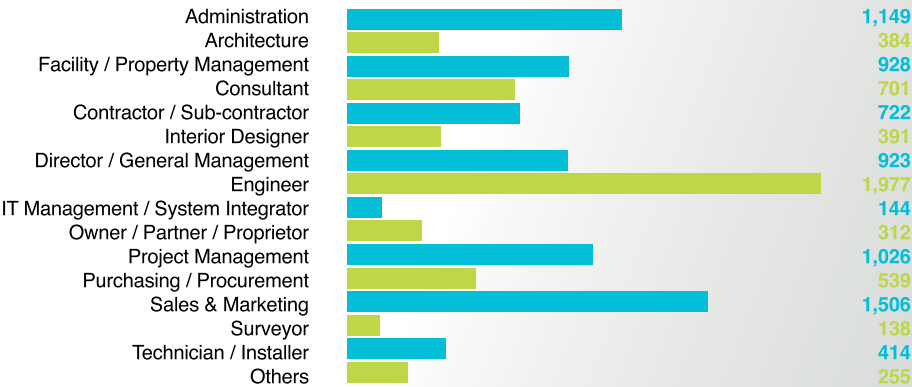
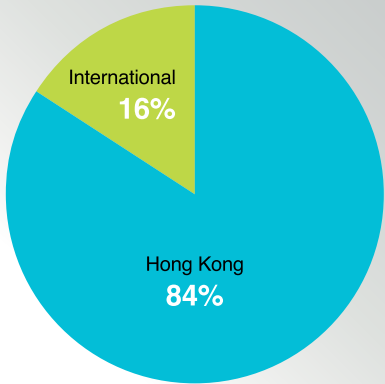
While in Macao, the Cotai Strip has been a significant land reclamation project ever since its opening in 2006 with resorts, theme parks and most importantly casinos being constructed over the past years. Seeing substantial revenue and high business potential, numerous entertainment groups and hotel developers have already announced further extensive investment in the near future.



OVERVIEW OF BUILD4ASIA 2012

Occupying 15,000m² of exhibition space, the 3-day event showcased over 500 exhibitors from more than 30 countries with the latest innovative technologies, attracting 11,509 trade buyers from around the region. The tradeshow is an ideal platform for exhibitors to generate and strengthen their network with China, Southeast Asia and international markets.

TOTAL:
11,509
VISITORS



BUYER'S
MAIN JOB FUNCTION

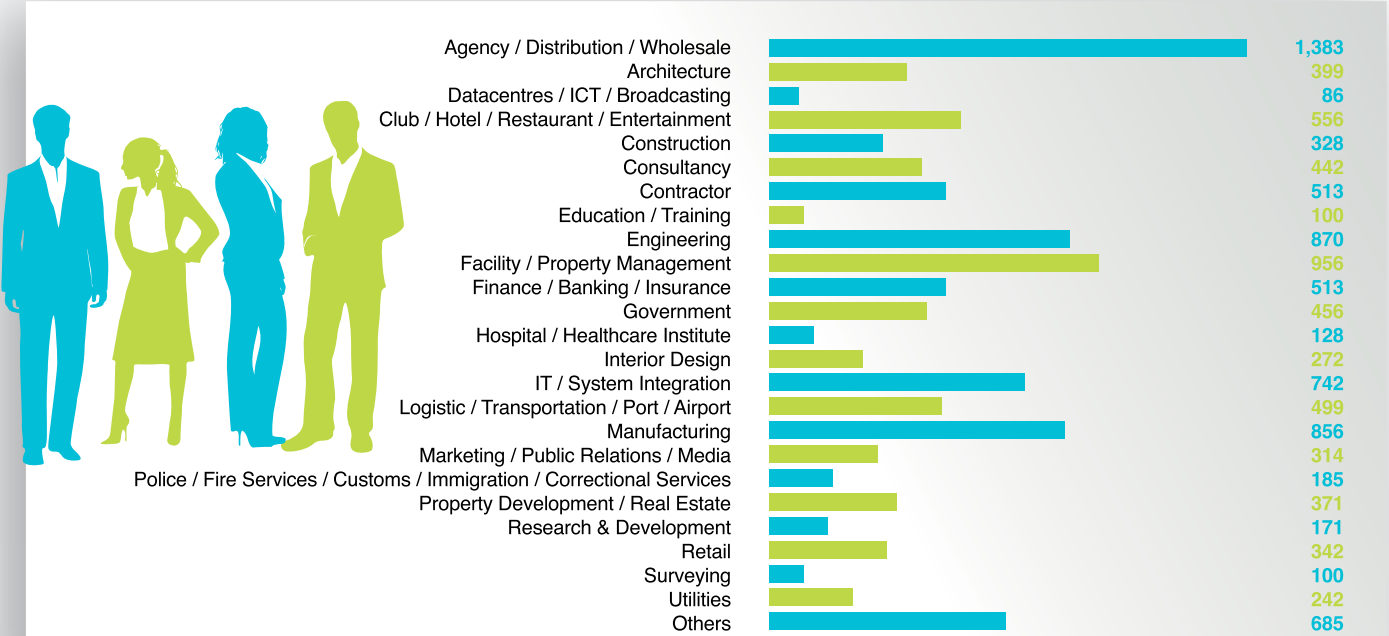
WHAT 2012 EXHIBITORS SAID ABOUT US ...

“Build4Asia provides me an extremely effective chance for branding promotion. It attracts different types of customer from different industry sectors; and enlarges the sector of our targeted customer and network which can enhance sales. I will definitely exhibit at Build4Asia again because of the remarkable participation experience.”
Wilson Lam, General Manager of Commercial Vehicles Division of Zung Fu Company Limited

“The Build4Asia trade show is a good platform for HUF COR to showcase our innovations and technology to the right target audience. During the show, we met many industry professionals including architects, designers and 5 stars hotel managers in which we had many meaningful discussions about how our one-stop total solutions can meet their flexible space management challenges. Build4Asia trade show is a very effective event and highly recommended.”
Frazer Teo, Chief Operating Officer, Asia Pacific, HUF COR

VISITOR PROFILE

- Architects
- Border Control Immigration
- Consulate / Embassy
- Contractors / Sub-contractors
- Government Officials
- Facility Managers / Directors
- Manufacturers
- Marketing / Sales Personnel
- Project Managers / Directors
- Consultants
- Engineers
- Heads of Security of Large Venues
- Interior Designers
- IT Managers / Officers
- Developers
- OEM Manufacturers
- Security managers & Operators
- System Integrators
- Property Managers



BUYER'S BY COMPANY'S MAIN ACTIVITY



EXHIBIT PROFILE



Asian Elenex

- Cable, Cable Gland & Cable Tray
- Circuit Breaker
- Commercial & Office Lighting
- Connector / Connecting System
- Control & Dimmer
- Daylight Technology
- Decorative & Custom Fixture
- Electrical Power Distribution & Transmission
- Emergency Lighting & Safety Sign
- Fiber Optic Lighting
- Fire Safety Product
- General Lighting
- Lamp, Energy Saving Lamp
- LED Lighting Solution
- Lightning Protection System & Earth Rod
- Meter & Monitoring System
- Motors & Motor Control
- Outdoor & Street Lighting
- Power Generation Equipment / Generator
- Renewable Energy Technology
- Switch
- Testing & Measuring Instrument for Power
- Thermal Imaging & Infrared Camera
- Transformer



Asian Buildtex

- Air Filtration Equipment
- Air-Conditioning Solution
- Architectural / Interior / Landscape Design & Service
- Architectural Lighting
- Building & Interior Decorative Material
- Building Management Solution
- Building Paint & Coating
- Ceiling / Flooring / Wall Covering / Fabric / Carpet
- Communication Solution
- Energy Efficiency Solution
- Energy Saving / Insulation / Heat Preservation Material
- Facility Management System
- Fireproof Material
- Furniture & Soft Furnishing
- Heating, Ventilation, and Air Conditioning (HVAC)
- Home Automation Solution
- Intelligent Building Solution
- Lighting Control Solution
- Network Management Solution
- Pipe & Fitting
- Sustainable / Green Building & Construction Material
- Water / Environmental Management Technology
- Waterproof Material / Roofing & Ceiling
- Wireless Solution



Asian Securitex

- Access Control
- Biometrics
- Car Parking System
- Cash Management Solutions
- CCTV & Remote Monitoring Control Systems
- Electronic Article Surveillance (EAS)
- Electronic Safety
- Fire Safety Solutions
- Home Automation Security Solutions
- Information / Data Security
- Integrated Security Management Systems
- Intelligent Buildings
- Intruder Alarm Solutions
- IP Security
- Lock & Safes
- Meter Detectors & X-ray / Screening Equipment
- Rescue & Emergency Equipment
- Safety Clothing
- Security Doors, Gates & Shutters
- Security Guard Services
- Security Solutions
- Smartcard / Card Technology
- Surveillance Solutions
- Traffic Counting Solutions
- Transportation Security



SUPPORTING ORGANISATIONS

- Asian Institute of Intelligent Buildings (AIIB)
- Asian Professional Security Association (APSA) - Hong Kong Chapter
- ASIS International - Hong Kong Chapter
- Building SMART Hong Kong
- Chamber of Security Industry Limited
- Chartered Institute of Housing Asian Pacific Branch
- CoreNet Global HK Chapter
- Energy Institute (Hong Kong Branch)
- HK BEAM Society
- Hong Kong Association of Risk Management and Safety (HKARMS)
- Hong Kong Electrical Contractors' Association (HKECA)
- Hong Kong Indoor Air Quality Society (HKIAQS)
- Hong Kong Institute of Planners
- Hong Kong Plumbing and Sanitary Ware Trade Association Ltd (HKPSWTA)
- Hong Kong Police - Crime Prevention Bureau (CPB)
- Hong Kong Security Association (HKSA)
- International Professional Security Association (HK) Ltd (IPSA)
- Macau Construction Association (MCA)
- Macau Construction Machinery Engineering Association
- Macau Electrical and Mechanical Professionals Association
- Macau Properties and Facility Management Association
- The Association of Architectural Practices (AAP)
- The Association of Consulting Engineers of Hong Kong
- The Association of Registered Fire Service Installation Contractors of Hong Kong Ltd (FSICA)
- The Chartered Institute of Building (Hong Kong), CIOB (HK)
- The Chartered Institute of Water and Environment Management
- The Hong Kong & Kowloon Electric Trade Association
- The Hong Kong Association of Energy Engineers
- The Hong Kong Association of Property Management Companies
- The Hong Kong Chapter of IFMA
- The Hong Kong Federation of Electrical & Mechanical Contractors Ltd (HKFEMC)
- The Hong Kong Green Building Council
- The Hong Kong Institute of Architects (HKIA)
- The Hong Kong Institute of Building Information Modelling
- The Hong Kong Institute of Real Estate
- The Society of Operations Engineers (HK Region)



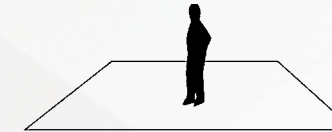
REACH OUT TO YOUR BUYERS

As part of the services we provided, we broadcast the show and your business through our existing and expanding database to tens of thousands of buyers within the region:

- Advertising on major trade magazines, newspapers, broadcast and online media
- Direct Mailing
- Exhibitor's E-invitation System
- Email Marketing
- PR Promotion
- Prestigious Visitor Group Nomination
- Social Media
- Sponsorship opportunities at world-renowned events
- VIP nomination and invitations
- Website

STAND PACKAGES TAILORED TO YOUR NEEDS

Three options for you to stimulate your business at Build4Asia:



SPACE ONLY

US \$400 / m² (min. 36m²)
Bare floor space, ideal for large exhibitions or national groups who wish to build their own stand



WALK-ON PACKAGE

US \$445 / m² (min. 9m²)
Walls, carpet, lighting, fascia, power point, counter and chairs are included



PREMIUM PACKAGE

US \$480 / m² (min. 15m²)
Wall, carpet, lighting, fascia, company logo, power point, counter, lockable cabinet, display shelves, table & chairs are included

THE VENUE

Build4Asia 2014 will take place in the award-winning, multipurpose-built Hong Kong Convention and Exhibition Centre (HKCEC) which is one of the largest in Asia. Located right in the heart of Wanchai on the Hong Kong Island, the centre is one of the world's most impressive, efficient and functional exhibition venues for exhibitors and buyers alike.



THE SHOWCASE FOR BUILDING AND ENERGY SOLUTIONS IN ASIA

7 – 9 MAY 2014
HONG KONG CONVENTION & EXHIBITION CENTRE

www.build4asia.com

THE ORGANISER



Since 1981, Hong Kong Exhibition Services Ltd (HKES) has staged numerous successful shows in Hong Kong, Vietnam and China. As one of the region's leading show organisers with a comprehensive portfolio, we provide complete world-class exhibition services. HKES is also the Organiser of HOFEX - Asia's leading food & Hospitality Tradeshow and Electric & Power Vietnam.



HKES is a member of the esteemed Allworld exhibitions (formerly The Montgomery network) based in London. With an established portfolio of 150 shows over 11 countries and regions, Allworld organise various building, electrical engineering and energy related events in Hong Kong, Indonesia, Myanmar, Mongolia and Malaysia.



An exhibition identified as an "UFI approved event" is a proof of high quality, thus providing exhibitors and visitors alike with the assurance of making a sound business investment. Asian Elenex is renowned as one of the very first UFI approved events in Asia.

Organiser



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