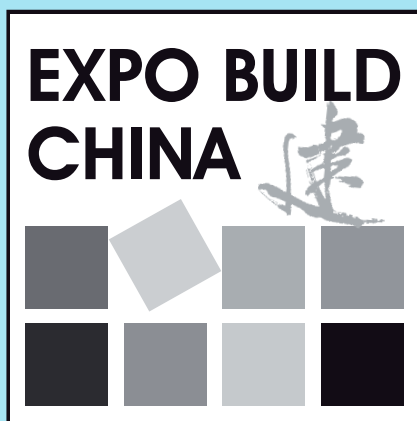


Ecobuild comes to Expo Build 2012



19 years of continuous success in Shanghai,
Expo Build is China's premium building
construction & design event showcasing
new design innovations and green trends.

Ecobuild is the world's largest and most
respected event for sustainable construction

The Ecobuild China pavilion is the future of
design, construction and the built environment.

9–12 April 2012

Shanghai New International Expo Center Hall W4

www.ecobuildchina.com

Supported by



the mark of
property
professionalism
worldwide



世界节能环保与生态建筑中国展

An event with a global reputation

Ecobuild is the world's largest exhibition dedicated to the future of sustainable building, design, construction and the built environment. www.ecobuild.co.uk

Launched in 2004, it's held annually in March at London's ExCeL Centre and is the fastest-growing trade event in the UK. The show is attended by the most influential individuals and organisations in design and construction. The number of professionals visiting the event has grown from 6,100 in 2006 to more than 55,000 in 2011, when the event occupied floor space of 60,000 sq. m.

Now for the first time Ecobuild is coming to Shanghai as part of the Expo Build, the premium building & construction event in China.

www.expobuild.com

The Ecobuild Pavilion at Expo Build China

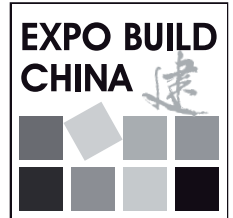
The Ecobuild Pavilion aims to deliver high quality contacts and access to the most valuable projects across South East Asia. For visitors, it is an unequalled opportunity to discover new suppliers and contacts.

It's also the definitive source of information about design and construction, where learning meets practical application, and puts them both alongside suppliers of products and solutions.

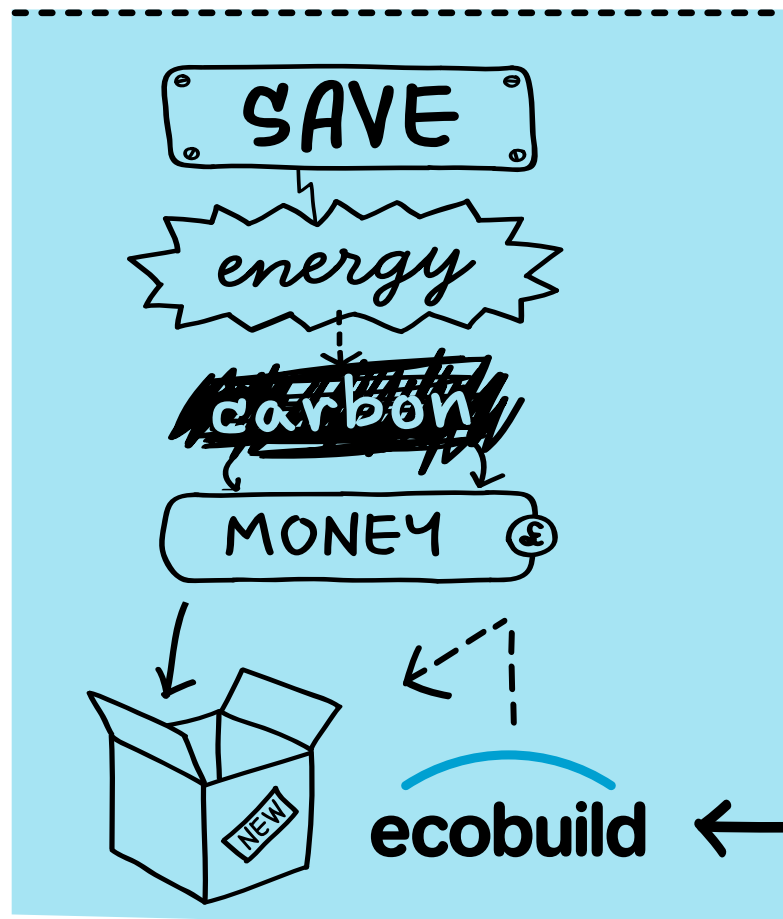
Expo Build China is the natural home for Ecobuild. Celebrating its 20th anniversary in 2012, Expo Build is the most comprehensive construction show in China, setting trends for design and construction techniques and showcasing the most innovative and premium products.

Over the past few years, Expo Build has shifted its focus from purely construction materials to architectural design and sustainability. The 2011 event included a special "Ecobuilding and urban development forum" on the show floor, attracting an international as well as local audience of architects, designers and built environment professionals. As a result, Expobuild now provides the right base for the launch of Ecobuild China.

Expo Build is co-located with a variety of other product-based shows – including Hotelex and Mosaic & Stone China – in a 200,000m2, four-day long extravaganza, attracting 100,000 visitors from China and around the world. Events during the week include the China International Building & Design Festival.



ecobuild



Why China, why now?

The political and economic context is right for the launch of Ecobuild China. China is already the world's largest construction market and is forecast to expand at 8.5% CAGR from \$1,200bn in 2011 to \$1,700bn in 2015 (Source: Global construction 2020). However, the pace of development is coming at an environmental price, and the Chinese government is already investing hundreds of billions of dollars in green building to ensure that growth is matched by energy security and reduced local air pollution.

- China's 12th Five-Year Plan (2011-2015) pledges to reduce energy intensity per unit of GDP by 16% and cut carbon intensity by 17%.
- It identifies low-carbon sectors as the core of a new industrial strategy and an important pillar for growth.
- The announcement of 10m public housing apartments is expected to kick start green development. These will be part of green zones comprising self-contained communities and will act as a blueprint for future developments.
- China is the fastest growing market for LEED (the US Green Building Council's Leadership in Energy and Environmental Design rating system) - another example of how sustainability is beginning to become mainstream within Chinese construction.
- Sustainable construction is still in its infancy in China (4% of construction market) but the market is forecast to grow at 38% CAGR and will reach US\$90bn (12% of construction market) in 2015 (Source: AMR International).
- China is looking to international exemplars and best practice in every aspect of green construction including design, low carbon materials; renewable energy and micro-generation technology.



Who should exhibit?

The event will provide participants with a gateway into the rapidly growing Chinese market for sustainable development.

- Make contact with future business partners from the private sector, clients and investors, real estate developers, architects & designers, main contractors, engineers, green consultants, government bodies and industry associations
- Learn what the government's ambitious energy efficiency targets will mean for the design and construction of new buildings, and the retrofitting of existing ones
- Understand the commercial opportunities for architects and designers, contractors, consultants and manufacturers
- Position your company as a provider of high quality sustainable products or services within China
- Position your company as a thought leader by taking advantage of speaking opportunities
- A cost effective way to assess the market, understand the commercial opportunities and seek new partners for manufacturing
- Test what you need to do to adapt your product offering to local requirements/ understand the expectations of your products in terms of standards & performance
- Attend market access clinics
- Network at the conference networking dinner

very
IMPORTANT
information

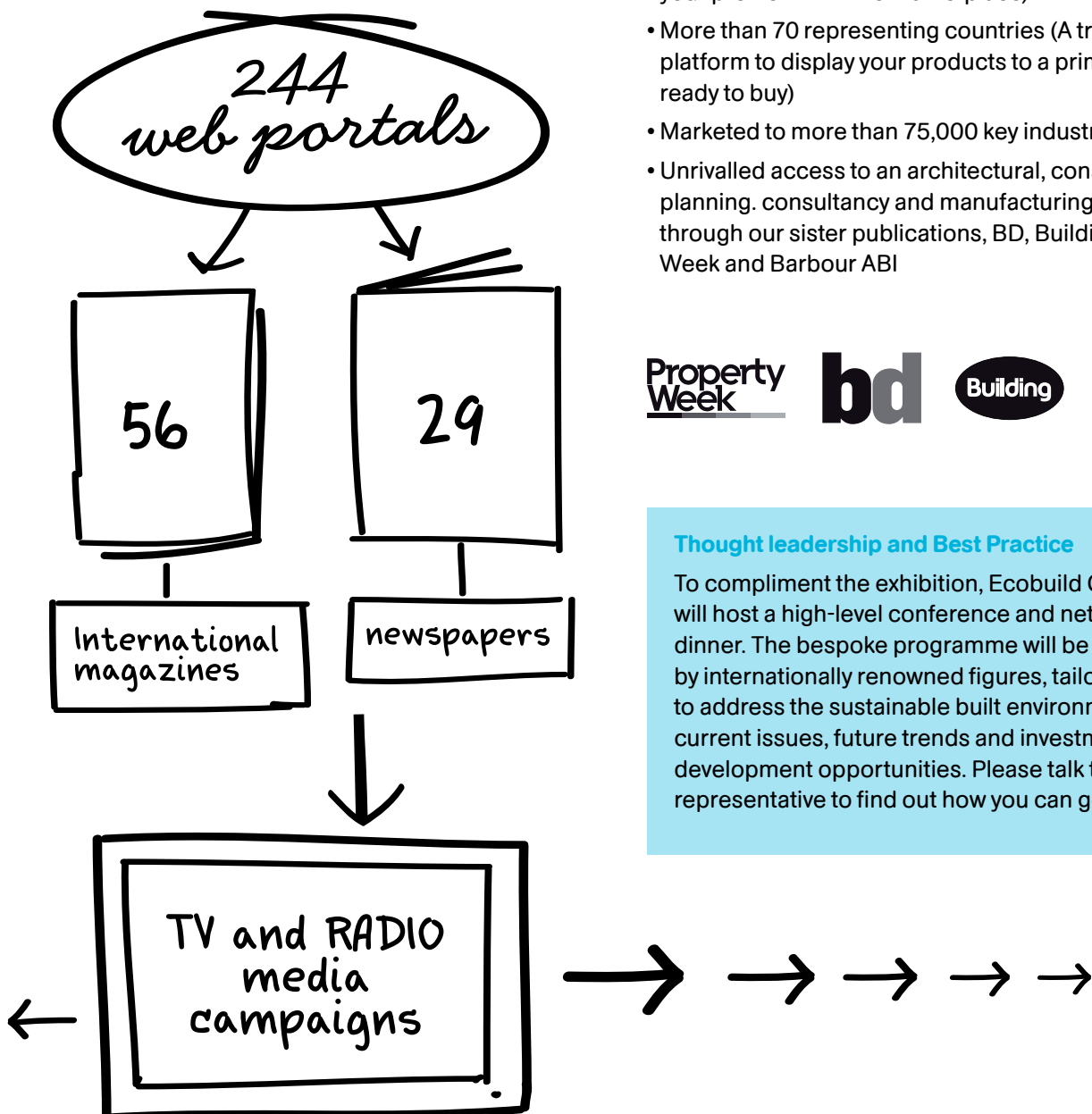


ecobuild



Any company involved in the supply chain is relevant:

- low carbon technologies
- energy saving and efficiency
- renewable energy and micro-generation
- water management efficiency
- building services & management
- building structures & materials
- building completion
- external works
- finishing products and materials
- fittings
- substructures
- professional services & consultancy.



Why exhibit?

Ecobuild China is supported by a comprehensive marketing campaign that targets the extensive UBM database – attracting the decision-makers that you want to meet.

As an exhibitor at Ecobuild China, you will benefit from our dedicated in house Marketing and PR teams, working in partnership with leading industry associations and publications ensuring maximum exposure and coverage for your brand.

- More than 31,000 visitors (Unrivalled access to the largest gathering of the built environment expertise in China)
- Over 400 exhibitors (Place your brand alongside the industry's key players – a unique opportunity to raise your profile within the marketplace)
- More than 70 representing countries (A truly international platform to display your products to a prime audience, ready to buy)
- Marketed to more than 75,000 key industry contacts
- Unrivalled access to an architectural, construction, planning, consultancy and manufacturing audience through our sister publications, BD, Building, Property Week and Barbour ABI

Property Week

bd

Building

Barbour A
www.barbour-abi.com

Thought leadership and Best Practice

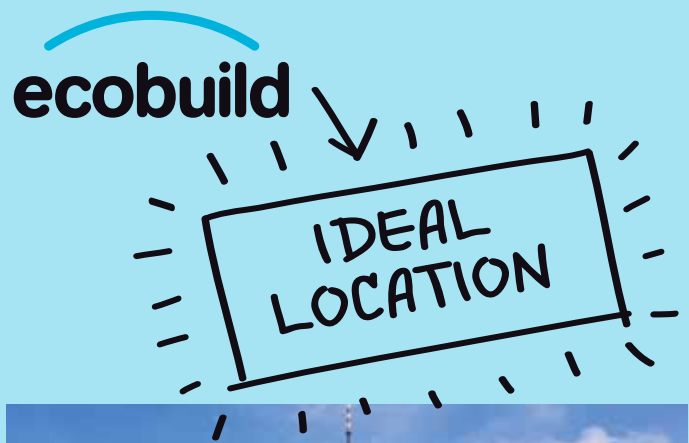
To compliment the exhibition, Ecobuild China, will host a high-level conference and networking dinner. The bespoke programme will be presented by internationally renowned figures, tailored to address the sustainable built environments current issues, future trends and investment and development opportunities. Please talk to your sales representative to find out how you can get involved.

Venue & location

Shanghai has an ideal location and is much more Hong Kong than Beijing. It is the most dynamic city in the world's fastest-changing nation and a city of stunning contrasts. With 17 million inhabitants it has witnessed huge economic progress. It has a growing middle-class and an obsession with the latest fads and technologies.

Ecobuild China is held at the Shanghai New International Expo Center in hall W4. The Shanghai New International Expo Center (SNIEC) is China's leading expo center, boasting state-of-the-art facilities. Situated in Shanghai's Pudong district, the heart of Chinese business, featuring a prime, easily accessible location, a pillar-free, single story structure and a wide array of expert on-site services.

www.sniec.net



Bringing business communities together

About UBM Asia

Owned by UBM plc listed on the London Stock Exchange, UBM Asia has over 1,000 staff in 18 major cities across Asia, stretching from Japan to Turkey. UBM Asia operates in 17 market sectors with headquarters in Hong Kong and subsidiary companies across Asia, including UBM China in Shanghai, Hangzhou, Guangzhou and Beijing. We have over 200 products including trade fairs, conferences, trade publications, B2B/B2C portals and virtual event services. As Asia's leading exhibition organiser and the biggest commercial organiser in the two fastest growing markets in Asia: China and India, we stage the leading events of their kind across Asia. Our 150 events, 34 publications and 14 vertical portals serve a 1,000,000 plus quality exhibitors, visitors, conference delegates, advertisers and subscribers from all over the world with high value face-to-face business-matching events, quality and instant news on market and industry trends and round-the-clock online trading networks and sourcing platforms.

UBM Built Environment

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. UBM Built Environment is widely acknowledged as having some of the most iconic brands in the market including Building, Property Week, BD, Barbour, ABI, RESI, Decorex, KBB and Sleep.



Get involved

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.

Exhibiting rates

Local Companies

Space Only: 1900 RMB per msq

Shell Scheme: 2900 RMB per msq

International Companies

Space only 399 USD per msq

Shell Scheme 499 USD per msq

Shell Scheme packages include upgraded traditional wall panels, carpet, lights and furniture (table, chairs and lockable cupboard).

Rates

Sales contacts



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Price includes

- Listing in the Event Preview
- Full profile and product category listing in the Event Guide
- Full page advert in Event Guide
- Full entry on Ecobuild China website

Sponsorship

Sponsorship opportunities available at Ecobuild China will allow you to enhance your presence and target those at the forefront of the sustainable built environment. Bespoke packages can be tailored to your specific needs guaranteeing measurable return on investment. For more information or to secure your stand please contact a member of the team.



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