

KUALA LUMPUR, Malaysia, September 16, 2013 /PRNewswire/ --

Exhibition: Southeast Asia's Leading Event For Sustainable Design, Construction And Built Environment.

Show date: 17 - 19 September 2013

Venue: Putra World Trade Centre (PWTC), Kuala Lumpur, Malaysia

Ecobuild Southeast Asia, the leading event for sustainable design, construction and built environment, will showcase more than 150 exhibitors from 22 countries with the latest design, equipment, material and technology on sustainable building from **17 - 19 September 2013** at **Putra World Trade Centre**

Realizing the importance of a sustainable built environment and providing solutions that help increase efficiency and quality while reducing the environmental impact an operation costs is at the heart of Ecobuild Southeast Asia. The importance of Ecobuild Southeast Asia in the ASEAN region has been highlighted by remarkable support from key industry players including a long term partnership with CIDB, Ministry of works with Y.B Datuk Haji Fadillah bin Haji Yusof, opening the show, Ministry of Energy, Green Technology and Water (KeTTHA), Ministry of International Trade and Industry (MITI) and many more.

Y.Bhg. Dato' Sri Ir. Dr. Judin Abdul Karim, Chief Executive, CIDB said "The construction industry had been identified as the main culprit for causing environmental degradation. The essence of sustainable development is that in improving the built environment, we must not diminish the ability of the natural environment to recover and maintain its function as a life

supporting system of the Earth. We believe, with Ecobuild, our aspiration to spread the knowledge, skills and technology for sustainable construction will be realized."

Ecobuild Southeast Asia will host leading sustainability experts from around the globe for the three-day Conference programme, thought provoking technical seminar and debate sessions. BRE, Foster & Partners, Autodesk, AECOM, Carbon Trust and Faithful & Gould are just a few of the leading industry experts sharing their knowledge and expertise at the show.

Eliane van Doorn, Director Business Development UBM ASEAN comments: 'Ecobuild Southeast Asia provides an ideal springboard for policy makers, industry professionals and consumers to take advantage of opportunities to initiate new business, and learn from the first-hand experiences of industry experts and top decision makers.'

Adding, "Strategically incorporating Green Build Asia, Eco Light Asia and Solar Asia ensures that Ecobuild Southeast Asia is THE meeting place for the sustainable community."

The event welcomes the support of Nissan Leaf - the zero-carbon car as the official transport of Ecobuild Southeast Asia, reinforcing the *importance of reducing our carbon footprint*.

For more information, please visit <http://www.ecobuildsea.com> .

Notes to Editors:

1. About UBM Asia (<http://www.ubmasia.com>)

UBM Asia is part of UBM plc which is listed on the London Stock Exchange. UBM Asia operates in 19 market sectors with headquarters in Hong Kong and subsidiary companies across Asia, including UBM China in Shanghai, Hangzhou, Guangzhou, and Beijing.

and

Beijing

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, we stage the leading events of their kind across Asia. Our 200 events, 24 publications and 16 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. We have 1,100 staff in 21 major cities across Asia, stretching from

Japan

to

Turkey

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2. About UBM plc (<http://www.ubm.com>)

UBM plc is a leading global business media company. We inform markets and bring the world's buyers and sellers together at events, online and in print, and provide them with the information they need to do business successfully. We focus on serving professional commercial communities, from doctors to game developers, from journalists to jewellery traders, from farmers to pharmacists around the world. Our 6,500 staff in more than 40 countries are organised into specialist teams that serve these communities, helping them to do business and their markets to work effectively and efficiently.

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