

***BUILD4ASIA 4-IN-1 TRADESHOW RETURNS THIS JUNE  
EXPECTING 600 EXHIBITORS & 15,000 QUALIFIED TRADERS  
WORLDWIDE TO VISIT & PARTICIPATE***

(HONG KONG – 12 April, 2010) Hong Kong Exhibition Services Ltd. (HKES), a member of the leading UK based Allworld Exhibitions, today announced that a 4-in-1 electrical, building & security tradeshow titled **Build4Asia** will be held on 2-4 June this year at the Hong Kong Convention & Exhibition Centre (HKCEC).

**Build4Asia**, the only 4-in-1 tradeshow to serve the building and infrastructure markets in Hong Kong, unites **Asian Elenex**, **Asian Building Technologies**, **Asian Building Interiors** and **Asian Securitex**.

With a 25% increase in exhibiting space, **Build4Asia** intends to accommodate more than 600 exhibiting companies from over 34 countries and regions, including ADT/Tyco, Chubb, Draka, Jardine Engineering Corporation, Megaman, Mitsubishi, Schneider Electric, Samsung, Sony and many more, as well as national groups from China and Korea. It is expected that this regionally-renowned **4-in-1 Tradeshow** will draw closer industry's attention and attract more than 15,000 professionals, trade and business visitors from China, Macao, the Philippines, Singapore and more to visit and participate in the show.

**Build4Asia** provides an all-round and ultimate platform for buyers, suppliers, trade experts and professionals to seek solutions, share new technologies and information. Apart from displaying over 1,000 latest and hi-tech global products and technologies, ranging from electrical supply, transmission & distribution, building interiors, light, sound & visual to security & safety, the tradeshow also comprises conferences, seminars and discussion forums, including: (1) Build4Asia International Conference 2010 (Theme: "Building Efficiency for a Sustainable Future"), (2) Asian Securitex 2010 Conference (Theme: "Security in Emerging Markets – China Focus"), (3) Integrate 2010 Facility Management Conference (Theme: "Delivering Value in a Financially Challenging Environment") and (4) BCI Asia Awards 2010.

Mr. Daniel Cheung, General Manager of Hong Kong Exhibition Services Ltd., states that green building, sustainability and energy efficiency products and technologies have been the growing trends in the industry. With the rapid urbanisation in China, 10 large-scale infrastructure projects in Hong Kong covering transportation, cross-boundary integration and new urban development areas, as well as large-scale

Organisers



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hotel and entertainment projects in Macao and in the Asia-Pacific region, **Build4Asia** offers visitors to experience first-hand the latest electrical, building technology, building interiors and security industry advancements, which makes attendance a must for everyone in these professional fields.

**Asian Elenex 2010** - *The 14th Asian International Electrical Installation, Transmission & Distribution and Energy Efficiency Show*, is the region's only electrical-focused exhibition with the state-of-the-art products and technologies on electrical design, T&D technologies or traditional aspects like wire and cabling. Asian Elenex has been awarded the prestigious UFI (The Global Association of the Exhibition Industry) status.

**Asian Building Technologies 2010** - *The 9th Asian International Building Automation & Management Systems, Facility Management and HVAC & R Show*, will present a variety of green building and energy efficiency products & technologies for the building industry.

**Asian Building Interiors 2010** - *The 3rd Asian International Building Interiors & Lighting Technologies Show*, will display a comprehensive range of the latest elements in building & green architectural materials, lighting technologies, shop fittings, as well as sound and visual products and technologies.

**Asian Securitex 2010** - *The 11th Asian International Security, Safety and Fire Protection Show & Conference*, will showcase exhibits including access control systems, biometrics, CCTV, smart cards, RFID systems, security doors and gate & shutters.

**Build4Asia** is supported by a group of key local and regional/international professionals and organizations, including the American Society of Heating, Refrigerating and Air-Conditioning Engineers, Inc. (ASHRAE) – Hong Kong Chapter, Asian Professional Security Association (APSA) – Hong Kong Chapter, ASIS International – Hong Kong Chapter, Building Owners and Managers Association of the Philippines, Inc. (BOMAP), Chartered Institution of Building Services Engineers (CIBSE) – Hong Kong Branch, Hong Kong Electrical Contractors' Association (HKECA), Hong Kong Institution of Engineers (HKIE) – Building Services Division, Hong Kong Police – Crime Prevention Bureau (CPB), Hong Kong Security Association (HKSA), Hong Kong Chapter of International Facility Management Association (IFMA), International Professional Security Association (HK) Ltd. (IPSA), Macau Construction Machinery Engineering Association (MCMEA), Philippine Association of Detective & Protective Agency Operators (PADPAO), and Philippine Association of Electrical Industries, Inc. (PAEI).

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About Hong Kong Exhibition Services Ltd. (HKES)

Since 1981, Hong Kong Exhibition Services Ltd. (HKES), one of the leading exhibition organisers in the Asia-Pacific region; and also a member of Allworld Exhibitions based in London, has been successfully organising numerous large-scale exhibitions in the region, including the HOFEX – food & hospitality tradeshow in Hong Kong and Elenex Vietnam – electrical & lighting tradeshow in Vietnam with comprehensive and professional services.

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