

EDITOR'S NOTE

Date : 12th April 2010
To : The Editor / Local & Business Desk
From : Carol Chan / Ken Lam
Cornerstone Communication Consultancy

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

Dear Sir/ Madam,

On behalf of **Hong Kong Exhibition Services Ltd. (HKES)**, we are writing to invite your staff writers to meet up with **Mr. Daniel Cheung**, General Manager of **Hong Kong Exhibition Services Ltd.**, to talk about their upcoming exhibition titled **Build4Asia – a 4-in-1 Electrical, Building & Security Tradeshow**, with details and programs; and how this 4-in-1 tradeshow will bring impact on the local economy and on the Asia-Pacific region as a whole.

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.

Build4Asia, organised biennially by HKES, is the only 4-in-1 tradeshow to serve the building and infrastructure markets in Hong Kong, will be held on 2-4 June 2010 at the Hong Kong Convention & Exhibition Centre (HKCEC) uniting **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.

Organisers



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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.

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).

For information & interview arrangement, please contact Carol Chan / Ken Lam at +852-2111-1832 or email to carol@cornerstone.com.hk.

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