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MEDIA RELEASE

SINGEX WINS BEST EXHIBITION ORGANISER OF THE YEAR FOR GREENURBANSCAPE ASIA

Inaugural event on urban greenery and landscaping solutions helps SingEx achieve top accolade at the Singapore Experience Awards 2014

Singapore, 5 November 2014 – SingEx is the proud winner of the Singapore Experience Awards “Exhibition Organiser of the Year” 2013 award for the GreenUrbanScape Asia (GUSA) event that was held in November last year. Organised by the Singapore Tourism Board, the Singapore Experience Awards recognises a professional event organiser that has demonstrated excellence in organising and delivering quality exhibitions.

The inaugural GUSA, first-of-its-kind in Asia, saw the participation of over 130 exhibitors from 19 countries. The exhibition served as a launchpad for exhibitors looking to expand their footprint in the region. Over 4,000 delegates from 37 countries attended the event which occupied over 5,000 sqm of exhibition space at the Singapore EXPO. The event concluded successfully with over \$12.2 million worth of business deals being made, across more than 400 business matching sessions.

As an established player in the Singapore MICE industry and with comprehensive knowledge of regional markets, SingEx specialises in conceptualising and developing new-to-market trade events to meet industry demands. The idea for developing GUSA was conceived as SingEx saw the opportunity to create a new event platform and open up the gateway to new market ventures and opportunities in the flourishing industry, one that is estimated to be worth US\$48.2 billion.

In collaboration with National Parks Board (NParks), the Landscape Industry Association of Singapore (LIAS) as well as the Singapore Institute of Landscape Architects (SILA), GUSA was launched with the aim of driving and shaping the landscaping and urban greenery industry in Singapore and the Asian region.

Mr Lim Liang Jim, Director, Industry/Centre for Urban Greenery and Ecology (CUGE), National Parks Board says, “As a co-organiser for the inaugural GUSA in 2013, we are delighted that SingEx has been awarded the Exhibition Organiser of the Year for the event. GUSA aims to be a premier, dedicated urban greenery exhibition that caters to a wide section of industry stakeholders in Asia. Through this award, we are encouraged to know that GUSA has been recognised as an effective global platform for exciting opportunities for ideas and solutions to be shared and for new collaborations to be forged. We look forward to working closely with SingEx, SILA and LIAS again at the upcoming edition of GUSA next year to create a fruitful experience for all exhibitors and delegates.”

Mr Damian Tang, President of the Singapore Institute of Landscape Architects says, “We are very happy that SingEx has won the award for Best Exhibition Organiser of the Year for the GreenUrbanScape Asia event, one that SILA is very proud to have played an integral role in. GUSA was a truly remarkable platform for all delegates and participants, especially the landscape architects and other key industry players to share new ideas and experiences. It was also a good opportunity



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for like-minded individuals to interact and potentially collaborate on new ways to further enhance global sustainability.”

Mr John Tan, Chairman of the Landscape Industry Association (Singapore) says, “GUSA has succeeded in bringing together professionals from the landscaping industry in Singapore and around the region to discuss and share insights on new trends, ideas and developments within the industry. Despite being the first of its kind in Singapore, the event was very well-organised and more importantly, met its objectives which was to serve as a melting pot of ideas on the landscape and greenery industry. We would like to congratulate SingEx on the success of GreenUrbanScape Asia and look forward to working together on the next edition of GUSA in 2015”.

Mr Aloysius Arlando, CEO of SingEx Holdings says, “We are overjoyed to be awarded Exhibition Organiser of the Year for the inaugural GUSA, having won the Exhibition of the Year award for another new-to-market event, WasteMET Asia at last year’s Singapore Experience Awards. These are indeed encouraging wins for SingEx as they clearly indicate that our efforts in identifying market needs and developing new events that meet those needs are spot on. This will certainly be our approach moving forward and there will be more new launches in the coming months. We would like to thank NParks, LIAS and SILA for their partnership in making this event a winner, their contributions towards the success of this event is significant.”

Last year, SingEx bagged the award for “*Exhibition of the Year*” for the inaugural WasteMET Asia 2012, an event on waste management and recycling technologies which was co-developed with the Waste Management and Recycling Association of Singapore (WMRAS).

The next edition of GUSA will take place at Singapore EXPO from 5 to 7 November 2015. For more information, please visit www.greenurbanscape.asia.

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About SingEx Holdings

Wholly owned by Temasek Holdings, one of the largest investment holding companies in Singapore, SingEx Holdings oversees a group of subsidiary companies that specialises in providing a comprehensive range of integrated and customised solutions for venue management and consultancy, as well as organising trade exhibitions and conferences. SingEx Holdings is primarily supported by 2 main business entities: SingEx Venues and SingEx Exhibitions.

SingEx Venues Pte Ltd is the management company of the Singapore EXPO Exhibition and Convention Centre, and MAX Atria, the convention wing at Singapore EXPO, while SingEx



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Exhibitions is the event management and investment arm that works closely with SingEx Exhibitions Ventures to develop and organise trade events in Asia Pacific and other key markets around the World.

For more information, log on to www.singex.com

About GreenUrbanScape Asia 2015



5–7 November 2015

International Exhibition & Conference
On Landscape, Leisure, Greenery
Design, Construction & Technology

GreenUrbanScape Asia is a trade platform for professionals in the landscape, leisure, greenery design, construction and urban greenery technology arena. Held alongside the International Skyrise Greenery Conference, it brings together international experts and thought leaders to explore key issues and challenges in urban greenery and landscaping in a global context. The next edition of GreenUrbanScape Asia will take place between 5 and 7 November 2015, at the Singapore EXPO.

For more information, visit www.greenurbanscape.asia.