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## Focus on green at Archidex 2010 exhibition

By OH ING YEEN

[ingyeen@thestar.com.my](mailto:ingyeen@thestar.com.my)

Photos by ONG SOON HIN

WITH over 330 exhibitors, the 11th Malaysia Architecture, Interior Design and Building Exhibition (Archidex 2010) is not to be missed — at least not by architects, interior designers, developers, quantity surveyors, engineers and other professionals in the building industry from the region.

The ongoing exhibition at the Kuala Lumpur Convention Centre in KL ends tomorrow. The annual event is jointly organised by the Malaysian Institute of Architects (Pertubuhan Arkitek Malaysia/PAM) and C.I.S Network Sdn Bhd, in conjunction with the PAM 2010 Convention and the Inaugural Asean Architect Congress.

The exhibition this year features 838 booths occupying five exhibition halls with more than 330 companies from eight countries — Austria, China, Singapore, Australia, Germany, Korea, Thailand and Malaysia.



Official start: Deputy Prime Minister Tan Sri Muhyiddin Yassin launching the exhibition.

According to C.I.S Network Sdn Bhd president Vincent Lim, there is an increase of six percent in exhibition space and a 10% increase in exhibitors at this year's Archidex.

In his welcome address, PAM president Boon Che Wee said design and green are the two fundamental and crucial differentiating factors in enhancing global competitiveness.

“We have encouraged the government to first adopt a visionary, defining and all-embracing Malaysian Architectural Policy or MAP as a commitment of the government to architecture of excellence, and as a role model to the private

sector.

“We urge the government to lead by providing more opportunities for the discovery of Malaysian architects through open competitions, for all projects of national and public interest, starting with projects by government agencies and government-linked companies, to set an example to the private sector,” he said.

This year, there is a green hall, which is introduced exclusively for exhibitors to exhibit environmental, green building technologies, and green-related products.



Crowd-puller: Guests browsing through the information at the Saint-Gobain Construction Products (M) Sdn Bhd booth in the Green Hall.

Edward Loy, the managing director (Malaysia, Singapore and Indonesia) of Saint-Gobain Construction Products (M) Sdn Bhd, said since the introduction of the Green Building Index (GBI), many developers are looking into going green.

“Our objective at this exhibition is to raise our profile and encourage architects and developers to go for green products for sustainable development,” he said.

Established in 1665, the company ventured to Malaysia in 2006. Its headquarters is in Paris.

Loy believes they are the first company in Malaysia to collect and recycle their materials.

“We collect leftovers and unused materials from our clients’ construction site and recycle it,” he said.

He added that their product, the ThermoLine, reduces heat transfers and prevents cool air from the air conditioner from escaping.

“Hence, you save on electricity bills,” he said.

At the Nippon Paint booth, there is a range of eco-friendly paints available.

“The exhibition is good for brand exposure, there has been quite a good response from the visitors, mostly developers, who were looking for green paint,” Nippon Paint (M) Sdn Bhd senior marketing executive Audrey Tan Khang Yee said.

This is the second time De Sofa Manufacturing Sdn Bhd director Eric Lee Chin Foong is taking part in the exhibition as he feels that it provides good exposure for his company and products.

“The exhibition is a good opportunity to gather all the professionals (in the industry) to share the latest trends and market information,” he said.

For details, call 03-7982 4668 or visit [www.archidex.com.my](http://www.archidex.com.my).

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