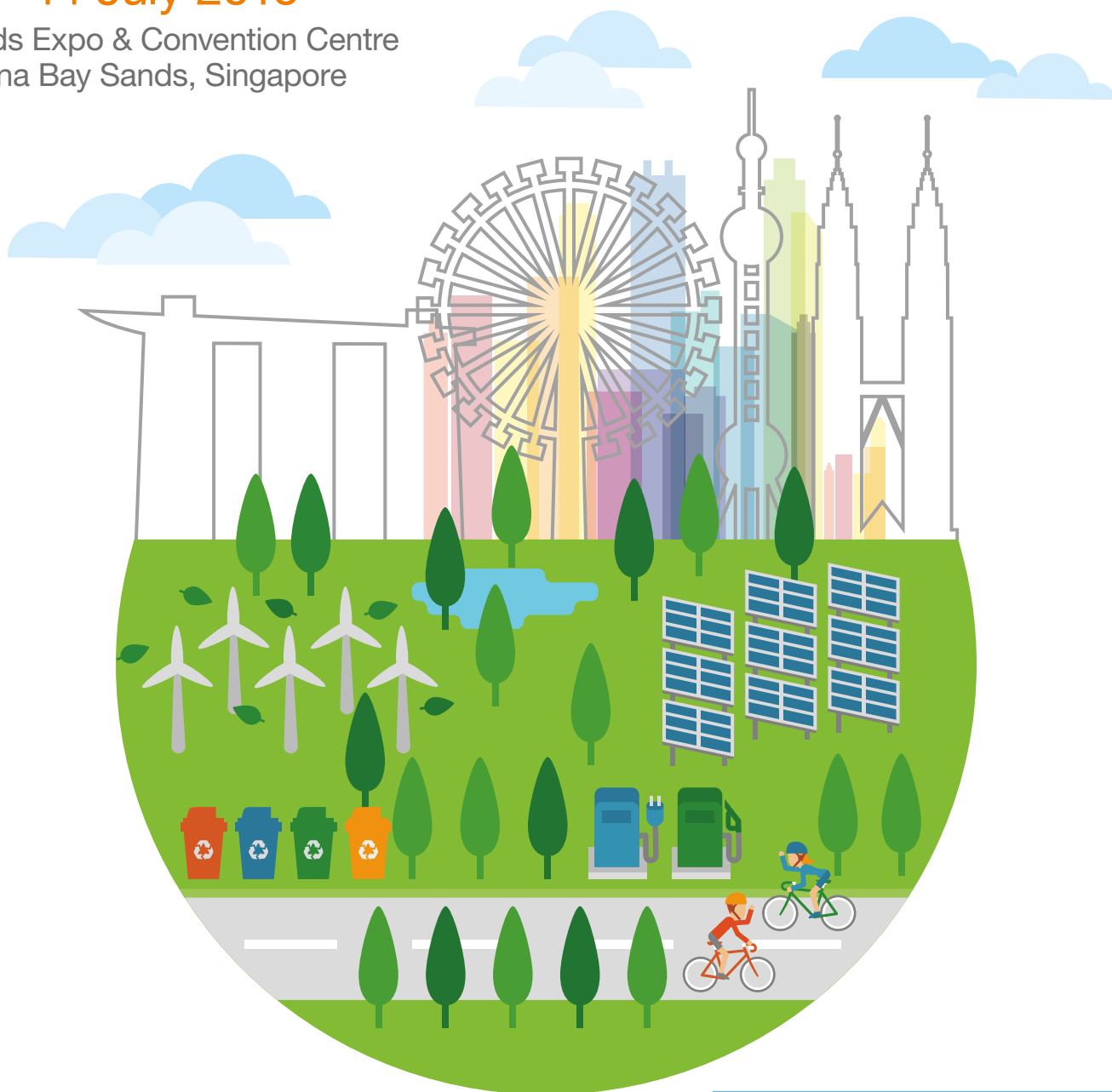


# Innovative Clean Enviro-Solutions for Growing Cities

**10 - 14 July 2016**

Sands Expo & Convention Centre  
Marina Bay Sands, Singapore



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Register at  
[www.cleanenvirosummit.sg](http://www.cleanenvirosummit.sg)

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# COLLABORATE, SHARE EXPERTISE AND DISCOVER **INNOVATIVE ENVIRONMENTAL SOLUTIONS**

## Overview

Environmental sustainability is becoming an increasingly critical issue in rapidly developing Asia. The main challenges to achieving a sustainable environment in growing cities have been attributed to the absence of adequate policies, enabling legislation and an environment-stimulated and enlightened public. Hence, there is an increasingly crucial need to promote sustainable environmental management in the Asian region.

With Singapore's strategic location in Asia, as well as efficient environmental management in waste and cleaning management capabilities honed through the years, CleanEnviro Summit Singapore (CESS) serves as an ideal platform to facilitate knowledge and business exchange on innovative clean environment solutions for Asia's growing cities.

## About CESS

With the theme, **Innovative Clean Enviro-Solutions for Growing Cities**, CleanEnviro Summit Singapore (CESS) is the world's leading forum for environmental leaders, policy makers and industry practitioners to discuss and shape environmental solutions for rapidly growing cities. It serves as a distinctive platform to match environmental solutions and business opportunities to attract potential partners and investors to build partnerships and strengthen growth prospects.

**Join us as key environmental experts converge in Singapore from 10 to 14 July 2016 at the Sands Expo & Convention Centre, Marina Bay Sands, Singapore.**



# DISCUSS COMMON CHALLENGES, SHARE INNOVATIVE **SOLUTIONS** AND **FORGE NEW PARTNERSHIPS**

Together with the World Cities Summit and the Singapore International Water Week, CleanEnviro Summit Singapore (CESS) 2014 received over 20,000 delegates and saw S\$14.5 billion worth of projects announced. CESS also hosted 105 waste management and cleaning companies at its exhibition floor.

**Yr 2012**



**>19,000**

**Attendees**

**Yr 2014**



**>20,000**



**106**

**Countries**

**133**



**>700**

**Exhibiting Companies**

**>900**



**S\$14.07b**

**Value of Business  
Announcements**

**S\$14.5b**



With the good quality of trade attendees and delegates, the CleanEnviro Summit Singapore 2016 serves as an excellent platform to build up Kärcher's brand and create awareness in the international market.

Mr Richard Lee  
General Manager  
Kärcher Singapore



# WHY PARTICIPATE

PARTICIPATION BENEFITS	BE A DELEGATE
Meet environmental management professionals and experts including ministers, mayors, government officials, industry leaders and heads of international organisations	✓
Learn about the latest environmental trends and solutions from distinguished international speakers	✓
Leverage information and share your knowledge expertise and best practices with key industry experts in environmental and waste management sectors	✓
Uncover business opportunities and forge new partnerships with key city officials and industry players	✓

## WHO SHOULD ATTEND

### Government

- Local, State, Federal and Policy Regulators
- Ministers, Governors and Mayors
- Municipal and District Officials

### Investors

- Accelerators, Incubators and other Seed Funders
- Business Partners
- Venture Capitalists

### Academia and Researchers

- Chemists
- Researchers
- Scientists

### Solutions and Service Providers

- Architects
- Builders
- Collection Service Providers
- Contractors
- Environmental Engineers and Specialists
- Environment Service Operators
- Equipment Manufacturers and Representatives
- Facilities Managers
- Industrial, Environment and Waste Treatment Professionals
- Land, Transport and Town Planners
- Marketing and Sales Directors
- Operations Service Operators
- Technicians
- Utility Service Operators



**I want to thank you and your team for organising this event so well! The efforts of all involved were amazing.**

**Mr Oliver Andersch**  
Master Member of Commercial Cleaning  
Academy of the Viennese Monument Façade  
& Commercial Cleaners

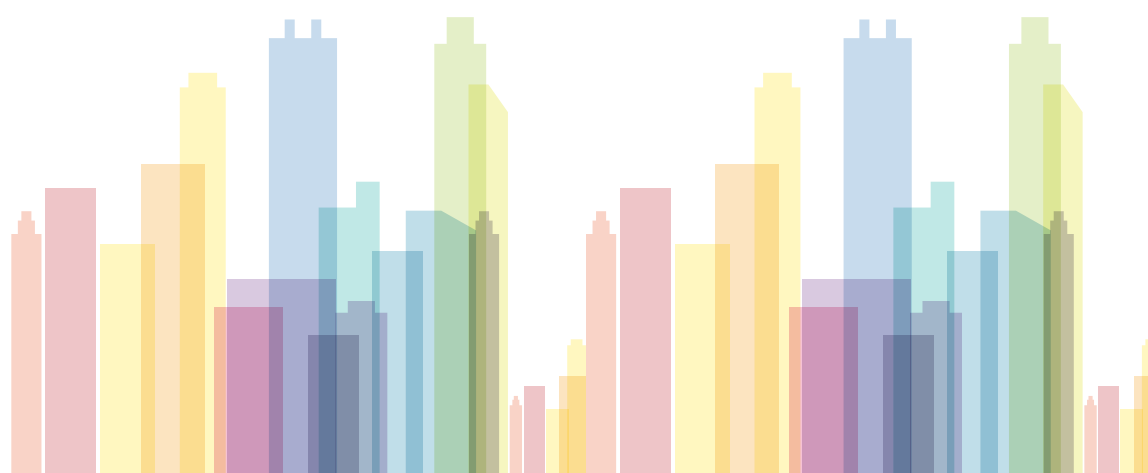


**Register at**  
**[www.cleanenvirosummit.sg](http://www.cleanenvirosummit.sg) or**  
**call +65 6542 8660**

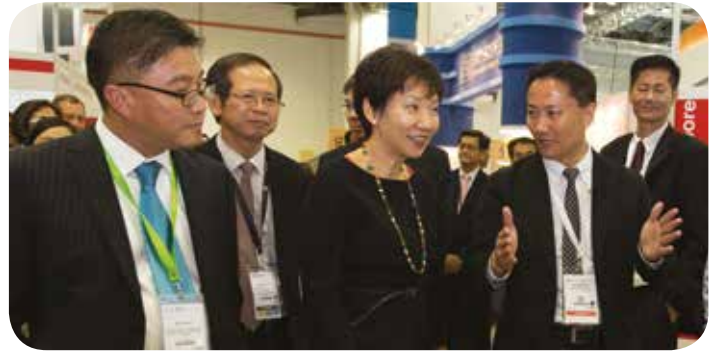
# PROGRAMME AT A GLANCE

Date	Morning		Lunch	Afternoon	Evening
Day 1 10 July (Sunday)	Towards a Smart and Sustainable Singapore Pavilion				Opening Ceremony & Welcome Reception
Day 2 11 July (Monday)	In-Conversation	Joint Opening Plenary	Networking Lunch	Lee Kuan Yew Prize Lectures and Lee Kuan Yew World City Prize Forum	Lee Kuan Yew Prize Award Ceremony & Banquet (Ticketed)
			Water & Environment Ministerial Welcome Lunch (By Invitation Only)		
	Towards a Smart and Sustainable Singapore Pavilion City Solutions Singapore Expo				
Day 3 12 July (Tuesday)	CESS Opening Plenary	Clean Environment Convention	Networking Lunch	Clean Environment Convention	Networking Events by Partners
		Clean Environment Regulators Roundtable (By Invitation Only)		Clean Environment Regulators Roundtable (By Invitation Only)	
		Innovation Pitch		China Business Forum	
				South East Asia Business Forum	
	Towards a Smart and Sustainable Singapore Pavilion City Solutions Singapore Expo				
	Day 4 13 July (Wednesday)	Clean Environment Convention		Networking Lunch	Clean Environment Convention
Clean Environment Regulators Roundtable (By Invitation Only)		Clean Environment Regulators Roundtable (By Invitation Only)			
Latin America Business Forum					
India Business Forum					
Towards a Smart and Sustainable Singapore Pavilion City Solutions Singapore Expo					
Day 5 14 July (Thursday)	SIWW and CESS Site Visits				

Information accurate as at 01 March 2016. For the latest programme, please go to [www.cleanenviros Summit.sg/programme-at-a-glance](http://www.cleanenviros Summit.sg/programme-at-a-glance)



# NEW FEATURES



## A One-Stop Platform

In 2014, 54% of the world's population reside in urban areas and this is projected to reach 66% by 2050 (Source: World Urbanisation Prospects 2014 UN) where cities with growing populations will be faced with the challenge of developing sustainably. Many of these growing cities are situated in Asia, where a holistic approach to urban planning, water and environmental management is needed to enhance living standards.

**Environment @ City Solutions Singapore (CSS) Expo:** A one-stop platform created for solution providers to showcase their solutions and services to potential buyers from the Environmental Management and Clean Technology sectors. City Solutions Singapore is an integrated expo on environment, water and cities that is jointly organised by CESS 2016, Singapore International Water Week 2016 and World Cities Summit 2016.

**Innovation Pitch:** A platform for environment-related technology innovators to pitch their ideas and spark interest from potential investors, incubators, venture capitalists and business partners.

**NEA Pavilion:** A showcase of innovative environmental solutions used in Singapore, and vibrant R&D collaborations with industry and academic partners.

**Site Visits:** Site visits to Semakau Landfill and Tuas South Incineration Plant give participants a rare glimpse of Singapore's environmental practices and experience with implementing waste management policies and ideas successfully.



Semakau Landfill

Commissioned in April 1999, Semakau Landfill is Singapore's only landfill for waste disposal. It underwent a redevelopment in January 2014 to provide an additional 16.7 million cubic metres (the equivalent of nearly 6,700 Olympic-size swimming pools) of landfill capacity to meet Singapore's waste disposal needs to 2035 and beyond. It is also home to a vibrant marine ecosystem. Semakau Landfill is testament to Singapore's engineering capability and the success of its novel approach to waste management.



Tuas South Incineration Plant

Tuas South Incineration Plant is the fourth and largest refuse incineration plant in Singapore. Built in June 2000, it was designed to incinerate 3,000 tonnes of refuse daily. Equipped with state-of-the-art technology, the processes are highly automated and digitally controlled, ensuring high level of efficiency and reliability.

“ The conference covered all the key topics and challenges faced by the cleaning industry. Looking forward to the topics in 2016. ”

**Mr Eduardo A. Manahan**  
Chairperson, Building Owners and Managers Association  
of the Philippines (BOMAP)





# LEARN FROM LEADERS AND INDUSTRY EXPERTS



**In-Conversation:** The In-Conversation session provides a unique opportunity to delegates to hear from distinguished world leaders who are active in shaping the global landscape of cities, water, environment and sustainable development today against a backdrop of dynamic and complex forces of change.



**Joint Opening Plenary:** High profile world leaders from government, industry and international organisations will share their insights on cross-disciplinary urban policy and governance issues; address emerging challenges; and examine the respective roles of key stakeholders in co-creating liveable and sustainable cities of the future.

## EXPAND YOUR NETWORK



**Clean Environment Regulators Roundtable (CERR):** The CERR is a unique closed-door forum designed for senior pollution control practitioners and policy makers to exchange environmental regulatory experiences, discuss the challenges faced in managing environmental issues and to draw learning points from the enforcement problems encountered by participating countries. Participants are encouraged to discuss openly the issues faced in their course of work, as well as share learning points, effective regulatory frameworks and good practices.

**Closing Dinner:** Following a week of intense dialogue, delegates will continue their discussions outside the convention while winding down at the closing dinner.

**Business Forums:** In collaboration with the World Cities Summit and Singapore International Water Week, this platform will see new business opportunities, technology and solutions holistically explored. Join special sessions that explore how best to build business partnerships in China, India, South East Asia, and Latin America.

**Recognition in Environmental Innovation:** The annual 3R Packaging Awards serve to recognise Singapore Packaging Agreement signatories who have made notable achievements and contributions towards the 3Rs (Reducing, Reusing and Recycling) of packaging waste. The Awards will be held at CESS 2016. For more information, visit [www.nea.gov.sg/SPA](http://www.nea.gov.sg/SPA)



# CLEAN ENVIRONMENT CONVENTION

Themed “SMART Solutions for Growing Cities”, the Clean Environment Convention (CEC) brings together industry players, international organisations, academia as well as government and municipal authorities. Over the two-day convention, international and local industry leaders and experts will share insights on industry challenges, discuss market trends and showcase solutions on eight thought provoking issues on cleaning and waste management.

The two-day convention will open with a plenary session where government officials and industry leaders will discuss the key drivers, opportunities and strategies to enhance the competitiveness of the cleaning and waste management sectors, to meet increasing demands and rising public expectations, both commonly faced by growing cities. Issues such as building the capability of the workers, changing mindset and behaviour, circular economy, waste and building management systems, technological developments and cleanliness standards will be explored. Case studies from various cities will also be shared.

## The Inaugural Networking Breakfast

Together with our strategic partners, the Environmental Management Association of Singapore (EMAS), the Waste Management and Recycling Association of Singapore (WMRAS), the Association of Property and Facility Managers (APFM) and the International Facility Management Association (IFMA), the networking breakfast serves as a platform for stakeholders in the cleaning and waste management industry to convene and share ideas and solutions, as well as explore opportunities for collaboration.

DAY 3	PROGRAMME	
12 July (Tuesday)	CESS Opening Plenary: SMART Solutions for Growing Cities	
	Tea Break	
	Session 1	
	Small Actions, Big Impact: Shaping Mindset & Behaviour	
	Lunch	
	Session 2	
	Staying Competitive With a Smart, Skilled and Sustainable Workforce	
	Tea Break	
	Expo Tour	

DAY 4	PROGRAMME	
13 July (Wednesday) Note: Cleaning and Waste Management tracks are held concurrently.	Networking Breakfast	
	Session 3	
	Cleaning Track - Disruptive Technology and The Internet of Things: Will it Help or Hinder?	Waste Management Track - Circular Economy for Greater Competitiveness
	Lunch	
	Session 4	
	Cleaning Track - Beyond Surface Cleaning: How Important is Hygiene & Disinfection?	Waste Management Track - Can Cities Unlock the Resource Potential of Food Waste?
	Tea Break	
	Session 5	
	Cleaning Track - Sustainable Business Models for Better Cleaning Performance	Waste Management Track - Smart Solutions to Maximise the Value of Waste

# CONVENTION PROGRAMME

## DAY 3

### CESS Opening Plenary: SMART Solutions for Growing Cities

As cities grow and develop, various challenges emerge in the cleaning and waste management industries. Hence, it is important to shape these industries to meet the growing demand and rising expectations. This session will highlight the key areas of SMART solutions that can transform the industries, provide city level solutions to address current challenges, and create new business opportunities.

### Session 1

#### Small Actions, Big Impact: Shaping Mindset & Behaviour

It is important that stakeholders have the right mindset towards common spaces and adopt positive behaviour to maintain a clean environment. This session will discuss the strategies and approaches that various countries have adopted in shaping socially responsible behaviour to keep public places clean and recycle, and in ensuring that workers in the cleaning and waste management industries are valued and treated with respect. Case studies will be shared.



# CONVENTION PROGRAMME

## DAY 3 (Continued)

### Session 2

#### Staying Competitive With a Smart, Skilled and Sustainable Workforce

The cleaning and waste management industry have to stay competitive amidst challenges faced during an economic downturn, changes in policies, rising business cost and increased public expectations. One of the ways is to increase productivity and move employees from being just “do-ers” to “thinkers” and “decision-makers”. This session will discuss the knowledge and skills needed for a Smart, Skilled and Sustainable Workforce.

## DAY 4

### Session 3

#### Cleaning Track - Disruptive Technology and The Internet of Things: Will it Help or Hinder?

Technology, state-of-the-art equipment and Internet of Things can help a cleaning company improve its service delivery, cleaning standards and business potential. But how does one navigate through the plethora of solutions? This track will discuss key considerations when selecting cleaning equipment and technology, as well as explore how to tap into the Internet of Things in cleaning to improve effectiveness and efficiency in cleaning operations and building maintenance.

#### Waste Management Track - Circular Economy for Greater Competitiveness

Can the circular economy help decouple economic growth from natural resource consumption while driving greater competitiveness? This session will discuss potential barriers and solutions, and highlights possible trade-offs in moving towards a circular economy. It will focus on the strategies and approaches that could be adopted in shaping a circular economy.

### Session 4

#### Cleaning Track - Beyond Surface Cleaning: How Important is Hygiene & Disinfection?

Cleaning and disinfection are critical to maintain healthy conditions in homes, schools, healthcare facilities and other indoor areas. This session will discuss the importance of cleaning and disinfection to protect the public against spread of diseases. Speakers will also look at whether there is an increasing demand for disinfection of public places, and the customisation of cleaning standards for different premises such as shopping centres and healthcare facilities.

#### Waste Management Track - Can Cities Unlock the Resource Potential of Food Waste?

Food waste can be recycled and turned into a useful resource for cities and communities. But this could be easier said than done. In this track, speakers will explore the pros and cons of the different technologies, processes and framework to recycle food waste, as well as discuss the measures that could be implemented to retain the resource value of food. Gain insights on how to reduce food waste among consumers through public education and strategic industry partnerships.

### Session 5

#### Cleaning Track - Sustainable Business Models for Better Cleaning Performance

Business model innovation is an important lever for change and to tackle pressing sustainability issues. This session will explore different business models for cleaning contracting, components of such contracts and the considerations when awarding the cleaning contract to ensure value for money. Speakers will also discuss the different ways to measure cleaning performances, and what cleaning service providers can do to meet their customers' needs and expectations. Building relationships between service buyers and providers is important and the session will look at possible ways to develop good relationships from the start.

#### Waste Management Track - Smart Solutions to Maximise the Value of Waste

Turning waste into new resources can help to juggle the increasing costs and slimmer profits of waste management. Hear from experts on how to tap into the Internet of Things for waste management and analyse the pros and cons of existing solutions. Learn to identify potential solutions that can be customised to meet industry challenges.

## HEAR FROM INTERNATIONAL AND LOCAL EXPERTS



**Mr David Newman**  
President  
International Solid  
Waste Association



**Mr Tony Khoo**  
President  
International Facility  
Management Association,  
Singapore Chapter



**Ms Melissa Tan**  
Chairman  
Waste Management and  
Recycling Association  
of Singapore



**HE Mr Philip Heylen**  
Vice Mayor for  
Culture, Economy,  
City Maintenance and  
Property Management,  
City of Antwerp, Belgium



**Dr Peter Hug**  
Managing Director  
EUnited Cleaning –  
European Cleaning Systems  
Manufacturers Association  
and VDMA



**Mr Markus Asch**  
President  
EUnited Cleaning  
(European Cleaning  
Machines Association)



**Mr Eduardo A.  
Manahan**  
Chairperson  
Building Owners and  
Managers Association  
of the Philippines



**Mr Milton Ng**  
Moderator  
President  
Environmental Management  
Association of Singapore



**Dr Thomas Tang**  
Managing Director  
Kuala Lumpur Centre for  
Sustainable Innovation



**Mr Ynse de Boer**  
Managing Director  
Strategy and Sustainability,  
ASEAN, Accenture

Please view updated programme and list of speakers at  
[www.cleanenvirosummit.sg/programme/clean-environment-convention](http://www.cleanenvirosummit.sg/programme/clean-environment-convention)

# SPONSORSHIP OPPORTUNITIES AND MARKETING MILEAGE

Sponsoring the CleanEnviro Summit 2016 presents a unique opportunity to enhance your company's profile in the industry.

**81%** generated new leads in targeted markets

**72%** rated the quality of visitors as "Good" and above

**1,500 SQM** exhibitors rebooked for 2016 edition

**92%** satisfied with their participation in the show

Over **280 business meetings** were facilitated and together with the other two events, over **S\$14.5 billion worth of projects** were announced. Companies recognise the value that CESS brings and actively participate in discussions during the event.

Discover how you can leverage our marketing platforms for brand visibility and reach.



## STRATEGIC PARTNERS ENGAGEMENT

- Embassy and High Commission industry briefings
- International Organisations, Non-Governmental Organisations, city network and academia outreach
- Government ministries and agencies



## DIGITAL MARKETING CHANNELS

- Web banners
- eNewsletters
- Mobile App
- Connect @ CESS
- Social media i.e. Facebook, YouTube, LinkedIn



## DATABASE MARKETING

- Personalised messages
- Targeted marketing by region, sector and profile



## MEDIA PARTNERSHIPS

- International media
- Supporting trade media



## PUBLIC RELATIONS

- Media engagement events
- Journalist visit programme



## INTERNATIONAL EVENTS OUTREACH

- Speaking engagements
- Cross-marketing



## ON-SITE ENGAGEMENT

- On-site branding
- Networking events



## BROCHURES AND PUBLICATIONS

- Programme book and directory
- Publications i.e. Event Show Daily

Contact Xu Xiaolin at +65 6595 6168 or [xiaolinxu@experiaevents.com](mailto:xiaolinxu@experiaevents.com)

# PASSES AND FEES

	CESS Premium <sup>1</sup> Pass		CESS Summit <sup>2</sup> Pass		CESS Convention <sup>3</sup> Pass	
Type	Early Bird Rates (Till 30 April 2016)	Full Rates	Early Bird Rates (Till 30 April 2016)	Full Rates	Early Bird Rates (Till 30 April 2016)	Full Rates
Non-Member Organisations	\$2,520	\$2,800	\$1,980	\$2,200	\$810	\$900
Members of Strategic Partner Organisations <sup>4</sup>	\$1,960	\$2,240	\$1,540	\$1,760	\$630	\$720
Members of Supporting Organisations <sup>5</sup>	\$2,240	\$2,520	\$1,760	\$1,980	\$720	\$810
Delegates from Low Income Countries <sup>6</sup>	\$1,960		\$1,540		\$630	

## PASSES FOR NETWORKING SESSIONS

Networking Sessions	Fees
Opening Ceremony & Welcome Reception	\$200
Closing Dinner	\$200

<sup>1</sup> CleanEnviro Summit Singapore **Premium** Pass is inclusive of access to Opening Ceremony & Welcome Reception, Clean Environment Convention sessions – Cleaning & Waste Management Tracks and Networking Breakfast, In-Conversation, Joint Opening Plenary, CESS Opening Plenary, Business Forums, Networking Lunch on 11, 12 and 13 July 2016, Closing Dinner, City Solutions Singapore, Lee Kuan Yew Prize Lectures and Lee Kuan Yew World City Prize Forum, Singapore International Water Week and World Cities Summit conference (excludes by-invitation events and Site Visits).

<sup>2</sup> CleanEnviro Summit Singapore **Summit** Pass is inclusive of access to Opening Ceremony & Welcome Reception, Clean Environment Convention sessions – Cleaning & Waste Management Tracks and Networking Breakfast, In-Conversation, Joint Opening Plenary, CESS Opening Plenary, Business Forums, Networking Lunch on 11, 12 and 13 July 2016, Closing Dinner, City Solutions Singapore, Lee Kuan Yew Prize Lectures and Lee Kuan Yew World City Prize Forum (excludes by-invitation events and Site Visits).

<sup>3</sup> CleanEnviro Summit Singapore **Convention** Pass is inclusive of access to Clean Environment Convention sessions – Cleaning & Waste Management Tracks and Networking Breakfast, CESS Opening Plenary, Business Forums, Networking Lunch on 12 and 13 July 2016 and City Solutions Singapore (excludes by-invitation events and Site Visits).

<sup>4</sup> Strategic Partner Organisations – Asian Development Bank (ADB), Association of Property and Facility Managers (APFM), Environmental Management Association of Singapore (EMAS), EUnited Cleaning (EUnited), International Facility Management Association (IFMA), International Solid Waste Association (ISWA), Singapore Manufacturing Federation (SMF), The World Bank, United Nations Development Programme (UNDP), United Nations Environment Programme (UNEP), Waste Management and Recycling Association of Singapore (WMRAS) and World Wide Fund for Nature Singapore (WWF). Refer to [www.cleanenvirosummit.sg](http://www.cleanenvirosummit.sg) for updated list.

<sup>5</sup> Members of Supporting Partners comprise international and local supporting organisations as indicated on the CleanEnviro Summit Singapore website [www.cleanenvirosummit.sg](http://www.cleanenvirosummit.sg)

<sup>6</sup> Low Income Countries refer to countries classified as Low-Middle and Low Income Countries as indicated on World Bank Website [www.worldbank.org](http://www.worldbank.org)

### Terms & Conditions:

- All fees are in Singapore Dollars (SGD).
- All published prices and programmes are subjected to changes without prior notice.
- Online registration and payment must be completed by **25 June 2016**. Otherwise, delegates will need to register on-site during the event days.
- Registration for Singapore delegates are subjected to 7% GST of the total fees.
- More information about the programme can be found at [www.cleanenvirosummit.sg/programme-at-a-glance](http://www.cleanenvirosummit.sg/programme-at-a-glance)
- **Strictly no cancellation and refund of ticket(s) once purchased.** Substitutions are allowed.

## CleanEnviro Summit Singapore

CleanEnviro Summit Singapore is the global platform for government leaders, policy makers, regulators and industry captains to connect, examine and discover practical solutions to address environmental challenges for tomorrow's cities. CleanEnviro Summit Singapore 2016 will facilitate the sharing of insights on the latest environmental market trends through a myriad of activities including the Clean Environment Convention and high level plenaries, business forums and Clean Environment Regulators Roundtable. The City Solutions Singapore Expo and Innovation Pitch will showcase the latest innovations in waste management, cleaning, environmental technology and recycling solutions.

For more information, visit [www.cleanenviros Summit.sg](http://www.cleanenviros Summit.sg)

IN CONJUNCTION WITH



### World Cities Summit

The biennial World Cities Summit (WCS) is an exclusive and premier platform for government leaders and industry experts to address liveable and sustainable city challenges, share integrated urban solutions, and forge new partnerships. Jointly organised by Singapore Centre for Liveable Cities and Urban Redevelopment Authority, key highlights of the Summit include the Lee Kuan Yew World City Prize and the annual World Cities Summit Mayors Forum.

For more information, visit [www.worldcityssummit.com.sg](http://www.worldcityssummit.com.sg)

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Waste Management & Recycling Association of Singapore



SUPPORTING ORGANISATIONS



Breaking New Ground



SUPPORTING PARTNERS



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events that influence