

Innovative Clean Enviro-Solutions for Growing Cities

10 - 14 July 2016

Sands Expo & Convention Centre
Marina Bay Sands, Singapore



WELCOME MESSAGE



Innovative Clean Enviro-Solutions for Growing Cities at the CleanEnviro Summit Singapore 2016

I am pleased to invite you to join us at the third CleanEnviro Summit Singapore (CESS) to be held in Singapore from 10 to 14 July 2016 at the Marina Bay Sands Convention Centre. Organised by the National Environment Agency, Singapore and held in conjunction with the Singapore International Water Week (SIWW) and the World Cities Summit (WCS), the biennial CESS is the global platform for thought leaders, senior government officials and policy makers, regulators and industry captains to connect, discover and discuss practical solutions to address environmental challenges in the context of the waste-water-energy nexus in growing cities.

The theme for CESS 2016 is Innovative Clean Enviro-Solutions for Growing Cities. It offers an expanded programme with three exciting new initiatives, namely the Integrated Expo, the Innovation Pavilion and the Innovation Pitch. Participants will discover the latest state-of-the-art technologies across water, environmental management, and urban planning and implementation at the Integrated Expo. The Innovation Pavilion is not to be missed and will showcase locally-developed ideas from academia and the private sector. Hear directly from passionate local and international environmental innovators at the Innovation Pitch sessions.

Following the success of the Clean Environment Convention in the last two editions, which serves as a platform for international and regional speakers to share on challenges, future trends and solutions in the waste management and cleaning sectors, the Convention will continue in 2016 placing greater emphasis on technological solutions and building stronger partnership among stakeholders. Similarly, the esteemed Clean Environment Regulators Roundtable, a by-invitation session, will bring senior environmental management regulators and policy makers to exchange regulatory experience, as well as discuss current and emerging challenges faced in managing the environment.

The 2014 edition of CESS was well-received, having attracted over 590 delegates exchanging ideas in thought leadership discussions, and facilitated more than 280 business meetings. The event saw over S\$14.5 billion worth of projects announced at the three co-located events and were attended by more than 20,000 local and international participants including ministers, mayors, city leaders and chief executives. CESS 2014 received strong support from our speakers, partners and sponsors who contributed to the discussions, participated in the exhibition, and held some of their key corporate events concurrently, all of which added to the success of the event.

We look forward to welcoming you at the CleanEnviro Summit Singapore 2016.

A handwritten signature in black ink, appearing to read 'Dalson Chung'.

Dalson Chung
Managing Director
CleanEnviro Summit Singapore 2016



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 also 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, 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 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.



WHY PARTICIPATE

PARTICIPATION BENEFITS	BE A DELEGATE
Meet environmental management professionals and experts internally and globally including ministers, mayors, government officials, experts, 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	✓

“ 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



For more information, email us at info@cleanenvirosummit.sg

WHO SHOULD ATTEND

Government

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

Investors

- Venture Capitalists
- Investors

Academia and Researchers

- Researchers, Chemists, Scientists

Solutions and Service Providers

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

PROGRAMME AT A GLANCE

Date	Morning	Late Morning	Afternoon	Late Afternoon	Evening
10 July (Sun) Day 1	Site Visits				Opening Ceremony & Welcome Reception
11 July (Mon) Day 2	In-Conversation	Joint Opening Plenary (WCS-SIWW-CESS)	LKY Prize Lectures & Forums (WCS-SIWW)		LKY Prize Dinner (WCS-SIWW)
			CESS's Co-located Event: NEA-MOEJ Policy & Governance Workshop		
Integrated Expo (Innovation Pavilion, Business Matching)					
12 July (Tue) Day 3	Clean Environment Convention - Opening	Clean Environment Convention		Expo Tour	
		Clean Environment Regulators Roundtable (By-Invitation)			
		Innovation Pitch Session	Business Forum – India		
			Business Forum – SEA		
Integrated Expo (Innovation Pavilion, Business Matching)					
13 July (Wed) Day 4	Clean Environment Convention				
	Clean Environment Regulators Roundtable (By-Invitation)				
	Business Forum – China		Business Forum – PPP		
	Business Forum – MENA				
Environment Expo (Innovation Pavilion, Business Matching)					
14 July (Thu) Day 5	Site Visits				

Programme may be subject to changes



A very valuable opportunity to share experiences, solutions and best practices for cities.

Mr David Wong
Assistant Director (Environmental Compliance)
from the Hong Kong SAR Environmental Protection Department



NEW FEATURES TO CESS 2016



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.

Integrated Expo: A one-stop platform for solution providers to showcase their businesses to buyers.

Innovation Pitch: Be one of the first to learn about cutting-edge technologies and solutions from passionate local and international environmental innovators.

Innovation Pavilion: Enter the vibrant research and development scene featuring novel ideas from academia and the public and private sectors.

Site Visits: Get a rare glimpse of Singapore's environmental practices and experience first-hand how waste management policies and ideas can be implemented successfully.



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

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



LEARN FROM KEY ENVIRONMENTAL INDUSTRY EXPERTS



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



Opening Ceremony & Welcome Reception: High profile world leaders from government, industry and international organisations will share their insights into 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.

Clean Environment Convention: With the theme of SMART solutions for Growing Cities, the Clean Environment Convention (CEC) brings together industry players, practitioners, academia and policy makers to discuss the latest issues, key drivers and opportunities in the waste management and cleaning industry. Learn from international and regional speakers where they share on market trends and best practices to address emerging challenges in the environmental sector.

Comprising dedicated and combined sessions on cleaning and waste management, the CEC will focus on these key areas:

- Shaping behaviour and changing mindset
- Managing clean and resource efficient buildings
- Adopting technology for quality and efficient services
- Regulatory framework and strategies to build a resilient industry
- Training and capability development



The Waste Management track will discuss challenges and offer solutions for a wide range of topics on motivating the workforce, improving collection systems for waste and recyclables, dealing with food waste, and choosing the right waste treatment solution.



The Cleaning track will showcase best practices and explore opportunities to build the resilience of the cleaning industry through stronger collaboration among stakeholders, effective building maintenance, and smart integration of technology.



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.

The CERR 2014 attracted the participation of Vice Mayor, Director General, Director and CEO level representatives from 13 economies (i.e. Australia, Belgium, Cambodia, Hong Kong SAR, Malaysia, Myanmar, China, Singapore, Thailand, Philippines, United Arab Emirates, USA and Vietnam), the United Nations Environment Programme (UNEP) and United Nations Development Programme (UNDP). The CERR 2015, held in Belgium, on 8-9 September 2015, attracted participation from over 20 economies.

“ I’m here looking at really new innovative ways to allow our city to develop. We can build contacts and solutions and hear about relevant policies for our city. We all face the same challenges when it comes to the environment and I really believe this is where the best in the world come to. I’m blown away by the quality of speakers here.

John Chedid
 Lord Mayor of the city of Parramatta,
 Western Sydney, New South Wales, Australia



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: Multimillion dollar projects were announced during the Business Forums. In collaboration with the Singapore International Water Week, this platform will see new business opportunities, where technology and solutions will be holistically explored. Stay tuned for a special session to explore how best to embark on People, Private and Public Partnership in countries and regions such as China, India, South East Asia and the Middle East.



Recognition in Environmental Innovation: Since its inauguration in 2007, the Singapore Packaging Agreement (SPA) has been a platform for the industry to collaborate with government and non-governmental organisations to reduce packaging waste.

The annual 3R Packaging Awards serve to recognise SPA signatories who have made notable achievements and contributions towards the 3Rs (reducing, reusing and recycling) of packaging waste. For more information, visit <http://www.nea.gov.sg/SPA>

SPONSORSHIP OPPORTUNITIES

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 **\$14.5 billion worth of projects** were announced at the event. Companies recognise the value that CESS brings and are actively participating during the week.

WHY SPONSOR

Sponsoring the CleanEnviro Summit 2016 presents a unique opportunity to enhance your company's profile in the industry. The benefits of partnering with us and sponsoring the event include:

- Gateway to address future challenges for a liveable and sustainable environment at this global forum
- Share best practices and experiences in discussing innovative and practical environment solutions for growing cities
- Engage with practitioners in the marketplace on effective methods and latest environmental technologies and services
- Tap on networking opportunities and business forums to forge partnerships and business deals

We will be delighted to work with you to create bespoke sponsorship packages, which will best suit your requirements. Seize this opportunity to maximise your investment now.

PARTICIPATION BENEFITS	BE A SPONSOR
Showcase your business solutions to the international community	✓
Obtain comprehensive brand recognition from over 19,000 high-level delegates	✓
Leverage on multi-channel marketing campaign to access a targeted audience of high level policy makers, business leaders, key buyers in the clean and waste management sector	✓



Conference was well organised. The pigeonhole system is a very good system to use to focus discussions on the issues participants are concerned about.

Contact us today to secure your partnership with us.
Contact Noelle Toh at 6595 6143 or
noelletoh@experiaevents.com

Dr Peter Hug
German Engineering Federation (VDMA); European Cleaning Systems Manufacturers Association (EUnited Cleaning); European Building Automation and Controls Manufacturers



MARKETING MILEAGE



STRATEGIC PARTNERS ENGAGEMENT

- Embassy and High Commission industry briefings
- International Organisations, Non-Governmental Organisation, 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

OVER
20,000
DELEGATES

+

275
Media
Representatives

+

159
Media
Organisations

+

458
News Clips
[Broadcast, Print, Online]

MILLIONS
IN ADVERTISING VALUE

- The CleanEnviro Summit Singapore attracts government leaders, top business executives and experts, as well as international media
- In 2014, International broadcasters including Bloomberg, Fox News, National Geographic, Business Times and The Economist, etc were onsite to conduct interviews and live broadcast of the summit
- Network with thought leaders including ministers, mayors, government officials, experts, industry leaders and heads of international organisations
- Receive extensive brand recognition from over 20,000 participants of the CleanEnviro Summit Singapore, the Singapore International Water Week and the World Cities Summit
- Enhance your brand position as a leading integrated sustainable environmental solutions provider
- Showcase your city's green technology and its latest developments to the international community
- Share your knowledge, expertise and best practices with city leaders and global experts
- Discover business opportunities and forge new partnerships with key government officials and industry players



CleanEnviro Summit Singapore

Held in conjunction with the 7th Singapore International Water Week and the 5th World Cities Summit, the 3rd CleanEnviro Summit Singapore will take place from 10 to 14 July 2016. It is the global networking platform for thought leaders, senior government officials and policy makers, regulators and industry captains. At CESS, industry and government leaders can identify, develop and share practical, replicable and scalable solutions to address environmental challenges in the context of waste-water-energy nexus in growing cities.

ORGANISED BY



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's 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.

Singapore International Water Week

Singapore International Water Week (SIWW), the global platform to share and co-create innovative water solutions. Addressing contemporary challenges, SIWW gathers global water leaders and practitioners from both public and private sectors to engage in discussion and debate, network with key industry players, showcase leading-edge technologies and best practices, and identify practical methodologies to address the world's most pressing water issues.

For more information, visit www.worldcitiessummit.com.sg

www.siww.com.sg

Strategic Partners



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Contact Us

For more information and sponsorship enquiries, please contact:

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Join our mailing list at

<http://cleanenvirosummit.sg/join-our-mailing-list>
to receive updates about the event and be updated on
the special privileges available at CESS 2016.