

**12 - 14 NOVEMBER 2024**  
KUALA LUMPUR CONVENTION CENTRE



# THE ENVIRONMENT AND FUTURE MADE SUSTAINABLE

## INTRODUCTION

In recent times, there has been a significant push towards environmental preservation and sustainability, prompting ASEAN countries to adopt eco-friendly practices. Traditional methods like landfilling in these nations have proven inefficient and environmentally harmful. Malaysia is actively combating climate change with an ambitious goal of achieving net-zero emissions by 2050, showcasing a decade-long commitment to clean and sustainable energy solutions for broader decarbonisation efforts.

At COP 28, Malaysia prioritises key goals in addressing environmental challenges, including enhancing competitiveness, attracting lucrative investments, and propelling the economy towards a net-zero carbon future.

Furthering this trend is Sustainability Environment Asia (SEA), the latest international event dedicated to environmental preservation. Covering crucial areas such as waste and wastewater management, circular economy practices, recycling, green technologies, and more, SEA provides a platform to explore cutting-edge solutions. Join SEA to play a part in driving positive change on the path towards sustainability.





# SG Pavilion at SEA 2023



# Singapore Business Forum



# 2023 Water Sustainability Mission - Site Visits





## Testimonials and Media Interview

### Mr. Chen Feng

*Director, Industrial Water Plant  
HSL Constructor Pte Ltd*

We are thrilled to be part of SEA, eager to connect with industry peers, explore collaborative opportunities, and contribute to addressing issues related to climate change and sustainable development. Our goal is to foster meaningful partnerships and collectively work towards continuous improvement.

### Mr. S. Gowrishankar

*CEO & Founder  
Tigernix Pte Ltd*

We have met with a few water companies through this event, and also met with leaders from Air Selangor, which we had a fruitful discussion, and looking to take a step further for any possible collaboration.

### Dr. Emmanuelle Bucaille

*CEO & Co-Founder  
Pure Active Water Pte Ltd*

We are very upbeat to be here, exhibiting in SEA 2023 which is also our first time in Malaysia, and we believe sustainability is very important for all industries. We have met many interesting companies and potential business clients not only from Malaysia, also from Philippines through this exhibition. This exhibition helped to expose our company to more people as well.

### Mr. Lee Tze Kang

*Director  
Novexx Pte Ltd*

This exhibition has exceeded our expectation, and we were able to meet a lot of decision makers, and very well-informed visitors. We hope to be able to convey our technologies and common aspirations to protect the environment. We will definitely return for future exhibition.



### Mr. Charles Quek

*SWA Vice-President (General Affairs)  
HSL Constructor Pte Ltd (CEO)*

This is the first time that the Singapore Water Association (SWA) participating and managing the Singapore pavilion at SEA 2023, and brought along a consortium group of companies, including HSL Constructor.

Through this event, we are looking for collaboration with entities such as the Malaysia Water Association, SPAN, and Air Selangor, and there were already some exchanges among us. We will deepen our discussions because there is interest in some of the technologies and the possibility of some adoption in Malaysia as well.

SWA also have organised a Singapore Business Forum to explore business-to-business matchmaking and business partnerships, which we had benefitted from by exposing our company's branding and our capabilities in the water industry.

SEA 2023 event is a great platform for business communities to move from competition to cooperation to collaboration as well as co-creation of solutions for the betterment of humanity.





22 - 24 NOVEMBER 2023  
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*Sustainability Environment Asia 2023 focused on advancing environmental sustainability in the Asia-Pacific region, drawing leaders from across industries to discuss innovative strategies for achieving greener outcomes.*

Key takeaways from the event include:

- **Climate Action Collaboration:** The conference emphasised the importance of cross-industry collaboration to address climate change. Participants highlighted successful partnerships between governments, businesses, and NGOs, demonstrating that coordinated action leads to more effective environmental solutions.
- **Technological Innovation:** Advances in technology, particularly in renewable energy and waste management, were showcased as essential tools for sustainability. Attendees were encouraged to adopt innovative solutions like solar and wind energy, as well as AI-driven waste reduction techniques.
- **Circular Economy Practices:** The concept of a circular economy gained significant traction, with case studies illustrating how businesses can reduce waste by reusing and recycling materials. This approach was identified as a key driver for reducing the environmental impact of production and consumption.
- **Corporate Responsibility and ESG Reporting:** There was a strong focus on corporate responsibility, with discussions around environmental, social, and governance (ESG) reporting. Companies were urged to adopt transparent practices and set clear sustainability goals to meet stakeholders' expectations.
- **Community Engagement and Education:** The importance of community involvement and environmental education was stressed, with the consensus that lasting change requires public awareness and participation.

*Overall, Sustainability Environment Asia 2023 underscored the urgency of environmental action and the need for collaborative, innovative, and transparent approaches to sustainability.*





**SUSTAINABILITY  
ENVIRONMENT  
ASIA**

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# Programme 1: 2024 Business Mission



## ***Site Visit 1: Visit to Coca-Cola's Bottling Plant TBC***

### ***Purpose of the Visit***

The visit aims to gain a comprehensive understanding of the bottling plant's operations, manufacturing processes, and quality control measures. It will also provide an opportunity to build relationships with the local team and discuss future collaborations.

### ***Objectives***

- Operational Insight:
  - To observe the plant's production lines and understand the workflow, technology, and efficiency measures in place.
- Stakeholder Engagement:
  - To meet with key stakeholders and establish a collaborative relationship that fosters open communication and problem-solving.
- Future Opportunities:
  - To explore potential areas for expansion, innovation, and joint initiatives with the Coca-Cola team.





## ***Site Visit 2: pending arrangement to one of the industrial plant (end-user) TBC***

***As part of our ongoing efforts to strengthen relationships with key partners and enhance our understanding of industrial operations in the region, a visit to an industrial plant in Nilai has been proposed. Here is a summary of the need for this visit and the objectives we aim to achieve:***

### ***Purpose of the Visit***

*The primary reason for visiting the industrial plant in Nilai is to gain firsthand insight into the plant's operational processes, machinery, and compliance with industry standards. This visit will allow us to establish a closer working relationship with the plant's management and explore potential areas for collaboration.*

### ***Objectives***

- **Operational Understanding:** To observe the plant's day-to-day operations, including production workflows, equipment, and workforce management. This will help us understand their efficiency and identify any opportunities for improvement.
- **Relationship Building:** To engage with key stakeholders at the plant, fostering a collaborative relationship that can lead to mutual benefits. This will provide an opportunity to discuss current challenges and explore areas for future cooperation.
- **Exploring Business Opportunities:** To identify potential business opportunities, such as partnerships or service agreements, that could benefit both our organisations. Understanding the plant's needs and priorities is essential for this purpose.
- **Learning Best Practices:** To learn from the plant's successful practices and innovations, with the goal of applying these insights to our operations. This knowledge exchange can contribute to our ongoing efforts to improve efficiency and sustainability.



# Programme 2 - Singapore Business Forum



*The Singapore Business Forum (SBF) has gained a reputation as the premier event for industry professionals, particularly for those showcasing at the Singapore Pavilion.*

- **Major Draw for Exhibitors:** As the most popular event for Singapore Pavilion exhibitors, the SBF attracted a diverse group of companies specialising in water technology, infrastructure, and sustainability. This broad representation made it a key gathering point for industry stakeholders.



- **Networking and Collaboration:** The forum facilitated extensive networking opportunities, allowing participants to connect with other professionals in the water industry. The layout of the Singapore Pavilion encouraged interaction, leading to meaningful discussions and potential business collaborations.



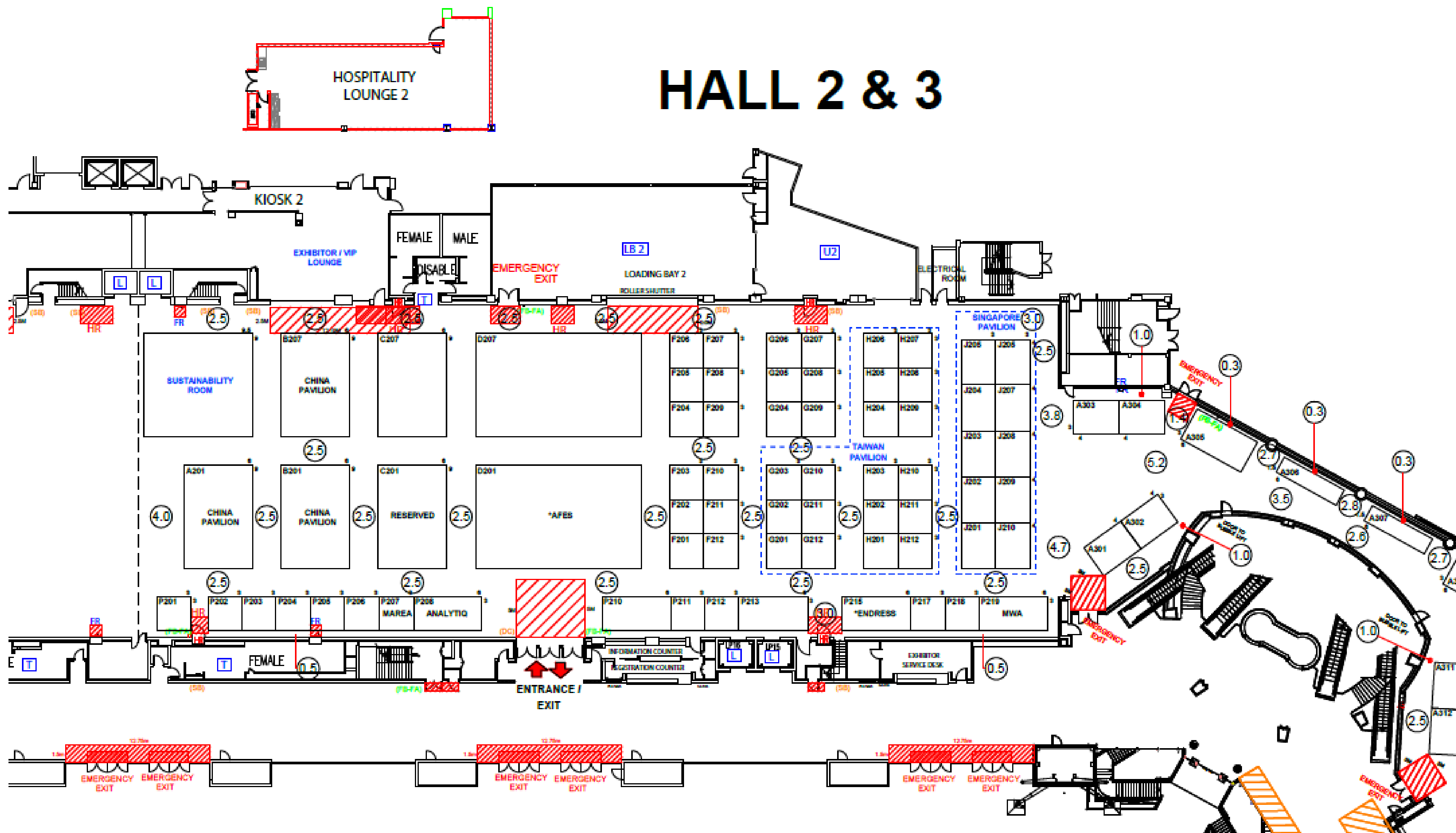
- **Business Opportunities and Deals:** Many exhibitors reported successful business outcomes, including new leads, partnerships, and deals. The SBF's reputation as a focal point for industry growth played a significant role in drawing visitors interested in exploring business opportunities.



*Overall, the Singapore Business Forum emerged as the highlight event for Singapore Pavilion exhibitors, offering unparalleled networking, collaboration, and business opportunities. It solidified its status as the most popular event for professionals in the water industry, providing a platform for growth and engagement.*



# HALL 2 & 3



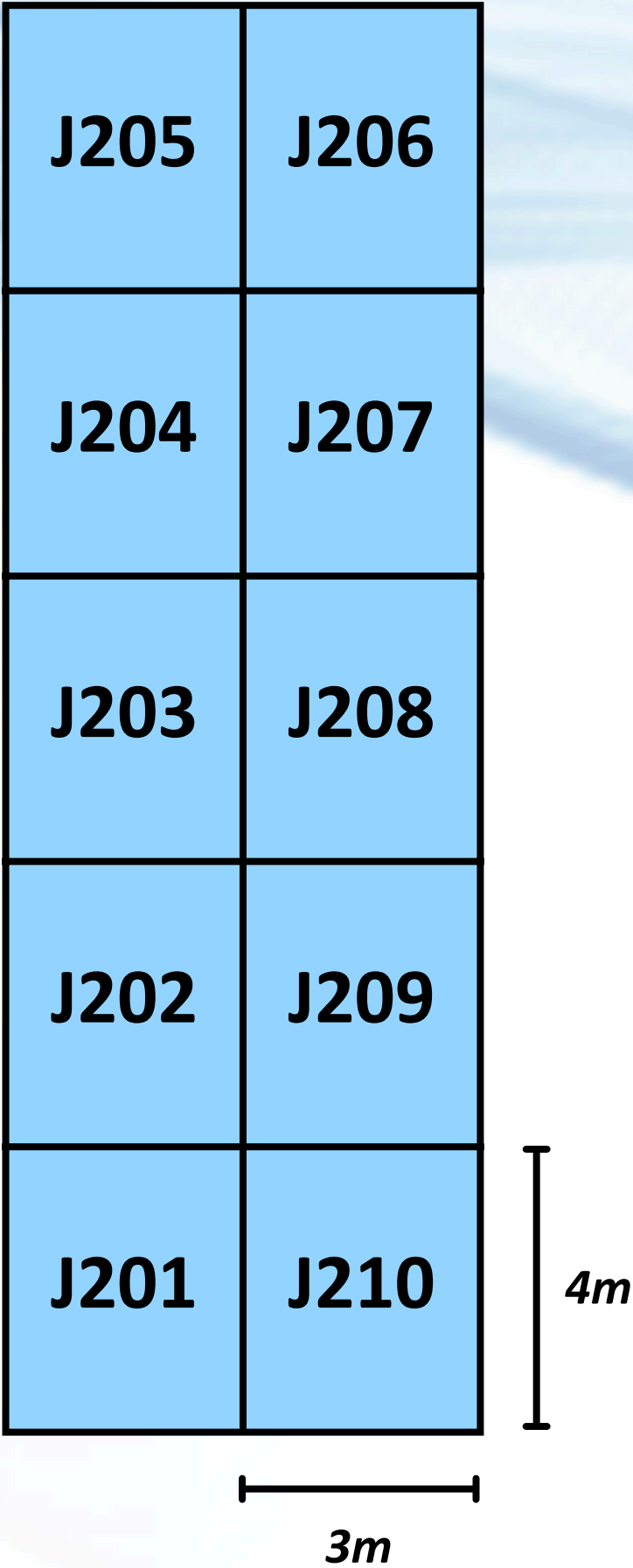


**Complimentary**

- 1. *Company/Organisation’s logo print on booth’s information desk*
- 2. *Booth entitlement*

**COUNTRY PAVILION BOOTH ENTITLEMENT:**

ITEMS / AREA (SQM)	QUANTITY				
	9	12	18	27	36
<b>Electrical:</b> LED Spotlight	2	3	4	6	8
13amp Power Socket	1	1	2	3	4
<b>Furniture:</b> Information Desk	1	1	2	3	4
Folding Chair	2	2	4	6	8
Round Table	1	1	2	3	4
Easy Arm Chair	2	2	4	6	8
Lockable Cabinet	-	1	1	1	2
Brochure Rack	1	1	2	3	4
Waste Basket	1	1	2	3	4



***Each booth = 12 sqm***



## Key Benefits for Exhibiting under SG Pavilion

1. *Business Mission (Site Visits)*
2. *Singapore Business Forum (SBF) & B2B Matching*
3. *Official Media Interview*
4. *All day access to VIP lounge*
5. *ESG subsidy grant\* upto 70% on participating fees (SGD \$830 per sqm)*



***\*Terms & Conditions Applies***

**CLICK PICTURE TO ENLARGE**





**Singapore Water Association**  
**Trade Fair Participation Form**  
Sustainability Environment Asia (SEA) 2024 – Singapore Pavilion  
Date: 12<sup>th</sup> – 14<sup>th</sup> November 2024  
Venue: Kuala Lumpur Convention Centre (KLCC)

Singapore Pavilion  
Sustainability Environment Asia (SEA)

Supported By:  
**Enterprise  
Singapore**



DETAILS OF PARTICIPANT	
Company Name:	UEN No.
Contact Person:	Tel:
Designation:	Fax:
Address:	Email:
Year of Incorporation:	Paid-Up Capital:
Ownership Singapore Citizen / PR (%):	Key Persons: MD: GM: Mktg Manager:
Foreign (% state nationality):	
Type of Company: <input type="checkbox"/> Sole Proprietor <input type="checkbox"/> Partnership <input type="checkbox"/> Private <input type="checkbox"/> Public	
Staff Strength: <input type="checkbox"/> 1 – 25 <input type="checkbox"/> 26 – 50 <input type="checkbox"/> 51 – 150 <input type="checkbox"/> 151 and above	
Sales Turnover: <input type="checkbox"/> < \$1 million <input type="checkbox"/> \$1 – \$10 million <input type="checkbox"/> \$10 – \$20 million <input type="checkbox"/> \$20 m & above	
Core Business Functions Based in Singapore (min. 3 selections required): <input type="checkbox"/> Market development and planning <input type="checkbox"/> Logistics and shipping management <input type="checkbox"/> Business and investment planning <input type="checkbox"/> Research & development and design functions <input type="checkbox"/> Banking, financial and treasury functions <input type="checkbox"/> Manufacturing and other value-added activities	
Brief Description of Products/Services Offered:	
Objectives of Participation:	
COST OF PARTICIPATION	
Administration Fee (not applicable for subsidy): <b>\$S\$800*</b> (Non-member) / <b>\$S\$300*</b> (Member) Interested to join as SWA member? Please submit membership form upon application and subject to SWA's council approval.	
Singapore Pavilion Package <b>\$S\$830*</b> per sqm (subsidy: up to 70%, subject to approval by Enterprise Singapore).	
*All prices shown are subject to 9% GST	
Payment is to be made in Singapore Dollars. <b>50% deposit at time of application and balance 50% by 24<sup>th</sup> October 2024</b> Please note that SWA may reject this application if the deposit is not enclosed. Paid deposit is non-refundable and must be paid in full for withdrawal <b>less than 2 months' notice prior to event.</b> Please make cheque payable to "Singapore Water Association"	
SWA reserves the right to cancel the participant's participation at the Trade Fair at any time upon written notice of intent to the participant, although under normal circumstances SWA shall act reasonably. Upon termination, SWA may, at its sole discretion, return to the participant the participation fee or part thereof, less any expenses already incurred on its behalf or in anticipation thereof following the participant's participation in the Trade Fair. SWA shall, in no event, be liable for any damage or loss whatsoever (including but not limited to the loss of profits) suffered by the participant upon termination as aforesaid.	
The participant agrees that it may not withdraw its participation from the Trade Fair without SWA's consent. SWA has the sole and absolute discretion whether to accept the indication to withdraw, and in deciding if sums paid or owing may be returned or waived, as the case may be.	
DETAILS OF PARTICIPATION	
Participation Fee:	Booth Cost:
Admin Fee (\$800/\$300):	Total Cost:
S\$ <u>830</u> per sqm X <u>      </u> sqm (min 12sqm) \$ <u>      </u> \$ <u>      </u> \$ <u>      </u>	
Booth No. <u>                    </u>	
DECLARATION	
I declare that the information provided in this Trade Fair Participation Form is true and correct.	
Name	Designation
Signature	Company Stamp
Date	

Register your interest today!

Scan QR code or click [HERE](#) to download the registration form.



+65 8163 9945



kenny@swa.org.sg