National Green Expo 2022
Smart, Inventive and Proven Green Technologies for Sustainable Development

EMPOWERING INNOVATIONS AND GREEN TECHNOLOGY

27 28 29 MAY 2022
VENUE: @ BMICH
09.00 AM 09.00 PM

More information: www.srilankagbc.org
Organized by Green Building Council of Sri Lanka
GREEN BUILDING COUNCIL OF SRI LANKA

National Green Expo 2022 – Exhibition with Innovative Green Technology

The “National Green Expo 2022”

Green Building Council of Sri Lanka, being the pioneering organization committed to promoting environmental sustainability in Sri Lanka has decided to conduct an Exhibition at the Sirimavo Bandaranaike Memorial Exhibition Centre of the BMICH on 27th, 28th and 29th of May 2022 with the aim of demonstrating the achievements of green technological innovations made so far by all sectors of the Sri Lankan economy such as agriculture, construction, manufacturing, infrastructure development, industries and the transport etc. to the general public. The other objective is to build awareness among the general public on the benefits of using the products that have been upgraded by integrating green technology. This will be a great opportunity for the public and corporate sector organizations to demonstrate their commitment for promoting green, while introducing their upgraded products and services to the public.

This exhibition will be distinctive among all other similar events because of its unique theme “Empowering Innovations” and the tagline ‘Smart, Inventive and Proven Green Technologies for Sustainable Development’.

This exhibition will be another progressive milestone of the ‘GREENING SRI LANKA 2021/30’ Campaign launched by the GBCSL as its roadmap for achieving environmental sustainability and sustainable development in Sri Lanka.

The Green Building Councils in other countries in the Pacific Asia Region have agreed to collaborate with us in conducting this exhibition by providing technical and technological support and arranging leading industries in their countries to participate in this event as exhibitors. We are expecting the support and cooperation of the leading UN agencies operating in Sri Lanka for conducting this magnificent event.

The world is changing. Expectations are getting higher. However, the Planet’s resources are fast depleting and we have to be smart and innovative to achieve high goals with very low resource consumption. In such a situation the Green Professionals act their part in balancing the three pillars of Sustainability; Environment, Social and Economy and the Green Technology to reach the masses and make them do things differently. Doing ‘business as usual’ will not leave a healthy planet for our children and grand children. We need ‘disruptive technologies’ that will revolutionize the day-to-day activities, such as mobile technology, nanotechnology, household solar PV technology and perhaps other inventions and breakthroughs to satisfy society’s expectations and still not be blamed by our future generations for not leaving them a livable Planet Earth.
Know About the GBCSL

Vision of the GBCSL

Our vision is to Transform the construction industry in Sri Lanka with green building practices and to fully adopt sustainability as the means by which our environment flourishes, economy prospers and society grows to ensure the future wellbeing of our motherland.

Mission of the GBCSL

The mission of the green building council of Sri Lanka is to develop the sustainability of the built environment by transforming the way it is planned, designed, constructed, maintained and operated and drive the adoption of green building practices through market based solutions, while helping to forge a new partnership between government, industry and other stakeholders.

World GBC Affiliation

The GBCSL is a member of the WORLD GREEN BUILDING COUNCIL, which represents a large number of countries ranging from developed to developing nations worldwide. The world green building council has provided us with an important non-political global forum to discuss and promote the sustainable transformation of the global property industry.
GENERAL INTRODUCTION

The Green Building Council of Sri Lanka is a consensus based not for profit organization with diverse and integrated representation from all sectors of the property industry, environment and academia. This was established with a joint effort by thee professional institutions of architects, engineers, structural engineers, town planners, quantity surveyors, university academics, construction industry leaders, environmentalists and business leaders.

Green Building Council of Sri Lanka, being the pioneering organization committed for promoting environmental sustainability in Sri Lanka, has designed and developed the ‘GREENING SRI LANKA 2021/30’ Campaign, as its roadmap for achieving environmental sustainability and sustainable development in Sri Lanka. The aim of this Campaign is to facilitate sustainability based economic development in Sri Lanka by providing home-grown and cost-effective green solutions to make the built environment sustainable, while ensuring enhancement of quality, efficiency, productivity and profitability in all development activities and business performances, in line with nationally and internationally accepted norms and standards.

This is the biggest campaign ever launched in Sri Lanka to ensure the best environmental performance of the built environment including cities, transport infrastructure, commercial, industrial and residential buildings and the irrigation infrastructure etc. with the aim of achieving projected goals of sustainable development by 2030.

Green Building Council is now fully equipped with following resources to conduct its activities successfully.

1. Rating Tools for Green Assessment and Certification
   GREENSL® Rating System for New Constructions (Version 2.1)
   GREENSL® Rating System for Existing Buildings (Version 1.0)
   GREENSL® Labeling System for Sustainable Building Materials (Version 2.0)
   GREENSL® Rating System for Sustainable Cities (Version 1.0)
   GREENSL® Rating System for Roads & Infrastructure Development Projects (Version 1.0)
   GREENSL® Guidelines for Institutional Sustainability (Version 1.0)

2. Certified Green Consultants for Project Assessments
   There are around 1,600 Certified Green Consultants (architects, engineers, quantity surveyors and facility managers trained as green consultants) to engaged in the assessment process and to recommend the level of certification to be awarded.
3. **Specifically Designed Education and Training Programs**
   There are specifically designed education and training programs including Associate Professional Training Course, Advance Course for Green Accreditation and Green Building Competency Course for Technicians etc. for training of building industry professionals and technicians. In additions, workshops, CPD programs and special courses are available for upgrading knowledge and skills of the building industry professionals and the workforce.

4. **Awareness Programs for Promoting Sustainable Lifestyle Among the General Public**
   We conduct awareness programs like Public Lecture, Media Interviews, for various community groups including students, civil society organizations etc. for promoting sustainable lifestyle. For the benefits of academics, professionals, policy makers in public and corporate sector organizations we conduct knowledge sharing events such as green talks, workshops, seminars, roundtables, conferences etc.

5. **GBCSL Industry Experts and Senior Academics Forum**
   Services and assistance of industry experts and senior academics linked to the GBCSL are available for developing sustainability policy guidelines, rating systems formulation, introduction of appropriate green technology, guidance for research activities and the introduction of innovative green technology etc.

6. **International Support-base through World Green Building Council**
   The GBC Sri Lanka is a member of the World Green Building Council (WGBC), which represents around 75 countries ranging from developed to developing nations world-wide, making it the world’s largest Green movement. The World Green Building Council provides us with an important non-political global leadership and forum to discuss and share green knowledge and skills and to promote sustainable transformation of the global property industry. GBCSL is working closely with WGBC Asia-Pacific Network (APN) for technical and technological cooperation for implementation of green building practices in the region.
WHY VISIT ‘NATIONAL GREEN EXPO 2022’? WHY SHOULD YOU BE THERE?

New reality, new challenges: The old practice and technology is rapidly giving way to the new. The thrust on smart disruptive technologies has made a paradigm shift. Small innovations have completely changed the way things used to be done, at our offices, factories, construction sites, on the road and most importantly in our homes and daily chores. The biggest showcase in Sri Lanka related to construction and built environment, NATIONAL GREEN EXPO 2022 brings together the complete spectrum of Green solutions that powers the world. Featuring, not just products and services, but peerless smart inventive Green technologies that will take you to the next level of sustainable development.

No other event bundles in as much value as NATIONAL GREEN EXPO 2022 does.

- Largest gathering of national and international Green Professionals and related stakeholders
- Widest choice of Green products and services with latest Green Technology across the spectrum of display
- Presence of global majors to small scale manufacturers
- Preview of new and upcoming green technology
- A place to explore investment opportunities
- Opportunities for Knowledge sharing and Career advancement through seminars/ workshops/roundtable discussions
- Opportunities to show your talents through competitions and participatory events
TARGET INDUSTRY AUDIENCE AND BENEFICIARIES

NATIONAL GREEN EXPO 2022 is an exhibition for professionals and public alike. It is a gathering place where you will be able to hang out and exchange ideas with;

1. Green Building Consultants
2. Green Associate and Accredited Professionals
3. Academics and Researchers
4. Architects
5. Construction Experts, Builders and Contractors of all sectors
6. Consultants and Designers
7. Quantity Surveyors
8. Senior Officials of Corporate and Government Departments
9. Developers
10. Environmental Engineering Professionals
11. Engineers (structural, electrical, civil, and other)
12. Entrepreneurs and Innovators
13. Representatives of Government Institutions
14. Industrialists and Industrial Sector Investors
15. Industry Executives
16. Local and Foreign Investors and Traders
17. Educationists
18. Transportation and Logistics Professionals
EXHIBITOR PROFILE

The theme of the NATIONAL GREEN EXPO 2022 is **EMPOWERING INNOVATION** while the Tagline is **SMART, INVENTIVE AND PROVEN GREEN TECHNOLOGIES FOR SUSTAINABLE DEVELOPMENT.**

Note: Special recognition to the exhibitors who follows the GREEN SL Rating System for Built Environment with the following categories.

- Green Management
- Sustainable Sites
- Water Efficiency
- Energy and Atmosphere
- Materials, Resources and Waste Management
- Indoor Environmental Quality
- Innovations
- Social and Cultural Awareness

Exhibitors are encouraged to prepare their stalls in line with the theme and the tagline.
KEY PRODUCTS AND SERVICES TO BE PRESENTED AT THE EXHIBITION INCLUDE, BUT ARE NOT LIMITED TO;

- Agricultural & plantation engineering
- Building and Construction products and materials
- Building engineering & construction services
- Building Services including latest technologies in Building management systems (BMS), Heating, Venting and Air Conditioning (HVAC)
- Carbon emission managing products and services
- Civil Engineering
- Building Consulting Services
- Eco/environmentally friendly products
- Electrical & home appliances
- Electrical Electronic engineering
- Electrical installation equipment
- Energy efficient products and consulting
- Engineering education
- Environmental Consulting Services
- Financial Institutions and Banks
- Geothermal / Bio – energy
- Green Building and green construction
- Industrial & process automation
- Landscape consultancy
- Lighting equipment & accessories
- Nano-technology
- Oil & Gas / Clean Coal / Nuclear
- Plant & machinery (large & small)
- Power plant equipment
- Power generation equipment & services
- Project developers & operators
- Real Estate Developers
- R & D Organizations
- Renewable Energy
- Rubber & rubber products
- Solar panel manufacturing
- Specialized engineering products, processes & technologies
- Surface treatments
- Start-ups and innovations
- Waste & Recycling
- Water Management
- Wind, hydro power, solar energy systems & engineering
BENEFITS TO EXHIBITORS

What does NATIONAL GREEN EXPO 2022 offer to the exhibitors?

- Participate in a focused and exclusive event that captures wide attention in all sectors of the Sri Lankan economy
- Unmatched opportunities to position your company as an innovative technology thought-leader
- Accomplish more with less time out of the office with this concentrated 3 day event
- Bench mark against the best in the country and the world
- To generate sales - via a target audience of industry will visit you as buyers.
- Face to face personal contacts with the industry.
- Your target audience to witness your products and services before deciding to purchase a product. (market research by consumers)
- Strong brand building environment (demonstrations/ seminars/ sponsorships).
- Platform to launch new products and find sales agents or distributors in new markets.
- Ability to evaluate and check quality through competition.
- To generate media interaction.
- To overcome objections to purchasing decisions.
- To reduce dependency on traditional markets and to look for newer markets with future Green industry trends.
- To showcase your strength and capabilities and to look out for potential mergers, joint ventures and investments.
- Find new clients and associates at exclusive meetings with top Green professionals
- Present innovative products to one of the fastest growing markets in Asia/ World
- Promote your brand directly to thousands of high – end knowledge professionals
VISITOR BENEFITS
What does NATIONAL GREEN EXPO 2022 offer to the visitors?

• Best venue for Green technology trends
• The most outstanding networking and learning experience
• To witness top quality international Green industry sectors.
• A high quality target audience for the fellow industry professionals.
• Information about most cost effective and reliable means.
• Direct personal access to leading green technologies.
• Opportunity to question, examine and compare.
• New product and service launches with latest green technology.
• To update your knowledge on technologies innovations and the best practices.
• New business opportunities by direct negotiation with exhibitors, senior decision makers.
• B2B platform to share knowledge with local and foreign delegates and explore investment opportunities.
• Discover new Green products from hundreds of trendsetting market players

ADVERTISING RATES FOR THE EXHIBITION DIRECTORY

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<th>FULL PAGE</th>
<th>STALL HOLDERS</th>
<th>NON STALL HOLDERS</th>
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STALL LAYOUT

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<th>AC/ NONAC</th>
<th>STALL RATES</th>
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1. Exhibition stall space – 3m x 3m
2. Stall booth (white board shell to a height of 8ft.)
3. 13/15 amp power point
4. 2 spot lights
5. 2 chairs
6. 1 counter table (100 (L) x 50 (W) x 75(H) cm)
7. Name board (8ft (W) x 8 inc.(H))
**PAYMENT SCHEDULE FOR STALLS**
- Nonrefundable advance of 50% of the total value of the stall, by confirmation
- Reservations subject to availability
- Balance payment by 12th May 2022

**SCHEDULE FOR ADVERTISEMENTS IN THE EXHIBITION DIRECTORY**
- Full Payment on or before 12th of May 2022
- Art work on CD Format (illustrator or PDF format) before 12th of May 2022
- Size of the Advertisement - A5

**EXHIBITION PUBLICITY ELECTRONIC MEDIA CAMPAIGN**
- News coverage (inauguration, launch, and awards)
- Business news coverage.
- Discussions starting 1 month prior to the exhibition
- Trailers / crawlers / jingles for awareness. (TV / Radio)
- Live updates from the exhibition – venue
- Live programs during 3 days of the exhibition.

**PRINT MEDIA CAMPAIGN**
- Pre and post advertisements – 1 month prior to the event
- Special Supplement on the inauguration day. (Adds on special discount rates for exhibitors)
- Post event publicity (photo page)
- Articles on week and weekend papers

**OTHER PUBLICITY METHODS**
- Advertisements on technical and trade journals
- Advertisements in the exhibition directory
- E-mail campaigns
- Direct mail to specific target groups
- E-mail broadcasters for pre-registration
- Web site
- Posters, bill boards and banners.
- Press Releases.
- Personal invitations to industrialists and visitors (Local & overseas)
- VIP visits to key clients
AWARDS FOR THE BEST STALLS AT NATIONAL GREEN EXPO 2022

- Art competition for school children
- Best stall demonstration
- Most innovative Green Building Design
- Best green solution for existing environmental issues

Note: Every category will have Gold, Silver & Bronze Awards.

EXHIBITION VENUE, DATES & TIME

Venue: Sirimavo Bandaranaike Memorial Exhibition Centre (BMICH)
Baudhaloka Mawatha, Colombo 07, Sri Lanka
(Sri Lanka’s premier exhibition venue)

Dates & Time
27th May 2022 (Friday) - 09.00 a.m. - 09.00 p.m
28th May 2022 (Saturday) - 09.00 a.m. - 09.00 p.m
29th May 2022 (Sunday) - 09.00 a.m. - 09.00 p.m

EXHIBITION SECRETARIAT
#120/10, “Vidya Mandiraya”, Vidya Mawatha, Colombo 07
Phone: +94 1126 79130 / +94 1126 79132
Email: office@srilankagbc.org
Official Website: www.srilankagbc.org

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