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Looking Beyond the Glass Surface

Glasstech Asia 2014 to showcase innovative glass trends for real estate trade professionals

MANILA, Philippines- November 11, 2014: The Philippine construction boom continues with the total number of construction permits rising from 29,424 to 32,729¹ in the second quarter in 2014. Much of this real estate growth is driven by the expanding outsourcing sector and multinational companies. Construction spend for 2011-2016 is estimated to reach \$70 billion, a large chunk of which will go into glass products for housing and building projects.

The surging demand for glass products presents a timely backdrop for Glasstech Asia 2014 to be held November 25-27, 2014 at the World Trade Center, Pasay City. Now on its 12th staging, the annual Glasstech Asia exhibit will feature a wide array of glass products for green architecture, and sustainable housing and building materials which are gaining widespread local adoption.

"Since its discovery 4000 years ago, glass has since evolved into one of the most versatile and amazing materials and its continuous use also armed us, the architects and designers, with a medium to fully express our architectural artistry to the fullest," said Ar. Leah Dela Rosa, Executive Director, Professional Development Commission, United Architects of the Philippines.

Employees and households in offices and residences that use glass architecture can expect more savings in energy costs. Glass admits natural light, reducing the need for electrical lighting. Additionally, glass allows an area to cool faster without relying too much on air conditioning.

"Green architecture creates efficient energy use in buildings by maximizing natural daylight and offering better visibility, improved thermal and indoor comfort. The proper selection of glass systems in building design minimizes solar heat and allows high visible light transmittance, translating to healthier office environments conducive to workplace productivity, as well as power savings and healthier indoor living for building residents due to improved thermal and acoustic comfort," said Edgar Sabidong, board member, Philippine Green Building Council (PHILGBC).

Renato R. Ermita, national president, Flat Glass Alliance of the Philippines, Inc. (FGAPI) adds, "With investors, developers, and tenants considering environment design, energy management practices, and green architecture certifications in assessing the value of a business property, glass has become a reliable construction material due to its energy efficient properties."

Glasstech Asia 2014 will be featuring 138 exhibitors from 18 countries, with 8 country pavilions from Singapore, Italy, United Kingdom, Taiwan, Germany, China, Malaysia, and the Philippines, offering various glass products to help stakeholders make good decisions in building and housing design. It expects the number of attending trade professionals to reach 4,000.

¹Philippine Statistics Authority

During the three-day event, speakers from related organizations will also be sharing their insights to provide trade professionals with a better perspective on glass and green architecture trends. Glasstech Asia 2014 will concurrently feature Hollow Glass Asia 2014, a specialized international exhibition for the hollow glass manufacturing, machinery, equipment and glass products industry, and Glass Accessories Asia 2014, an international exhibition for glass accessories and products.

“Today’s processing technology allows glass to be reengineered, for better ultraviolet light protection and heat insulation. We hope Glasstech Asia 2014 will serve as trade professionals’ passport to the intricate world of glass by offering a wide array of glass products to suit various design preferences,” said Lin Rong Mou, President, Philippine Chamber of Glass & Aluminum Industries, Inc. (PCGAIL).

Edward Liu, PBM, Group Managing Director, Conference & Exhibition Management Services Pte. Ltd., said, “Glass is shaping the local design landscape, addressing stakeholders’ demand for aesthetics and green architecture. Glasstech Asia 2014 aims to connect global glass industry players to local architects, builders, contractors, developers, engineers, and facility managers, and showcase glass trends like self-cleaning glass products and insulated glazing glass, to help trade professionals in their design decisions.”

About CEMS

Established since 1980, Conference & Exhibition Management Services Pte Ltd. (CEMS) is a regional organiser with a global perspective. A key player in the Meetings, Incentives, Conventions and Exhibitions (MICE) industry in Singapore, CEMS has vast knowledge and experience in organising and managing exhibitions and conferences for and with government agencies and trade associations and professional institutions.

Currently, CEMS organizes 15 industrial and lifestyle events catering to industry sectors such as Architecture, Facility Management, LED & Lighting, Glass & Machinery, Safety & Security, Fire & Disaster Management as well as Jewellery, Coffee, Tea, Bakery and Café industries in the region. In China, CEMS organizes tourism events in Beijing, Guilin, Xi’an and Chengdu.

About FGAPI

The Flat Glass Alliance of the Philippines, Inc. (FGAPI) is an Onward Filipino industry association composed of more than 300 flat glass stakeholders nationwide with an aim to promote the general welfare of the industry and its communities by providing members with vital assistance, education and other services that could enhance productivity, competitiveness, and growth within the industry. Through “The FGAPI Way”, it represents a flat glass association with an unwavering commitment to innovation and operational excellence.

About PCGAIL

The Philippine Chamber of Glass & Aluminum Industries, Inc. (PCGAIL) was organized in 1961. Since the 1980’s, its association members in the downstream sector have been processing and supplying most of the requirements for high rise buildings, furniture and other markets through the efficient use of machinery and technology. Its strategic move is to empower both the upstream and downstream sector to grow and prosper together in an EXPANDED MARKET. Above and beyond all consideration, this EXPANDED MARKET may well be the single, most important MISSION to PURSUE for the Flat Glass Industry, as it moves up to the NEXT LEVEL to achieve ALL INCLUSIVE GROWTH for all sectors of the entire industries.

About the PHILGBC

The Philippine Green Building Council (PHILGBC) is a national not-for-profit organization that promotes the sharing of knowledge on green practices to the property industry to ensure a sustainable environment. As an alliance of national leaders from both the public and private sectors, the Philippine Green Building Council shall take the lead in ensuring that industry designs, builds and operates buildings in an ecologically and economically sustainable manner that will pave the way for the Filipinos to live, work and play in safe, healthy and productive environments. For more information about the PHILGBC, you may visit <http://www.philgbc.org/>.