



## **Australian designers to benefit from DesignBUILD**

Many senior designers and architects have a preference for heading overseas to attend trade shows, where they believe they will see the latest and greatest in the building and construction industries and experience tax free travel.

With an industry leading expo here in Australia, companies are being urged to support Australian trade suppliers and manufacturers and save on travel expenses by attending the DesignBUILD expo in Melbourne.

With a strong focus on Australian exhibitors, DesignBUILD 2010 is Australia's largest trade and professional expo and Exhibition Manager Steve Horsley said senior designers and architects should reconsider their trade show options and support home grown advancements.

Co-located with the CEDIA expo and the annual Plumbing Design Show, including Green Plumbing, the DesignBUILD expo will be held in Melbourne on the 23rd-25th June at the Convention and Exhibition Centre.

"In the past, Australian building and construction manufacturers simply haven't been able to compete with international competition but nearly 80% of exhibitors are Australian at this year's expo.

"All exhibitors must meet Australian Building Standards, so it really is a great platform for designers to see the best of what is actually available here in Australia," he said.

In addition, DesignBUILD has secured international exhibitors from Rome to form the Italian Pavilion, and from one style capital to another, the latest fashion and style in stones, tiles and more will be on display.

There has also been plenty of discussion about green and sustainable building and living but until now, there hasn't been a one stop destination for designers to gather information, review legislation, compare product specifications or meet manufacturers and suppliers.

This has made it very difficult to stay informed on ever changing product developments and industry news, and to answer consumer questions and product demand with regards to green lifestyle and building choices – especially with what's available in Australia.

DesignBUILD will proudly provide a dedicated platform, including the Green Building Zone, for leading companies to showcase all that is new, innovative and sustainable in the building and construction industries.

With such exciting and innovative green products and concepts on show, DesignBUILD will be split into dedicated zones to make sure each industry professional can get the most out of the show.

In addition to the Green Building Zone, DesignBUILD will include Outdoor Design, Applications in Action, Tools and Safety, Infotech, Building Materials, Construction Equipment and Finishes and Coatings offering a unique opportunity for businesses and independent professionals to stay ahead of competitors, exceed client and employer expectations and cement a reputation at the leading edge of design and construction.

Rather than remain theoretical, the Applications in Action program runs throughout the show and offers the exclusive opportunity to see live-working demonstrations of the latest building materials and their applications direct from manufacturers.

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Media Release. *For Immediate Release.*  
9 April, 2010



Understanding the ever increasing importance of staying 'ahead of the game', DesignBUILD Exhibition Manager Steve Horsley is excited about unveiling the 2010 winner of the prestigious "Innovation Alley" award.

Judged by industry experts, the dedicated display of the latest and most innovative products available in the market covers all building categories featured throughout DesignBUILD.

"We have chosen the 50 most dynamic and exciting product and technology developments from the thousands of products on display at the expo to give businesses access to the suppliers and manufacturers and present a snapshot of the industry's future in Australia," said Mr Horsley.

A series of specifically designed CPD trade seminars for industry professionals on sustainable building will be held throughout the three days. All of the sessions carry CPD points for builders and architects and offer a fantastic opportunity to expand professional development. A full program of times and topics is available from at [www.designbuildexpo.com.au](http://www.designbuildexpo.com.au).

Raising awareness on the importance of education within the building and design industry to address skills shortage and promote sustainable focus sees DesignBUILD 2010 offer free attendance for students and apprentices. DesignBUILD will also introduce the Foundations Program, linking the next generation of up-and coming professionals with the products, training and opportunities available within the industry.

DesignBUILD is Australia's only 100 percent trade orientated exhibition and offers an unparalleled opportunity to experience the forefront of design and construction to keep the industry informed and focused on new, innovative and sustainable building and construction practices.

To receive a complimentary guest pass, please pre-register your attendance at [www.designbuildexpo.com.au](http://www.designbuildexpo.com.au).

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