



PINES PROJECT BRIEF

SHOW TITLE: PHILIPPINE INTERNATIONAL ECO-SHOW (PINES)

SHOW DATES/ VENUE: 26 – 28 August 2010/ SMX Convention Center, Pasay City, Philippines

PINES ORGANIZER: Center for International Trade Expositions and Missions (CITEM)
CITEM is an attached agency of the Philippine Department of Trade and Industry (DTI)

PINES ADVISORY BOARD:

1. **Mr. Gil Carandang** (Father of Organic Farming in the Philippines)
2. **Architect Christopher Dela Cruz** (Chairman, Philippine Green Building Council)
3. **Ms. Grace Favila** (Adviser to the Board, Philippine Business for the Environment)
4. **Ms. Elisea Gozun** (Former DENR Secretary and UNEP 2007 Champions of the Earth Awardee)
5. **Mr. Antonio Kalaw, Jr.** (President, Development Academy of the Philippines)
6. **Architect Felino Palafox, Jr.** (World renowned architect and urban planner)
7. **Ms. Amelia Supetran** (Team Leader on Environment and Energy Projects, UNDP)

ABOUT PINES:

The **Philippine International Eco-Show (PINES)** shall be an annual global conference and exposition featuring a diverse range of products and latest technologies addressing the requirements of a sustainable environment. The event shall be an important B2B converging place of leading international organizations, influential figures of the greening industry and key players of the industrial as well as the health and wellness sectors.

SECTORS TO BE PROMOTED IN PINES:

Construction (Home and Building Materials); Engineering Services; Interior and Architectural Design Services; Home and Office Furnishings; Electronics; Semiconductor; Motor Vehicles, Parts and Components; Renewable Energy; Machineries and Equipment; Natural, Herbal and Organic Products; Health and Wellness; Eco-tourism destinations; Advocates for a Sustainable Environment

KEY COMPONENTS OF PINES:

DATE	EXHIBITION	CONFERENCE	SPECIAL EVENTS
26 August 2010	REGISTRATION STARTS AT 8:00 am		
	Exhibition Proper 9:00 am to 6:00 pm Halls 3 and 4 Ground Floor, SMX	Conference Proper 10:00 am to 5:00 pm Function Room 1 Upper Floor, SMX	Opening Ceremony followed by Guided Tour of the Exhibits 8:30 am to 9:30 am SMX Lobby Business Matching 2:00 pm to 5:00 pm Business Matching Room, Exhibit Area
27 August 2010	Exhibition Proper 9:00 am to 6:00 pm Halls 3 and 4 Ground Floor, SMX	Conference Proper 9:00 am to 5:00 pm Meeting Rooms Upper Floor, SMX	Business Matching 10:00 am to 5:00 pm with lunch break from 12:00 nn to 2:00 pm Business Matching Room, Exhibit Area PINES Awarding Ceremonies and Networking Night 6:00 pm to 9:00 pm Stage Area, Exhibition Hall
	Exhibition Proper 9:00 am to 6:00 pm Halls 3 and 4 Ground Floor, SMX		Eco- Business Tour 7:00 am to 5:00 pm (Destination to be finalized)
28 August 2010	Exhibition Proper 9:00 am to 6:00 pm Halls 3 and 4 Ground Floor, SMX		

EXHIBITION DETAILS:

Exhibition Dates: 26-28 August 2010
Exhibition Hours: 9:00 am to 6:00 pm
Venue: Halls 3 and 4, Ground Floor, SMX Convention Center

EXHIBITION PROFILES:

ECO-INDUSTRIAL ZONE	ECO- LIFESTYLE ZONE	ECO- ADVOCATES ZONE
1. Green Building 2. Green Transport 3. Green Technology 4. Green Energy 5. Green Elements 6. Allied Industries	1. Health and Wellness 2. Home Lifestyle 3. Fashion Lifestyle 4. Creative Industry 5. Fresh and Processed Food 6. Allied industries	1. Government Agencies 2. Non- Government Organizations 3. Government- initiated projects for Sustainable Environment 4. Educational Institutions 5. Other agencies

WHO MAY PARTICIPATE AS EXHIBITORS?

Companies with ANY of the following characteristics:

On Raw Materials Used or End Products:

1. Design or manufacture materials or products using the Ecological Waste Principle or Recycle-Reuse-Reduce Philosophy
2. Manufacture or use materials or products made from rapidly renewing resources
3. Design or manufacture products or render services that can improve or protect the environment
4. Design, produce or use materials that are durable and long-lasting; thus, replacement or maintenance thereof is minimal
5. Design or manufacture parts and components that can be used as replacement parts and components of other equipment, machineries, devices, appliances, vehicles, etc.

On Business Operation/ Production Process:

1. Are models of energy efficiency and wise management of resources
2. Implement proper waste and/or emission management program in the production of goods or rendering of services
3. Have certification/s from recognized accreditation body, e.g., DENR-compliant certification, Green Choice seal, ISO 14001, etc.
4. Practice CSR Program for Sustainable Environment

EXHIBITOR ENTITLEMENT:

1. Priority in the One-On-One Meetings with event visitors, conference speakers and other PINES participants.
2. Be nominated in PINES Awards for best eco-friendly products, services or CSR program
3. One (1) Complimentary Pass to PINES Conference
4. 10% discount in PINES Conference Fee for additional attendees from the company
5. Listing inclusion in PINES Catalogue, including company logo and brief profile
6. Listing inclusion in PINES website with hyperlink
7. One (1) Complimentary PINES Catalogue
8. Company inclusion in Press Releases, local and international

COST OF PARTICIPATION AS EXHIBITOR

For Standard Booth: Minimum booth size: 6 sqm at Php 3,000.00 per sqm or USD 165.00 per sqm

	PARTICULARS	APPLICABLE FEES	
		PHILIPPINE-BASED	FOREIGN COMPANIES
Regular rate	Application Form and required documents submitted by 30 May 2010 Full Payment made by 30 June 2010	Php 18,000.00	USD 990.00

Early Bird rate (10% off)	Application Form and required documents submitted with full payment on or before 15 May 2010	Php 16,200.00	USD 891.00
Pavilion Package 1 (5% off)	Two (2) booths	1 st booth: Php 18,000.00 2 nd booth: Php 16,200.00 Total Price: Php 34,200.00	1 st booth: USD 990.00 2 nd booth: USD 891.00 Total Price: USD 1,881.00
Pavilion Package 2 (7.5% off)	Four (4) booths	1 st booth: Php 18,000.00 2 nd to 4 th booth: Php 16,200.00 each Total Price: Php 66,600.00 Guaranteed island pavilion	1 st booth: USD 990.00 2 nd to 4 th booth: USD 891.00 each Total Price: USD 3,663.00 Guaranteed island pavilion
Pavilion Package 3 (10% off)	Ten (10) booths	Pay nine (9) booths for Php 18,000.00 each and get one (1) free booth. Total Price: Php 162,000.00 Guaranteed island pavilion	Pay nine (9) booths for USD 990.00 each and get one (1) free booth. Total Price: USD 8910.00 Guaranteed island pavilion

Note: Early Bird Rate applies to pavilion packages indicated above.

For Raw Space: Minimum order: 24 sqm at Php 2,500.00 per sqm or USD 150.00 per sqm

	PARTICULARS	APPLICABLE FEES	
		PHILIPPINE-BASED	FOREIGN COMPANIES
Regular rate	Application Form and required documents submitted by 30 May 2010 Full Payment made by 30 June 2010	Php 60,000.00 for 24 sqm Guaranteed island pavilion	USD 3,600.00 for 24 sqm Guaranteed island pavilion
Early Bird rate (10% off)	Application Form and required documents submitted with full payment on or before 15 May 2010	Php 54,000.00 for 24 sqm Guaranteed island pavilion	USD 3,240.00 for 24 sqm Guaranteed island pavilion

SPECIAL PACKAGES:

Special packages are available for:

1. Industry Partners (partnership with local and foreign trade associations, chambers of commerce and industry, organizations)
2. Foreign Embassies in the Philippines
3. Sponsors

CONFERENCE DETAILS:

Conference Dates: 26- 27 August 2010
Conference Hours: 9:00 am – 5:00 pm
Venue: Function Room 1, Upper Level, SMX Convention Center

CONFERENCE PROGRAM:

DATE	PROGRAM		
26 August 2010 (Thursday)	Plenary Session (10:00 am to 5:00 pm)		
	TOPICS	PROPOSED SPEAKERS	SPEAKER'S PROFILE
	Philippines' Response to the Copenhagen Call	Atty. Tony Laviña	Member of the Philippine Negotiating Team for the Copenhagen Call and Chair on Reducing Emission from Deforestation and Degradation Negotiation (RED Plus)
	Best and Worst Environmental Practices in the world	Arch. Felino Palafox, Jr.	World renowned architect and urban planner with a Masters Degree in Environmental Planning under a scholarship from UNDP
	Environmental Laws and Standards	Elisea Gozun	Former DENR Secretary and UNEP 2007 Champions of the Earth Awardee
	Protecting and Nurturing the Philippine Sea and Earth	Atty. Antonio Oposa, Jr.	World renowned environmentalist and 2009 Ramon Magsaysay Awardee

27 August 2010 (Friday)	Sectoral Tracks (9:00 am to 5:00 pm)		
	Green Building	Green Business	Green Communities
	- in partnership with PhilGBC	-in partnership with PBE	- in partnership with UNDP
	- topics shall encompass the whole concept of green construction, from planning and designing to project execution and after sales maintenance	- topics shall include climate change adaptation harnessing business opportunities	- topics shall include green agriculture practices, communities that have established linkage with international markets for the supply of resources

CONFERENCE FEES:

PARTICULARS	AMOUNT
Philippine- based attendees	Php 5,000.00
Philippine-based Government Representatives and Academe	Php 3,000.00
Philippine-based Students	Php 2,000.00
Foreign attendees	USD 200.00
Foreign Government Representatives and Academe	USD 150.00
Foreign Students	USD 100.00

* Fees include meals (lunch, morning and afternoon snacks) for two days and materials. Also available are rates for one-day conference registration and group registration.

SPECIAL EVENTS DETAILS:

- PINES Awards**- open to all exhibitors who have successfully developed or marketed eco-friendly products and services, or implemented green practices.
Award Categories: Best Eco-LIFESTYLE Product
Best Eco-LIFESTYLE Service
Best Eco-INDUSTRIAL Product
Best Eco-INDUSTRIAL Service
Best Eco-CSR PROGRAM
SPECIAL CITATION to Partners and Environmental Advocates
- Eco- Photography Tilt**- open to all photography enthusiasts- amateur and professional photographers. The contest aims to strengthen the awareness and mobilization of the business community towards green economy and green jobs.
- Eco- Business Tour**- open to foreign buyers and media. The tour will highlight the country's existing green industry, initiatives and good environmental practices of both public and private firms.

VISITOR PROFILES:

Venture Capitalists; Urban Planners, Property Developers; Contractors; Architects, Designers, Specifiers; Original Equipment Manufacturers; Multinational Corporations; Motor Vehicle Assemblers; Hospitality Related Industries (Hotels, Resorts, Spas, Wellness Centers, Cruise Liners); Importers, Wholesalers, Distributors, Agents; Academe; Facility Managers; Government Agencies; Non-Government Organizations; Green Building Materials and Technology Providers

MEDIA PARTNERS: *(as of 22 March 2010)*

- Management Asia Magazine (Singapore-based with Asian circulation)
- Wall Street Journal (Hong Kong- based with Asia- Pacific circulation)
- China Business (Philippine-based with circulation in Greater China)
- Business World (Philippine- based)
- Business Mirror (Philippine-based)

For further details on PINES, please visit www.pines.com.ph.

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