

Environmental Concerns Will Drive Demand For Green Building Materials

Global market for green building materials set to expand to US\$406 billion by 2015

([PressReleaser](#)) May 07, 2011 — DUBAI – A growing demand for green building material has been noted in the regional real estate industry. This is driven by the in-creasing stress on implementation of green building standards by local governments and civil authorities.

Concern about the impact the construction industry has on the local environment and a realisation of the need for sustainable development has fuelled a drive to align the construction industry to green building standards. This perceptible shift in the construction industry is ex-pected to be reflected at Hardware+Tools Middle East 2011 – the only dedicated trade event for the hardware, tools, machinery and construction material in the Middle East.

According to recent research, the global market for green building material is expected to be worth US\$406 billion by 2015, driven largely by environmental consciousness, high energy costs, and the un-derstanding that green buildings contribute to long-term benefits such as improved efficiency, cost savings and higher production. As costs of green building materials drop, they are becoming increasingly pop-ular the world over.* “The push to conform with global best practices in sustainable real estate development is gathering pace in the Middle East,” said Ahmed Pauwels, Chief Executive Officer of organiser Epoc Messe Frankfurt. “As construction majors look to decrease their carbon footprint and adopt environmentally-friendly building methods, the demand for green building material is quickly gathering pace,” he added.

Governments around the region are enacting legislation to bring the industry into line with green building standards. Recently, Abu Dhabi rolled out the Arab world’s first specialised green building rating system, Estidama. All new development in the emirate must comply with the standards set by the system, including commercial and government projects. Dubai too has been driving change through increasing implementation of LEED standards across the construction industry.

Green roofs is one of the largest and fastest emerging product cate-gories currently. The practice of planted green roofs is gaining mo-mentum across the industry and is given a strong push by local au-thorities who are spear heading initiatives to increase the number of green roof projects in the region. This trend towards green roofs will be reflected at Garden+Landscaping Middle East, co-

located with Hardware+Tools Middle East due to shared synergies in visitor profiles.

Hardware+Tools and Garden+Landscaping Middle East 2011, will be held at the Dubai International Convention and Exhibition Centre from May 10th to 12th. The events will bring together buyers, suppliers, manufacturers and key purchase influencers in the construction industry from around the region. The following are some of the major sections covered at the trade exhibition: Machinery, Tools, Construction & Building Materials and Hardware.

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*Green Building Materials – A Global Strategic Business Report – Global Industry Analysts

Show Profile:

Hardware+Tools is the Middle East's only dedicated event for tools, hardware materials and machinery. Industry professionals involved in the supply of equipment to or the design, construction, build or specification of commercial or residential developments understand the importance of keeping up to date with new products, services and technology in the field.

Hardware+Tools Middle East is the perfect platform to meet new contacts, discuss new trends and technological developments, keep up to date with industry knowledge and source new products and solutions.

Show website: www.hardwaretoolsme.com

Company profile:

EPOC Messe Frankfurt GmbH is a subsidiary of Messe Frankfurt, Germany's leading trade fair organiser. With 450 million Euros in sales in 2010* and more than 1,770 employees worldwide, Messe Frankfurt brings 800 years of experience to Dubai, the strategic hub for the region. The Messe Frankfurt Group has a global network of 28 subsidiaries, five branch offices and 52 international Sales Partners giving it a presence for its customers in more than 150 countries.

The successful portfolio of events of EPOC Messe Frankfurt GmbH in Dubai includes: Intersec trade fair and conference, Materials Handling Middle East, Hardware+Tools Middle East, Garden+Landscaping Middle East, Light Middle East, Beautyworld Middle East, Automechanika Middle East, and now also Paperworld Middle East and Playworld Middle East.

For more information, please visit our website at: www.uae.messefrankfurt.com

*Preliminary figures for 2010

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