

Queensland clean technologies exports

Green building opportunities: Singapore

Market trends – green building in Singapore

- There are significant and growing opportunities for more Queensland exporters to get into green markets and provide environmental solutions such as green building services and products.¹
- An emerging market for Queensland's green building exports is Singapore. Singapore's A\$21B construction market is estimated to reach A\$25B annually over the next five years.
- Although green buildings currently comprise only one per cent of buildings in Singapore, in 2009 the Government of Singapore set an ambitious target of greening at least 80 per cent of all buildings in Singapore by 2030.² Underpinning this target are the most stringent green building regulations in the Asia region.
- To achieve this target, the Government of Singapore has introduced a range of Green Mark incentives schemes for new and existing buildings.³
- The Singapore Economic Development Board is also committing A\$292M for the green energy push.
- The Government of Singapore has also imposed a mandate for a minimum standard of environmental sustainability for new buildings.
- With growing global concerns about the sustainability of the built environment, there is increasing pressure for the construction industry in Singapore to consider the environmental impacts of its projects. With energy costs escalating, there is also increasing interest in energy efficiency and the benefits of environmentally friendly green buildings in Singapore.
- According to Singapore's Building and Construction Authority (BCA), the bulk of new construction demand for the next few years will primarily come from infrastructure developments, new public housing and institutional projects driven by the public sector.

**Opportunities for Queensland exporters**

- These trends suggest growing market opportunities for green building in Singapore.
- The green building sector has a large concentration of existing and potential Queensland clean technologies exporters.
- Opportunities in Singapore for Queensland green building services exporters include:
 - › architectural and engineering services for high-rise structures
 - › urban planning and design
 - › other niche architectural services, and
 - › energy efficiency consultancies.
- There is also significant demand in Singapore for Queensland green building materials and equipment including:
 - › high-efficiency ventilation and air conditioning systems
 - › low-emission window and day lighting technologies
 - › indoor environment quality systems and technology, such as the low-VOC (volatile organic compound) and environmentally friendly interior paints and finishes that improve the overall indoor air quality of the home, recyclable building materials and self-cleaning external facades
 - › intelligent building systems
 - › water saving and storage systems, and
 - › other environmentally friendly green building materials and equipment that help score points under the Green Mark green building rating system.

Market challenges

- The Singapore market generally prefers technologies or systems that have been used elsewhere and that are proven as a reliable product.
- With limited local manufacturing of green technologies and no duties on these imports, the Singapore market is open. As such, a number of foreign companies' products are already established in Singapore and pricing is competitive.
- Prospective Queensland exporters should consider using agents or distributors to serve Singapore and other markets in South-East Asia. Prospective Queensland exporters to Singapore should also be aware that competition is strong and that buyers expect good after-sales service.

For more information

For more information about green building global market trends and opportunities for Queensland exporters, please contact Trade Strategy on +61 7 3224 4230 or tradestrategy@trade.qld.gov.au

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Series examining water and wastewater technologies and services export opportunities in key overseas markets.

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Issue 4 – Green building opportunities: India

Issue 6 – Green building opportunities: global demand

The Government of Singapore has gone into high gear to encourage the local construction industry to adopt green features in their projects...

The market potential in Singapore for technologies, systems and equipment, used in the construction of environmentally sustainable buildings (green buildings), is becoming stronger. This covers all types of systems and products to improve energy and water efficiency of a building, technologies and equipment that improve indoor air quality, construction systems that reduce noise and air pollution, as well as recyclable building materials.

International Business Strategies, 2009

Selected references

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Green Gold Rush: How Ambitious Environmental Policy Can Make Australia a Leader in the Global Race for Green Jobs, Australian Conservation Council and the ACTU, October 2008.

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Smart Market Report: Global Green Building Trends, McGraw Hill Construction, 2008.

¹ "Green building" includes (but not limited to): green design and sustainable urban design and engineering consultancies; energy, insulation, air-conditioning and water efficiency equipment and products; building monitoring and management systems; facility/building management; and other environmentally friendly building products and services that help score points under the various "green building" rating schemes (e.g. retro-fitting existing buildings).

² See Second Green Building Masterplan, Building and Construction Authority, Singapore Government, 2009.

³ Ibid. Schemes include: A\$83 million scheme to co-fund retro-fitting costs for energy improvements to existing buildings; cash incentives to private developers, building owners and project consultants (such as architects and mechanical and electrical engineers) with floor areas of at least 2000 metres that achieve a sufficiently high Green Mark rating; and a range of other incentives for the private sector to work towards achieving higher tier Green Mark ratings. Singapore's Green Mark program is an equivalent of the U.S. LEED program.

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