



John Mickel MP
Minister for Transport, Trade, Employment and Industrial Relations

Media release

Huge Middle East building trade show goes green with help of Queensland company

Successful Queensland export company, Ecospecifier International has announced a new collaboration with the organisers of the Middle East's largest construction trade show to help ensure green building products feature more prominently and are more accessible this year.

Minister for Trade John Mickel said that Ecospecifier's new partnership with the Big 5 trade show, which is held each November in Dubai and will feature around 2500 companies from 52 countries in 2008, was proof that Queensland's growing green construction services sector was world class and in demand.

"Ecospecifier verify environmental claims and assesses the environmental impacts of ecologically or health beneficial 'green' building products," Mr Mickel said.

"The company's services are becoming more and more recognised as being highly complementary to Sheikh Mohammed Bin Rashid Al Maktoum's 2015 strategic plan to ensure all buildings in Dubai are constructed in line with environmental best practices.

"At this year's Big 5 trade show, Ecospecifier will be a major contributor to helping make it easier for show visitors to locate green building products and services.

"With the help of Ecospecifier, visitors to the 2008 event will be able to easily identify and locate all exhibiting green building products, compiled into a simple directory contained within the official event guide for the first time.

"As well as the green product directory, it will be the first time visitors will have the opportunity to view a showcase of green products selected by a panel of eminent local judges.

"The new deal with Big 5 will see Ecospecifier providing key verification services for the Big 5 Green Building Product Awards for Innovative Green Products, and for the new Green Building Product section in the trade show's 2008 product catalogue.

"As part of its role in the Awards, Ecospecifier will offer a free Basic Listing Assessment on their website, ecospecifier.ae, to qualifying products and these will be highlighted in the catalogue."

Mr Mickel said that Ecospecifier's reputation in the Middle East had been enhanced, and business activity had expanded rapidly following the company's attendance at the Big 5 last year as part of a Trade Queensland business delegation.

"In March this year, Ecospecifier launched its services in the United Arab Emirates following earlier participation in the trade mission to attend Big 5 in November 2007. The 2007 show attracted over 50,000 key industry representatives and buyers," Mr Mickel said.

"The ongoing success of Ecospecifier's Middle East launch is a welcome outcome from Trade Queensland's construction and infrastructure strategic export project for this key target region for Queensland trade expansion," Mr Mickel said.

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