



SIA  
Architectural  
Specifier  
Market 2021

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SHANGRI-LA HOTEL  
SINGAPORE

22 ▶ 23 JULY 2021





## What is Architectural Specifier Market (ASM)?

Co-organised by Singapore Institute of Architects (SIA) and TAC-Group Pte Ltd (TAC), the Architectural Specifier Market (ASM) is a 2-day Business to Business event, comprising of 2 Architectural Technical Seminars and 2 afternoons of Thematic Business Matching Meetings. The seminars provide an overview of the critical considerations for project specifications while the Business Meetings allow the Architecture Firms and Building Specialists to discuss in depth of the project specification's needs and product technical specifications in a face to face setting.

This is the only architecture specific event which effectively allows business discussion in private under a pro business environment.

## About the Co-Organisers



### Singapore Institute of Architects (SIA)

The Singapore Institute of Architects (SIA) is a professional organization established in 1963 with the objective to promote the architectural profession and the built environment in Singapore. As the sole representative for architectural profession in Singapore, the institute's mission is to champion excellence in architecture and the built environment, with the vision to see Singapore as an Architecture Capital.



For more information, please visit: [www.sia.org.sg](http://www.sia.org.sg)

### TAC-Group Pte Ltd (TAC)

TAC-Group Pte Ltd (TAC), is one the leading association management companies in Singapore. With its mission of empowering Trade Associations & Chambers (TACs) through sustainable practices and development models, the company serves as a strong catalyst to association in pushing out key events and programmes which helps propel their industry forward. With 18 years of experience in association events, conference as well as secretariat management, the company has successfully run effective projects aligning to Singapore's industry transformation plan.



For more information, please visit: [www.tacgroup.com.sg](http://www.tacgroup.com.sg)

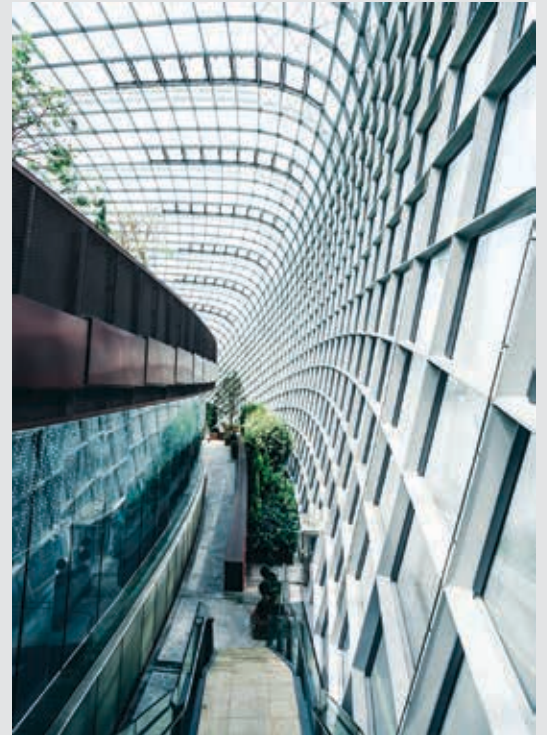






## How It Works

- ASM comprises of 2 sessions of Architectural Technical Seminar and 18 Thematic Business Matching Meetings:
  - ▶ Seminar – Provides an overview of the critical considerations for project specifications.
  - ▶ Business Meeting – Allow the Architecture Firms and Building Specialists to discuss in depth of the project’s needs and product technical specifications in the Arc-Suite.
- Participation by 60 Architecture Firms with upcoming projects. Estimated project value of more than \$150 million.
- Participation by a maximum of 30 building specialists with relevant products matching to the project’s needs. Limited to 2 representatives/ company.
- Building Specialists will be able to make appointments with the participating Architecture Firms via the business matching portal before the event. Project specification needs and building typologies will be listed in the portal.
- The Architecture Firms will accept the meeting requests via the same portal.
- Meetings will be held in the Arc-Suite during the event.
- Each Architecture Firms will be allocated with an Arc-suite. This is to ensure substantial level of privacy and conduciveness for the meetings to take place. Each suite will be equipped with LED screen to facilitate presentation.



Time	Meeting Session
10:00am - 12:00pm	Seminar
12:00pm - 01:00pm	Networking Luncheon
01:00pm - 01:30pm	1 <sup>st</sup> Session
01:30pm - 02:00pm	2 <sup>nd</sup> Session
02:00pm - 02:30pm	3 <sup>rd</sup> Session

Time	Meeting Session
02:30pm - 03:00pm	4 <sup>th</sup> Session
03:00pm - 03:30pm	Tea Break
03:30pm - 04:00pm	5 <sup>th</sup> Session
04:00pm - 04:30pm	6 <sup>th</sup> Session
04:30pm - 05:00pm	7 <sup>th</sup> Session
05:00pm - 05:30pm	8 <sup>th</sup> Session

