



# GREENBUILD®

INTERNATIONAL CONFERENCE

México

## WHAT IS GREENBUILD MEXICO?

Greenbuild is the world's largest conference dedicated to green building. Be part of the action when Greenbuild comes to Mexico from June 19-21 in Mexico City.

Greenbuild Mexico brings together global industry leaders, experts and frontline professionals dedicated to sustainable building. The conference features inspiring speakers, invaluable networking opportunities, LEED workshops and green building tours.

Greenbuild Mexico offers a forum for the green building community to unite, inspire, revolutionize business and address pressing issues, such as air quality, human health, energy use and global climate change. The event offers attendees the chance to learn about the latest market trends and first-class green solutions to help drive market transformation in Mexico.

## WHY YOU SHOULD ATTEND

- ▶ Learn the latest about LEED, materials, resilience and health and well-being.
- ▶ Be inspired during our educational sessions by innovation in the green building industry.
- ▶ Join hundreds of regional building professionals at Greenbuild Mexico for outstanding educational sessions, renowned speakers and special seminars.
- ▶ Meet other industry professionals at Greenbuild. Attendees cite Greenbuild's networking experience as one of the top reasons they attend every year.
- ▶ Build your business relationships at Greenbuild. The conference is classified as a major event for the construction industry, according to attendee surveys year over year.
- ▶ Earn continuing education hours for credential maintenance at Greenbuild. It's the one-stop shop to fulfilling CE hours for a LEED Green Associate, LEED AP, SITES AP or WELL AP credential.
- ▶ Hear from keynote speakers from the region and worldwide, where the best and brightest leaders address the issues of our time.
- ▶ Invest in your team's business development at Greenbuild Mexico.
- ▶ Support the green building community. Greenbuild Mexico has a special partnership with SUMe and a connection with a global and local green building community.

### WHO ATTENDS GREENBUILD?

- ▶ Architects, engineers and interior designers
- ▶ Builders and contractors
- ▶ Building owners and developers
- ▶ Corporate sustainability officers
- ▶ Educators and students
- ▶ Executives from utilities, waste management companies, transportation and more
- ▶ Green building thought leaders
- ▶ Government officials
- ▶ Manufacturers of building materials and systems

# GREEN BUILDING TRENDS IN 2018

- ▶ Green building construction continues to double every three years, according to the World Green Building Trends 2016 report by Dodge Data & Analytics.
- ▶ Some of the leading drivers of this growth are client demands, environmental regulations and an enhanced awareness of the occupant and tenant benefits of green buildings. Healthier neighborhoods, higher return on investment and employee recruitment increasing also contribute to the proliferation of green buildings.
- ▶ Mexico is ninth in the Top 10 Countries for LEED with more than 5 million gross square meters of LEED-certified space, accounting for more than 300 LEED-certified projects.
- ▶ Increased consumer demand has also pushed the world's green building market to a trillion-dollar industry, a surge that has led to a corresponding increase in the scope and size of the green building materials market, which is expected to reach \$234 billion by 2019.
- ▶ Social motivators for green buildings include encouraging sustainable business practices, supporting the domestic economy, creating a sense of community and increasing worker productivity. Reducing energy consumption and reducing water consumption are important drivers for green building.
- ▶ Green building offers a powerful pro-business case for conservation and action on climate change. The green building industry has shown the world that sustainability is profitable, and that profitability is sustainable.
- ▶ Mexico is the fastest growing market for LEED in Latin America, with diverse stakeholders from across the industry, including commercial real estate, hospitality, manufacturing, industrial facilities and historic buildings.
- ▶ Mexico is greening its existing buildings by leveraging the Arc platform to focus on building performance and track results that lead to LEED.

**Demonstrate your company's commitment  
to green building. For Greenbuild Mexico  
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