



NEWS RELEASE

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ICC-ES Experts to Speak at Singapore Conference on Green Buildings

Two [ICC Evaluation Service](http://www.icc-es.org) (ICC-ES) environmental experts have been invited by the [U.S. Department of Commerce](http://www.dhs.gov) to speak at the [Conference on Green Buildings](http://www.sgbc.com.sg), to be held in Singapore, September 12-13. The conference is entitled “Green Buildings and Green Growth Approaches to Encouraging a Positive Green Building Climate.”

[Rob Brooks](#), ICC-ES Director of Environmental Programs, will participate in a panel discussion entitled “How Green Claims Are Made: Assessing Green Building Rating Systems and Verification of Claims”; and [Evangalina Hirata](#), a current member of the ICC-ES Advisory Board, will address the topic of “Mexico’s Adoption and Adaptation of National and International Green Building Technologies.”

The conference is a joint [Asia Pacific Economic Cooperation](http://www.apec.org) (APEC) and [Association of Southeast Asian Nations](http://www.asean.org) (ASEAN) meeting, which will focus on green building activities in APEC economies as well as incentives to encourage green building programs and green certification schemes. It is being held in conjunction with International Green Buildings Week in Singapore. See www.sgbw.com.sg for details on related events.

Brooks, a Certified Green Professional (CGP), has more than 26 years of industry experience and brings to the conference his extensive knowledge about implementing product acceptance strategies that provide sustainable, energy-efficient solutions in the green building marketplace. “We anticipate that regional manufacturers will increase their imports into the North American green building market,” says Brooks. “Our job is to help them understand the rating systems and the importance of independent verification of product attributes. We’re glad to partner with the Department of Commerce to build awareness of conformity assessment procedures and standards development to help facilitate trade and avoid technical barriers.”

Hirata has made presentations at conferences in the U.S., Canada, Japan and Spain on sustainable housing and urban development. Her work has been published in numerous national and international industry publications. “The challenge of the adoption of new green technologies in Mexico and the implementation of green regulations is mainly caused by speed of growth of the new residential and commercial buildings and the lack of an established technologies market in the country,” said Hirata. Formerly a member of the [Commission for Environmental Cooperation \(CEC\)](http://www.cec.org), and Deputy General Director at [CONAVI](http://www.conavi.org) (National Housing Commission), Hirata now serves as Owner and Principal for EH Consulting, Mexico.

About ICC-ES

A nonprofit, limited liability company, ICC-ES is the United States' leading evaluation service for innovative building materials, components and systems. The ICC-ES [Evaluation Reports](#) (ESRs) and [PMG Listing Program](#) provide evidence that products and systems meet requirements in codes and standards. ICC-ES also issues environmental reports verifying that products meet specific sustainability targets defined by today's codes, standards, green rating systems and industry-reviewed [ICC-ES guidelines](#). The environmental reports take into account codes such as the [International Green Construction Code](#)® (IgCC®) and the [California Green Building Standards Code](#) (CALGreen). ICC-ES is a subsidiary of the [International Code Council](#)® (ICC®).

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