

Pre-Event

ACETECH: THE MASTER OF TRADE SHOWS IS BACK AGAIN!

Conceptualized and executed by ABEC Exhibitions & Conferences Pvt. Ltd. ET ACETECH is a class-apart platform and an effort designed to drive the building industry by bridging the consumer-supplier gap. ET ACETECH kicks off its curtain raiser to be hosted in Mumbai at Bombay Exhibition Centre on 6th November 2014, followed by Bengaluru, Delhi, Kolkata and Ahmedabad. The show will be staged in and around a vast expanse of 2million sq ft gross spread over 4 months. It will be a perfect platform for the finest national and international brands to meet eminent architects, real estate developers, hoteliers, equity investors in infrastructure, builders, engineers and designers, from across the globe. Buyers, clients and suppliers will assemble at the show and share, witness and pick from a wide variety of options available for their respective businesses. Then event is known for creating an opportunity to exhibit, invest and progress at a remarkable pace set since its inception in 2006.

Rightly third-of-its-kind in the world, ET ACETECH conducts events with latest trending updates and innovative technology pertaining to Indian Market and is one of the largest exhibitions facilitating the development and growth of Architecture, Construction, Engineering, Innovation, Design and Building Materials. ET ACETECH and Mosbulid Association is expecting about 1625+ exhibitors from across the world.

This year, ET ACETECH will stage 8 Allied Events across 5 cities on a large scale, which will house the participating brands and professionals, eminent speakers and delegates. The allied events will include ACETECH Design Wall, ACETECH Connect, ACETECH Felicitation and Gala Networking Night, Grand Stand Awards, The International Lighting Summit, The Design Mock Up Studio and the ET ACETECH Glass Intertech. The ACETECH Design Wall - Where more than 450 brands competed for recognition from the pioneers of construction, interior and design fraternity.

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The ACETECH Design Wall, an initiative solely dedicated to stress on the significance of innovation in the construction industry undertook its 6th edition in association with BLUE STAR LTD., in Mumbai on 5th September 2014 at Taj Lands End. The goal of ACETECH Design Wall was to promote and support innovative installations, services and technologies that the industry has in bag. ACETECH received a lavish number of entries - more than 450 - from its exhibiting brands. It then conducted an internal screening, along with its official tabulators Ernst & Young, and shortlisted the top 50 brands. These Top 50 brands then showcased and displayed their innovative products, services and technologies before the esteemed jury panel comprising of more than 100 renowned Architects, Designers and Builders from across the world - Anita Arjundas, Niranjana Hiranandani, Ashish Raheja, Bindu Oberoi, Sandeep Runwal, Manju Yagnik, Ar. Yatin Patel, Ar. Zarir Mullan, Ar. Seema Puri Mullan, Ar. Sonmoy Chatterjee, Ar. Kalhan Mattoo, Ar. Vivek Bhole and Ar. Sonali Bhagwati to name a few. Winners were selected after a rather stringent process of judgment. The winning products will also be displayed on the splendid 'Video Wall' to be created at the venue of "The Economic Times presents ACETECH" Mumbai show on 6th November 2014. The Design Wall has proven to be the strongest hand in offering unique and novel ideas and has successfully provided brands a remarkable recognition from stalwarts. Design Wall 2014 was co-

sponsored by INNOVATIVE IDEALS & SERVICES (INDIA) PVT LTD and R K MARBLE PVT LTD. After the overwhelming success of Design Wall Delhi 2013, ACETECH once again is set to host Design Wall's 7th edition on 12th December 2014 at The Leela, Chanakyapuri.

ACETECH Connect - An ideal place to meet your customers and incubate new business partnerships.

Date and Venue: 10th October 2014 at Taj Lands End, Bandra, Mumbai
13th December 2014 at The Leela Palace (Chanakyapuri), Delhi

The sole agenda behind the concept of CONNECT is to initiate direct meetings of India's top Construction Houses, Architects and Designing firms with brands exhibiting at ACETECH. Since its inception in 2012, Connect has forayed into becoming the preferred boardroom for purchase teams and senior personnel of leading Architectural firms and Construction houses. Buyers and sellers not only get familiarized with each other but also understand the sourcing requirements of the market as a whole. To add stars to this event, dignitaries like Gunisha

The 5-city schedule

Mumbai:	06, 07, 08, 09 November 2014, Bombay Exhibition Centre
Bangalore:	28, 29, 30 November 2014, (BIEC) Bangalore International Exhibition Centre
Delhi:	18, 19, 20, 21 December 2014, Pragati Maidan
Ahmedabad:	10-11-12 January 2014, Gujarat University grounds
Kolkata:	16, 17, 18 January 2014, Science City Exhibition Grounds, Kolkata

Sanyal (Head Purchase, Hiranandani Construction), Ashish Joshi (VP Purchase, Oberoi Realty), Lyla Paul (GM Projects, Rustomjee), Venkat (COO, Rustomjee), Rajesh Goyal (GM Purchase, Rustomjee), Tikkam Jain (Sr. VP Central Procurement, Lodha Group), Muttaqi Ahmed (Head Contracts, L&T), Sudarson Das (AVP Procurement, Adani Township & Real Estate Company), Keshav Deodhar (Purchase Head, Omkar Realtors) and Brajesh Sohrot (Deputy President Procurement, Kalpataru) will be present at the ACETECH Connect. So is CONNECT 2014 all about a one-day-affair? ACETECH says 'No!' As a part of Connect, ACETECH also introduces sharing the procurement requirements of developers and architects all year round to ensure that the exhibitors stay engaged throughout. With this, ACETECH helps its participating brands to connect with the purchase teams through the year and not just during the show. Connect clearly concentrates to get all the business intelligence channelized towards a much organic sense of business development.

ACETECH Felicitation and Gala Networking Night - Where glasses will be raised to the triumph of - The Leaders of Indian Infrastructure & Construction Industry

Date and Venue: 6th November 2014, Hotel Sahara Star, Vile Parle, Mumbai
Timing: 7:30 PM Onwards

Glasses will be raised to the triumph of the leaders at ACETECH Felicitation and Gala Networking Night. The evening shall rightfully recognize and honor the best of the works in the field of Architecture, Construction and Design

industry. It is one such event that is full of entertainment and fun, making networking easier and approachable. A splendid evening of time spent familiarly will present an opportunity to connect with industry leaders. India's mainstream visionaries and respected Builders, Architects, Designers, Construction and Product Manufacturers will fill the venue and shall be rightfully felicitated. Dignitaries like Chris Bubb, Stephen Roberts, Ar. Bobby Mukherji, Ar. Arunjit Singh Bhatta, Nigel Austin, Rajeew Piramal, Ar. Sanjay Puri, Ar. Nina Puri, Sagar Chordia and Anita Arjudas will also grace the event. On the other side of the podium there will be ace Architects, Builders, Interior Designers, HNI's and Construction related brands (exteriors and interiors). The history will definitely be gloriously celebrated like never before!

Grand Stand Awards – When the product is good, that little more hard work to pump up the presentation is what helps you earn some more brownie points. On the same note, Grand Stand Awards is specially created to appreciate and honor the efforts of exhibitors and participants who have put in their best to make their stand spaces look fantastic and grand. The stand, which displays originality of design, innovation, visual impact, effective use of materials and the outstanding use of space, color, texture, lighting and graphics in booths, will have an upper hand over the others. The stands are designed to attract every eye. There must be a strong thought put into its designing so as to make every head turn. Masterminds from designing agencies and few of the finest craftsmen will facilitate them putting up thoughtful displays.

On 7th November 2014 the selection panel will pick the best of all the displays, the panel will comprise of none other than the eminent personalities like Ar. Brijesh Kanabar, Ar. Santha Gour Matto, Ar. Soyux Talib, Ar. Lakshmi Govekar, Ar. Shreshit Kashyap, Ar. Cherag Badolivala, Ar. Praveen Thampi and Ar. Kartik Punjabi to name a few. The selection process will be followed by awards ceremony on 8th November 2014 at ACETECH show in Bombay Exhibition Centre.

International Lighting Summit – Prelude to the summit to be held on 7th November 2014 at Bombay Exhibition Centre, Mumbai, International Lighting Summit organized its very first Advisory Board Meet on 8th August 2014 at JW Marriot, Mumbai. The entire Light Industry was gathered at the event including Ar. Ratan Batliboi, Ar. Nitin Killawala, Ar. Shreshit Kashyap, Ms. Kanchan Puri Shetty, Dr. Amardeep Dugar, Ms. Ekta Sanghvi, Mr. Vilas Prabhu, Ms. Jaspreet Chandhok, Mr. Lyle Lopez and Mr. Kunal Shah. Together they dwelled upon several topics concerning the technicalities of light usage in Construction Industry and came up with a theme: 'The Fourth Dimension of Architecture- Lights' to drive International Light Summit 2014 event.

The International Lighting Summit 2014 will be an event running concurrent to the Mumbai exhibition on 7th November 2014 to add knowledge and value to the Lighting Industry. This year, keeping Indian Lighting Industry in focus ILS's aim is to - aid the development and promote the industry, bring visibility to the profession of lighting designers and create business opportunities for all the stakeholders.

The summit will cover various aspects of light and light technologies used in today's industry and also undertake illumination of a few heritage structures in Mumbai. Speakers like Dr. Amardeep Dugar, Vilas Prabhu, Jaspreet Chandhok, Sarvdeep Basur, Satish Rana, Kunal Shah and Ar. Poorva Keshkar will be seen discussing various aspects of light and light technology used in today's industry. Also, be prepared to meet some of the most dignified dignitaries – Ar. Ratan J. Batliboi, Ar. Nitin Killawala, Ekta Sanghavi, Kanchan Puri Shetty, to name a few.

To promote the offerings of brands, ACETECH is also dedicating an exclusive hall of 6, 500 sq.mt for lighting brands at the Mumbai ACETECH from the 6th of Nov to the 9th of October at the Bombay Exhibition Centre. The dedicated space will encompass of an Experience Centre - A Dark Room where Lighting

Designers will showcase various effects, moods and will shed more light on the different dimensions of light. The summit has over 500 registered delegates.

The Global Green Summit – The Advisory Committee of The Global Green Summit has essentially sparked the transformation of GGS to Global Green Movement. Prelude to the summit to be held on 19th December 2014 at Pragati Maidan, Delhi GGS organized its very first Advisory Board Meet on 11th July 2014 at New Delhi. Few eminent personalities who were a part of the meet are Ar. Divya Khush, Mr. Rakesh Ranjan, Mr. Avinash Mishra, Mrs. Mala Singh, Ar. Ashok Lall, Ar. Pradeep Sachdeva, Mr. P. Sahel, Mr. Sanjay Seth, Mr. K.D. Singh, Shri Tarun Kapoor, Ms. Priyanka Kochar, Mr. Aneesh Kadyan and Mr. Sudhanshu Vashishtha. It was this team that unanimously finalized and laid the foundation for the theme of GGS 2014 i.e. 'Catalyzing the green movement in India'.

GGS 2014 will unite all architects, building material vendors, consultants, relevant industry associations, key players and relevant decision makers from the ministry and local government bodies for one sole purpose – to raise and discuss the vital issues pertaining to the industry and work towards building of a greener ecosystem. GGS's focus areas for this year will encompass of green buildings and materials, cost efficiency, role of the government, renewable energy, energy efficiency, water and waste management and many such efficient ways of building up this industry.

GGS is one of the most encouraged efforts of ACETECH and continues to inspire more and more people from the industry. The summit has over 700 registered delegates.

The Design Mock Up Studio – The Design Mock Up Studio takes the entire effort of ACETECH in organizing allied events to a whole new level. A truly international one, the idea is to transform fine brands and fuse them with unique products and materials to create a more unique exhibition spaces. Various International Designers coming together during the event will put up eye catching Mock Up Studios by experimenting, mixing and fusing all the products available at the venue - from thrash to everything that they can find. It is only a matter of surprise to witness what creative minds give us with a free hand to their art.

The Glass Intertech, Delhi – The Glass Intertech is a special segment exclusively dedicated to glass products and technology in building material. ET ACETECH Glass Intertech will be that of an International reach spread across 7000-sq m with more than 70 per cent of international participants coming in. With such a humongous reach to National and International clientele, ET ACETECH boldly provides an opportunity of a lifetime to build a business community and to present the innovation that could take the Construction Industry several notches higher. You don't want to miss witnessing the making of yet another history.

To provide its tradeshow a truly holistic approach, ET ACETECH will leave no stone unturned. ET ACETECH is an expo, world-class in its standard, and a platform extremely sincere in its goals – to allow participants to examine recent market trends and opportunities, showcase their potential and study competitor's activity. It will have the ability to fascinate, motivate and encourage industry personnel enough to push them beyond their limits and consequently push the industry forward. It may have started as just a platform but few of us have realized that it is in fact forming the backbone of the highly acclaimed Building Industry. ■



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