

ET ACETECH 2014 concludes

Masters of trade shows do it once again more brilliantly



While you were working hard to get that one meeting scheduled with your long awaited client, THE ECONOMIC TIMES ACETECH (ET ACETECH) was busy making your work easier. 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. This November, The Economic Times ACETECH 2014 will take the trade show industry a notch higher. The show 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. What happens next? Everyone goes home with a cookie of their own



choice. It is no wonder that ET ACETECH is known for creating an opportunity to exhibit, invest and progress at a remarkable pace set since its inception in 2006.

When trade shows became a success in India, ET ACETECH ruled the podium. In Asia, it is the largest allied Pan-India organization catering to hosting exhibitions and facilitating the development and growth of architecture, construction, engineering, innovation, design and building materials. Rightly the third of its



kind in the world, ET ACETECH conducts events with latest trend updates and innovative technology pertaining to the Indian Market. This year, ET ACETECH kicks off its curtain raiser to be hosted in Mumbai at Bombay Exhibition Centre on November 6, 2014 followed by Bengaluru, Delhi, Kolkata and Ahmedabad. The show will be staged in and around a vast expanse of 2 million m². gross spread over 4 months. ET ACETECH and Mosbuild Association will have their gates open for about 1625+ exhibitors from across the world. ET ACETECH goes beyond hosting a typical trade show accelerating the growth of building industry by means of demonstrating latest products and services, face-

off contests, talks and seminars and more of such rewarding events. Till date, there has been none like ET ACETECH matching the league of the trade shows.

Each year ET ACETECH brings a brand new proposition, a beneficial initiative, an unforeseen opportunity or a sub-platform to enhance productivity to its maximum. This year, ET ACETECH will stage 8 allied events across 5 cities on a large scale, which will have not only the participating brands and professionals, but also eminent speakers and delegates to grace the event. This expo is guaranteed to lift the face of building industry by its grandeur and range. 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 from the construction, interior and design fraternity

The 6th edition of ACETECH Design Wall, an initiative solely dedicated to stress on the significance of innovation in the construction industry, was organized in association with Blue Star Limited at Taj Lands End in Mumbai on September 5, 2014. 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 November 6, 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. ACETECH Design Wall 2014 was co-sponsored by Innovative Ideals & Services (India) Private Limited and R. K. Marble Pvt. Limited. After the overwhelming success of Design Wall Delhi





2013, ACETECH once again is set to host the 7th edition of Design Wall on December 12, 2014 at The Leela in Chanakyapuri, New Delhi.

ACETECH Connect:

An ideal place to meet one's customers and incubate new business partnerships

Date and Venue

October 10, 2014:

Taj Lands End, Bandra, Mumbai.

December 13, 2014:

The Leela Palace, Chanakyapuri, New Delhi.

The sole agenda of 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 architecture firms and construction houses. Buyers and sellers not only get familiarized with each other, they also understand the sourcing requirements of the market as a whole. To add stars to this event, dignitaries like Gunisha Sanyal (Head Purchase,

Hiranandani Construction), Ashish Joshi (VP Purchase, Oberoi Realty), Lyla Paul (GM Projects, Rustomjee), Ventkat (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 Compnay), Keshav Deodhar (Purchase Head, Omkar Realtors) and Brajesh Sohrot (Deputy President Procurement, Kalpataru) will be present at the ACETECH Connect. So CONNECT 2014 is 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 celebrate the triumph of the leaders of the Indian infrastructure and construction industry

Date and Venue

November 6, 2014, Hotel Sahara Star,
Vile Parle, Mumbai.
7:30 PM onwards.

Glasses will be raised to celebrate the triumph of the leaders at ACETECH Felicitation and Gala Networking Night. The evening shall rightfully recognize and honour 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 in the venue and shall be rightfully felicitated. Dignitaries like Chris Bubb, Stephen Roberts, Ar. Bobby Mukherji, Ar. Arunjot Singh Bhalla, Nigel Austin, Rajeev 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 -

Where the most magnificent stand will win!

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 are specially created to appreciate and honour 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 November 7, 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. Shreshth 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 November 8, 2014 at ACETECH show in Bombay Exhibition Centre.

International Lighting Summit, where light-technology will do wonders!

Prelude to the summit to be held on November 7, 2014 at Bombay Exhibition Centre, Mumbai, International Lighting Summit organized its very first Advisory Board Meet on August 8, 2014 at JW Marriot in Mumbai. The entire light industry assembled at the venue, which included Ar. Ratan Batliboi, Ar. Nitin Killawala, Ar. Shresht Kashyap, Ms. Kanchan Puri Shetty, Dr. Amardeep Dugar, Ms. Ekta Sanghvi, Mr. Vilas Prabhu, Ms. Jaspreet Chandhok, Lyle Lopez and Kunal Shah. Together they dwelt upon several topics concerning the technicalities of the usage of light in the 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 November 7, 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.m. for lighting brands at Mumbai ACETECH from November 6 to November 9 at the Bombay Exhibition Centre. The dedicated space will encompass an Experience Centre - A Dark Room, where the lighting designers will showcase various effects, moods and shed more light on various dimensions of light. The summit has over 500 registered delegates.

The Global Green Summit, where eco-system to be given equal importance.

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 at Pragati Maidan in New Delhi on December 19, 2014. GGS organized its very first Advisory Board Meet on July 11, 2014 at New Delhi. Few eminent personalities, who were a part of the meet, are Ar. Divya Khush, Rakesh Ranjan, Avinash Mishra, Mala Singh, Ar. Ashok Lall, Ar Pradeep Sachdeva, P Sahel, Sanjay Seth, K.D. Singh, Tarun Kapoor, Priyanka Kochar, Aneesh Kadyan and 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 an 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 7,000 m² with more than 70% of international participants coming in. With such a reach to the national and the 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.

The 5-city schedule:

Mumbai:

November 6-9, 2014,
Bombay Exhibition Centre.

Bangalore:

November 28-30, 2014,
Bangalore International Exhibition Centre.

Delhi:

December 18-21, 2014,
Pragati Maidan. New Delhi.

Ahmedabad:

January 10-12, 2015,
Gujarat University Grounds.

Kolkata:

January 16-18, 2015
Science City Exhibition Grounds, Kolkata.

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