

The Indian Infrastructure Catalyst...

The Economic Times ACETECH is India's Largest Infrastructure, Building Materials, Architecture and Interior Design Exhibition!

India is a very exciting global market. The infrastructure story has come a long way and has aided the growth of the economy in many ways. Changing policies and foreign direct investment has changed the face of infrastructure development in India. Growth and development inspite of challenges such as growing population make the sector so dynamic. Owing to global economic instability and shattered markets, Asia continues to outperform other global regions; great returns on investment and bullish investor sentiments being a major driving force. Indian economy is riding high on its path to prosperity and taking into account the infrastructure development, India tops every global investor's list. This only means more development, growing consumer demand and a great scope for innovation!

There is one platform that has been a catalyst for the growth of infrastructure in India and that is **"The Economic Times ACETECH"**! A platform where potential clients can easily compare and experience different products, technologies, materials, rates, and services all under one roof, thus saving considerable time, energy, money & effort. From the oldest names in the business and classic philosophies to the latest global trends, designs combinations and generation-next talk, it's all going to be there! ACETECH is by any standards, the largest exhibition in Asia ever held on Infrastructure, Building Materials, Architecture and Interior Design. A great deal of attention has been placed over the years, in providing exhibitors with a focused & relevant visitor mix of prospective buyers & opinion leaders.

After the mindboggling success and growth of ACETECH in 2010, Asian Business Exhibition & Conferences Ltd., India's largest private sector exhibition organizer is back with ACETECH this year. Ever since its inception in 2006, the mammoth expo has been attracting prestigious brands from all across the globe, and all under one roof. The platform promises an effective and worldwide business networking opportunity, along with an authoritative representation of every segment relevant to the Infrastructure, Building Materials, Architecture and Interior Design Industry. Looking at the domestic market and keeping in mind the consumption pattern of infrastructural & architectural products, ACETECH 2011 has added another city, Hyderabad; under its belt.

"ACETECH 2011" is the Blueprint of the future, the roadmap for a great future, the foundation for success in Architecture, Construction and Engineering. And A unified world-class, forum for the best in the business. Going beyond walls and ceilings, bricks and mortar is being organized at:

- **Bombay Exhibition Centre - Mumbai, 3 - 4 - 5 - 6 November, 2011**
- **Chennai Trade Centre - Chennai, 25 - 26 - 27 November, 2011**
- **Pragati Maidan - Delhi, 16 - 17 - 18 December, 2011**
- **Palace Grounds - Bangalore, 27 - 28 - 29 January, 2012**
- **Hitex Centre - Hyderabad, 10 - 11 - 12 February, 2012**

ACETECH 2011 will maintain its consistency in world class show content with the “International Lighting Summit 2011” and “Global Green Summit 2011”, which made their mark last year as path-breaking conventions.

ACETECH SHALL CONSIST OF 22 EXHIBITING SEGMENTS THIS YEAR:

Bath & Sanitation | Tiles & Ceramics | Natural & Engineered Marble | Doors & Windows | Decorative & Architectural Lighting | Hardware & Fittings | Air Conditioning & Refrigeration | Paints & Coats | Home Automation | Safety & Security | Glass, Glazing & Facades | Steel & Concrete | International Cuisine | Kitchen Technologies | Switches & Switch Gears | Electricals, Wires & Cables | International Furniture | Wood, Veneer & Floorings | Roofing & Cladding | Plumbing, Pipes & Fittings | Elevators & Escalators | Water Tech.

To name just a few top brands serving the above segments that shall participate at ACETECH 2011 are, Kajaria Ceramics, H&R Johnson, Nitco Tiles Limited, Philips, RR Kabel, Anchor, Schneider, Lutron, Innovative Ideals, Kohler, TOTO, Faber, Siemens, Jindal Steel, Doors & Doors, Profine GmbH, Fenesta, Pidilite, Blue Star, Samsung, Akzo Nobel, Asian Paints, ASAHI Glass, Prince Pipes, Kisan Moulding, Kone Elevators, TL Jones, TESA, Virgo Mica, Merino Industries, etc.

INTERNATIONAL LIGHTING SUMMIT 2011

The Economic Times ACETECH introduced The Lighting Forum in 2010 with an aim to promote the lighting industry in India. The forum was the only conference that focused on lighting design. The ET ACETECH Lighting Forum 2010 witnessed over 35 lighting brands participating and 650 registered delegates for the conference. The theme, “*Towards a Lighting Design Paradigm*” was addressed in 5 technical sessions namely, Façade, Infrastructure, Commercial, Hospitality & LED’s.

Eminent speakers such as Charles G Stone II, Michael Cohen, Douglas James, Martin Klaasen, Peter Fordham, Babu Shankar, Pravin Thampi, Kevin Sturrock, Charles Israel and other Industry stalwarts addressed and provided an insight on the sessions. It was a convergence of lighting concepts par excellence!

With the stupendous success of the Lighting Forum in 2010, The ET ACETECH team discovered their global aspirations and realized the need of making this forum a global convention that shall benefit the Indian lighting industry in a big way. This forum has now been re-branded as the “**International Lighting Summit 2011**” and will run concurrent to The Economic Times ACETECH 2011. The **theme** for the International Lighting Summit 2011 has **been set as “Transformation of Spaces Through Light”**. This summit shall take place on 4th 2011 at Bombay Exhibition Centre, Mumbai, with a vision to reach out to the lighting industry and ensuring this platform becomes the meeting point for the Lighting Industry in India.

This 1 day forum will feature important case studies, keynotes and panel discussions by the who’s who of the Indian and international lighting industry. A few confirmed speakers for the

International Lighting Summit 2011 are Kathy Abernathy, Neil Skinner, Martin Klaasen, Babu Shankar, Lawrie Nisbet, Peter Veale, Nancy Clanton, Anusha Muthusubramanian, Richard Taylor, Bo Steiber and Chip Israel.

Great importance will be laid on various lighting concepts that are being popularly used in projects across the world. Not just world-class modern architectural structures but also traditional architectural marvels will be under the limelight of discussions this year. Over 850 registered delegates are expected to attend the ILS 2011 as this forum shall be widely publicized across television, print, outdoor and online media. ILS 2011 promises to be a global arena for intelligentsia from the lighting industry. The International Lighting Summit 2011 is being technically supported by the International Association of Lighting Designers (IALD). This forum vows to change the way the lighting industry is perceived in India. Delegate registrations are already open and fast filling. The best way to keep abreast with developments in the world's most dynamic and fastest growing commercial destination is by being there at the International Lighting Summit 2011 and witnessing a new era of dominance and global interaction. From Illumination to Enlightenment, International Lighting Summit 2011 is Your Temple of Design!

GLOBAL GREEN SUMMIT 2011

Keeping the rapid infrastructure development scenario in mind, The Economic Times ACETECH introduced The Green Forum in 2010 with an aim to create awareness about sustainability in India. The forum was the only conference that focused on sustainable building practices, designs and their relevance in modern day architecture. The Green Forum 2010 witnessed participating green building brands and 650 registered industry delegates for the conference. The theme, "*Sustainable Infrastructure - Innovations & Technology*" was addressed in various technical sessions such as Energy Efficiency, Sustainable Approach to Building, Rating Agencies and Technology. Eminent speakers such as Dr. P.C. Jain, Dr. Ajay Mathur, Mili Majumdar, J.R. Tanti, Architect Christopher Charles Beninger, Surendra Hiranandani, S. Padmanabhan, Chip Israel and other Industry stalwarts addressed and provided an insight on the sessions. It was a convergence of visionaries par excellence!

With the stupendous success of the Green Forum in 2010, The ET ACETECH team discovered their global aspirations and realized the need of making this forum a global convention that shall act as a catalyst to the green building movement in India. This forum has now been re-branded as the "**Global Green Summit 2011**" and will run concurrent to The Economic Times ACETECH 2011 exhibition. Keeping in mind the urban infrastructure development and its implications, the **theme** for the Global Green Summit 2011 has been set as "**Urban Infrastructure - Planning & Execution**". This summit shall take place on 5th November 2011 at Bombay Exhibition Centre, Mumbai, with a vision to reach out to the infrastructure, construction, architecture and design industry and ensuring this platform becomes the epitome of the green building movement in India.

This 1 day forum will feature important case studies, keynotes and panel discussions by the who's who of the Indian and international sustainable infrastructure industry. Great importance will be laid on various green building concepts that are being popularly used in projects across

the world. A great emphasis will be laid on Government's initiatives towards green building and discussions on energy efficiency and sustainable products, this year. A review of the current challenges faced in green development towards building self-sustained mega cities is on the cards. Over 1000 registered industry delegates are expected to attend the GGS 2011 as this forum shall be widely publicized across television, print, outdoor and online media.

GGS 2011 promises to be a global arena for visionaries from the sustainable infrastructure development industry. The Global Green Summit 2011 is being supported by TERI, SESI, NICMAR, INSEDA, C-WET and many other major industry specific associations and agencies. This forum vows to change the way the green building industry is perceived in India. Delegate registrations are already open and fast filling. The best way to keep abreast with developments in the world's most dynamic and fastest growing commercial destination is by being there at the Global Green Summit 2011 and witnessing a new era of dominance and global interaction.

This path breaking forum shall have a distinguished audience consisting of Government and Regulatory bodies | Energy Technology Innovators | Construction and Material Companies | Entrepreneurs | Commercial/ Investment Bankers | Private Equity Investors | Venture Capitalists | Law Firms | Environmental Organizations | Power Company (gas, electric, water) | Non Governmental Organizations | Activists | Builders / Project Developers | Architects / Contractors | Civil Engineers / Designers | Facility Managers | Corporate CEO's and CFO's | Urban / Town Planners | Sustainability Consultants | Project Management Companies | Renewable Energy Company Strategists / Associations | Project / Carbon Investors | Low Carbon Technology Companies | Green Semi Conductor Companies | Landscape Architects

ACETECH has grown to be the best in the business giving the industry a lot in return. A global platform such as the Global Green Summit elevates ACETECH to the level of being "a creator of opportunities" for the infrastructure, architecture, construction and engineering sector and with the ideology, "Let us build to make it last forever"!

THE ACETECH DESIGN WALL

The Economic Times ACETECH Design Wall / Innovative Product Arena is a concept that highlights new and innovative products & technologies, took a brilliant take off in 2010 and received an overwhelming response, with over 200 entries, out of which 55 shortlisted and 35 products announced as final winners. Design Wall 2011 will be bigger & better in terms of highlighting the best of the innovations & giving maximum exposure to this unique and exclusive area which will be covered & publicized through the entire media blitz we shall have prior and during the show.

The selection process by the jury will be conducted on 30th September at Hotel JW Marriott, Mumbai by a panel of 19 of India's Top Real Estate Developers and 27 Best Architects. The evening shall be etched in the history of Indian architecture as an event that served as a platform for the choicest of innovations in the market as ACETECH always propagates.

MOCK-UP STUDIOS

ACETECH 2010 collaborated with world's leading architect, Arch. Omiros Emmanouilides of O1A Australia; One of India's most prolific architects, Arch. Reza Kabul and the very ethnic Arch. Kiran Gala, to display their personal signature style studios created on the exhibition floor! Snazzy designs and awe inspiring studios by world renowned interior designers and architects shall once again feature again at ACETECH 2011. The show will be a healthy blend of Business and Glamour in an atmosphere filled with professionalism and aspirations.

ACETECH LEADERS AWARDS NIGHT

The ACETECH Leaders of Indian Infrastructure, is one unbiased and distinguished felicitation ceremony. All those who have achieved significant deal and have been instrumental in some way or the other in shaping up the infrastructure and real estate development of India are felicitated and honored here. ACETECH 2010 had Shri. Chaggan Bhujbal, Minister of State as the Guest of Honor and Shri. Ramesh Bhagwe, the then Home Minister of State as the Chief Guest for the evening. Actors like Zayed Khan, Gauhar Khan, Mandira Bedi added to the glamour factor for the evening. Prolific and deserving developers who have built the skyline of Mumbai and the most innovative geniuses in architects and interior designers who have left a mark on the industry were honored here amidst much fanfare. The corporate world mingled here, sheer power was all around and the industry witnessed a show that shall be remembered for years to come!

The show has really grown in terms of content and size from 1,22,000 sq. ft of exhibition space in 2006 to 17,50,000 sq ft in 2010: From 210 exhibitors in 2006 to 920 exhibitors in 2010; from 61, 934 visitors in 2006 to a record 5,13,970 visitors in 2010, it has been a magical journey for the show!

Mr. Sumit Gandhi, the Project Director of ACETECH said, "We realized that the local demand for these construction and infrastructure products is great and we came up with ACETECH. We have further nurtured and developed this exhibition in terms of knowledge forums such as The Global Green Summit and the International Lighting Summit. Thousands of brands have shown trust in ACETECH over a period of time and ACETECH has lived up to their expectations. ACETECH promises to be the most effective BTL platform for brands looking for great business. A creator of opportunities for the Infrastructure, Building Materials & Architecture sector, this platform is going on to become Asia's largest in terms of quality and size. A platform the entire fraternity is proud of today and supports wholeheartedly!"