

PRESS RELEASE



30 September - 3 October

**MMRDA Exhibition Center,
Bandra-Kurla Complex, Mumbai**

ASSOCIATE PARTNERS



India's first Integrated Interiors & Construction Solutions Expo

~Titled event- Innovative, Lightweight, Faster & Sustainable Building Construction Technology Expo 2010 to showcase the latest & cutting edge global products and best practices in the interior design and construction space~

XXX: A consortium of India's leading companies in the interior design & construction space will host the nation's first integrated building solutions expo on *Innovative, Lightweight, Faster and Sustainable Building Construction Technologies* between the 30th Sep to the 3rd Oct 2010, at the Bandra – Kurla Complex, Mumbai. The expo will comprise of an elaborate exhibition with live demonstrations for visitors and mock up scale models intended to provide a unique look at the next generation of realty construction and design. In addition, a 2 day seminar cum workshop will be hosted parallel to the expo with key speakers and panelists highlighting the issues being faced by the Indian realty market and infrastructure space, new technologies available and best global practices and solutions.

This is the first time in India that an exposition of this nature will take place with a focus on solutions rather than products. Solutions that are innovative, lightweight, faster & sustainable – be it a solution for dry wall systems, acoustics, fire safety, interiors and many more.

“With the revival of the realty market and the urgent need to find effective solutions to meet the growing demand of new and sustainable infrastructure in the country the expo will serve as an ideal platform for firms across a wide spectrum to showcase their innovative, relevant and sustainable construction products and solutions to key influencers and decision makers in the country” said **Mr. Syed Ahad Ahmed, Director, ZAK Group who are the organizers of this mega event. He further added** “For companies seeking to bring knowledge and awareness of new technologies and solutions to the industry, the expo will facilitate their objective and allow for a cross section of dialogue and information sharing through the allied activities that will take place.”

As the presenting sponsor, **Saint Gobain Gyproc** is a market leader in the interior constructions space and has grown significantly across the country, displaying its commitment to offer the Indian market internationally renowned and sustainable building solutions.

Hemant Khurana, Vice President - Marketing & Sales, Saint Gobain Gyproc said, “With the advent of a large number of leading global corporate firms in the building solutions space into the country coupled with the expected growth trajectory of infrastructure across key verticals, the market for best construction practices is growing at a high rate. Hence, it is for this reason that we have partnered with several companies to bring together the finest products, construction practices and minds under one roof for the benefit of the nation.”

The exhibition is being co-sponsored by leading players in the industry that include **3M** – a global diversified technology company with thousands of innovative solutions for the interiors & construction space. **Dorma** - a globally active supplier of door technology products and systems, **Cisco** – a global leader in the networking sector, **Shera** - one of the largest manufacturers of fiber cement boards, siding, roofing and concrete roof tiles in Thailand, **McCoy Soudal** - is India's leading independent manufacturer of sealants and **MGI India** - one of the pioneers in light steel framing construction in India.

Harshwardhan Honmode, General Manager, Construction Industry Center, 3M India Limited said “As consumer tastes broaden and evolve, there is a growing demand for solutions that are cutting edge, efficient, aesthetic and on par with international standards. This expo provides 3M the opportunity to showcase its ingenious and innovative solutions to an industry that is hungry for fresh, out of the box and sustainable ideas. This exhibition brings under one roof a cross section of products, solutions, people, practices and trends, which provide a great chance to network, share and explore new opportunities”.

Aamer Azeemi, Senior Director, Cisco Systems Inc said “Globally urbanisation is on the rise and India is no exception. This rising urbanisation provides a lot of opportunities for innovation and Cisco firmly believes that technology will play a major role in this space. Cisco's Smart+Connected Communities initiative leverages the network as the platform for providing social, economic and environmental sustainability for a development while providing a better quality of life for its citizens. This exhibition is a wonderful platform which brings together various innovations in the building technologies space and Cisco is happy to associate with this exhibition and demonstrate our latest innovations for this industry.”

New age building solutions offer developers and construction firms the ability to design taller and more reliable structures as the weight on a buildings internal support systems is significantly reduced and balanced out. As an added bonus, such solutions significantly reduce the time period required for completing a project, thereby, having a direct impact in reducing building and labor costs. In relation, new age building methods ensure greater protection and safety for occupants of a particular structure. This is especially true in terms of vastly reducing the adverse impact of fire outbreaks, natural calamities etc. With reference to this, civic policies that mandate the use of such innovative construction material for the commercial and residential real estate market are on the anvil with several Government bodies at both the state and national level with the intent of ensuring and building a better future for the nation.

About Zak Trade Fairs & Exhibitions Pvt. Ltd.

Zak Group is one of the leading trade show and exhibition organizers with a vision to create construction change through innovative ideas through the medium of exhibitions and tradeshows such as Zak Glass Technology, Zak Doors and Windows etc. Zak acts as a bridge between the visitor and the exhibitor.

Zak has organized over 300 exhibitions involving 20 different industries in different parts of India, Singapore, Sri Lanka, USA & Bangladesh.

About Saint-Gobain Gyproc India Ltd.

Saint-Gobain Gyproc India is part of the 43.8 billion Euros Saint-Gobain group and is a market leader & pioneer in providing false ceiling and drywall partition solutions in the Indian market. Saint-Gobain Gyproc India has 4 manufacturing plants located in Jind (near Delhi), Wada (near Mumbai), Bangalore and Chennai, which is backed by a sales and distribution set up spread across the country.

About 3M India Limited

A recognized leader in research and development, 3M produces thousands of innovative products for dozens of diverse markets. 3M's core strength is applying its more than 45 distinct technology platforms – often in combination – to a wide array of customer needs. With \$23 billion in sales, 3M employs approximately 74,000 people worldwide and has operations in more than 65 countries. 3M India Limited is the Indian arm of 3M Corporation and has been in the country for the last 22 years, having been established in 1988. The Company markets about 6000 products in India with leading positions in health care; industrial markets; display and graphics; consumer and office; safety, security and protection services; electronics and communications; and transportation. In India, 3M has manufacturing facilities at Ahmedabad, Bangalore, Pondicherry, Pune and Ranjangaon and has an Innovation Centre at Bangalore.

About Cisco Systems, Inc.

Cisco Systems, Inc. is the worldwide leader in networking for the Internet. Today, networks are an essential part of business, education, government and home communications, and Cisco Internet Protocol-based (IP) networking solutions are the foundation of these networks. Cisco hardware, software, and service offerings are used to create Internet solutions that allow individuals, companies, and countries to increase productivity, improve customer satisfaction and strengthen competitive advantage. The Cisco name has become synonymous with the Internet, as well as with the productivity improvements that Internet business solutions provide. At Cisco, our vision is to change the way people work, live, play and learn.

About Dorma India Pvt. Ltd.

Dorma India is a fully owned subsidiary of Dorma GmbH, Germany and is the world market leader in door controls, movable walls and automatic door systems. With an international workforce of around 6,100 employees, Dorma Group realized sales of 882 million Euros. The DORMA Group headquartered in Ennepetal, Germany, operates on an international scale with 71 wholly-owned companies in 47 different countries.

About McCoy Soudal Sealants Adhesives & Foams Pvt. Ltd.

McCoy Soudal is a joint venture company between the Soudal Group of Belgium and the McCoy Group of India. Soudal is one of the largest manufacturers of sealants, adhesives & PU foams in the world, with 7 full scale manufacturing plants and operations in 35 countries & product availability in more than 120 countries. McCoy Group pioneered the growth, development and awareness of sealants, adhesives and foams in India over the last decade and has become a sealing and bonding specialist and one of the key players in the Indian market.

About Mahaphant Fibre Cement (South Asia) Pvt. Ltd.

Shera is a worldwide brand owned by Thailand's Mahaphant Group. Mahaphant is the world's leading manufacturer of the widest range of non-asbestos fiber cement products. Under the brand Shera, the company manufactures non-asbestos fiber cement products, fiber-cement roofing and concrete roof tiles. Shera's environment-friendly product collection is designed to cover every conceivable interior and exterior application.

About MGI (India) Pvt. Ltd.

MGI (India) Pvt. Ltd. provides Light Steel framing buildings. It offers innovative off-site solutions that deliver buildings on time, on budget and in up to half the time of site-based construction. MGI India has a state of the art manufacturing plant at Baddi (near Chandigarh) and a wide distribution network pan India.