

INSPIRED BY “AHEAD”

ILFS: THE CONCEPT

AHEAD - it's the one word that defines the human urge for progress. Since the beginning of time, when the man first moved out of the caves and created first settlements, habitats have been the definition of a society's progress. Construction is the canvas on which man excels in his ability to innovate and create something novel that transforms the way people exist at a fundamental level. ZAK's Innovative, Lighter, Faster & Sustainable (ILFS) Expo on future building technologies is a celebration of this spirit of innovation, of progress and development in the world of building technologies.

Inspired by the idea of moving ahead, the first ILFS Expo in Mumbai had many firsts including Experience Zones where

people could witness, touch and feel the possibilities in construction. With knowledge sessions and a wide array of futuristic products and solutions, the creators and seekers of ideas that take the construction industry ahead, had a fulfilling experience exploring the innovations on display.

In the years to come, ILFS aims at introducing many more firsts, become a robust platform for the forward thinking & application, and create the perfect opportunity for the industry leaders, thought stalwarts, practitioners and marketers to come together and participate in the future of building technologies.



PARTNERING FOR A 'LEAP'

THE ILFS ADVANTAGE.

ZAK ILFS is centered on promoting the future building technologies in India. The Indian construction industry is witnessing its most exciting and adventurous times with new projects of mega proportions being announced almost every day. Cities are expanding, skylines are being redefined and most importantly performance oriented construction is becoming the order of the day. Given this background, there is need for a viable platform for various stakeholders in construction industry to explore potential for growth through showcasing products, solutions and combining each other's strengths to take a leap.

The first ILFS Expo was heartily accepted as the platform for exploring opportunities, accelerating the drive for innovative products & solutions, and meeting likeminded players to partner and foster growth. Solutions for high performance in terms of aesthetics, fire protection, acoustics, energy efficiency, thermal insulation, etc, which are generally neglected, were focused upon in this expo.

New technologies such as drywalls, building automation, precast concrete, steel structures, formwork, etc, which are still

relatively unknown and not yet well accepted by people, were showcased upon to emphasize their advantages and benefits.

With Saint-Gobain Gyproc as the title sponsors and many industry leaders like 3M, Cisco and Dorma along with over 8000 industry professionals visiting, ILFS emerged as the venue to witness the latest developments, promote products, offer solutions and pave the way forward for the industry.

There are many novel concepts designed to foster the innovative concepts in the market through the ILFS Expo. These include Experience Zones, Knowledge Sessions, and a series of pre-expo shows that culminate into the Expo.

Experience Zone: In the first edition of ILFS in Mumbai, experience zones were created for real life simulation of a residential space, besides hotel and hospitality spaces spanning across a total area of 3000 sq ft. Many leading product & solutions providers like Dorma, McCoy Soudal, 3M, Saint-Gobain Gyproc, UP Twiga, Veka, InterfaceFlor, Ardex and 6 other companies came together to integrate their products and cutting-edge solutions in this zone.



Knowledge Sessions: To promote innovative concepts and ideas that foster future building technologies, ZAK ILFS offers a robust platform for participants, industry professionals and decision makers to discuss and share their ideas. With knowledge sessions spread over three days at the Expo and pre-expo seminars at another couple of locations, the Knowledge Sessions are a viable extensive platform for various industry thought leaders to create and contribute ideas on all aspects of construction technology. At the first ILFS Expo held at Mumbai, and the sessions at Pune and Mumbai, many pertinent topics like light weight, faster, sustainable, and greener constructions were discussed.

Pre-Expo Sessions: Another unique feature about the expo is the concept of preview sessions leading up to the expo. This creates an opportunity for a wider cross section of building and construction community to engage in discussions and participate in the development of future building technologies. Around the first Expo, two preview sessions were held one each at Mumbai and Pune. Here top notch representatives from many leading companies participated and many thought leaders shared their opinions and thoughts. Pre expo sessions have been planned for the forthcoming expo too and aim at creating a larger opportunity for interaction between wider sections of industry participants.

FOR THOSE WHO THINK 'AHEAD'

EXHIBIT PROFILE

- | | | |
|--|------------------------------------|---------------------------------|
| Acoustics | Dry Wall Constructions | Power Tools |
| Adhesives, Foams and Sealants | Fabric Architecture | Pre-Cast Buildings Technologies |
| Aerocon Blocks | Façade Systems | Pre-Engineered Buildings |
| Boards | Insulation | Sandwich Panels |
| (Gypsum, Fibre Cement, Calcium Silicate, Magnesia) | Light Gauge Steel Building Systems | Safety Protection Equipment |
| Building Automation | Metal Structures | Structural Steel Fabrication |
| Building Information Management (BIM) | Passive Fire Protection | Sustainable Flooring |
| Ceilings | Physical Security | Waterproofing Solutions |
| Construction Chemicals | Polycarbonate Solutions | and many more... |

VISITOR PROFILE

- Architects & Interior Designers
- Builders & Promoters
- Civil & Structural Engineers
- Contractors
- Consultants
- Dealers & Distributors
- End Users / Buyers
- Engineers
- Interior Designers
- Project Management Consultants
- Property Developers



ILFS 2010



India's first expo on future building technologies evokes overwhelming response from the commercial and residential markets.

The event was held from 30th September to 03rd October 2010 and had over 8,400 registered trade visitors. The expo was inaugurated by Dr. Prem C Jain, Chairman, Indian Green Building Council (IGBC). The show attracted a large number of first-class exhibitors that represented the latest trends for the industry development & was an important place for business people from real estate, hotels, the project procurement and designers to procure and select products they need. The expo consisted of three specific components: "Future ready" products and solutions were on display; "Knowledge Sessions" by leading architects, consultants, developers and industry leaders covered topics like acoustics, fire protection, tall building design, project management and sustainable construction technologies and an "Experience Zone" was setup to simulate real life experiences in construction, i.e. over 3000 sq ft area, a G+1 residential area was erected in one structure and hospital and hotel interiors was been created in the other structure.



Subramanian NE,
GM, Saint-Gobain Gyproc India Ltd.

We had a positive impression of ZAK ILFS expo since we had many visitors interested in our products and we received many enquiries. We had established new contacts and received a lot of appreciation for our products. We will certainly participate in the next edition of ZAK ILFS exhibition.

Kevin Pereira,
Vice President, Rockwool India Ltd.

STATEMENTS OF THE EXHIBITORS

ZAK ILFS expo has been organized for the first time this year and Anutone is proud to associate with such an event. The step taken by ZAK is really an important one which will be successful in bringing together various aspects of the innovative, lightweight, faster and sustainable building technologies under one roof. Our presence in this prestigious event has enabled Anutone to reach out to many segments of its customers right from dealers and retailers to architects, builders, and interior decorators as also export customers. I am sure the interaction with our customers we have had on the platform of this event will result in many mutually profitable relationships to be built between Anutone and its customers.

Sandeep Mittal,
Director, Anutone Acoustics Ltd.

Excellent quality of visitors and overall event quality clearly states that ZAK ILFS expo will emerge as the leading networking platform for the innovative, lightweight, faster and sustainable building technologies industry in the coming years.

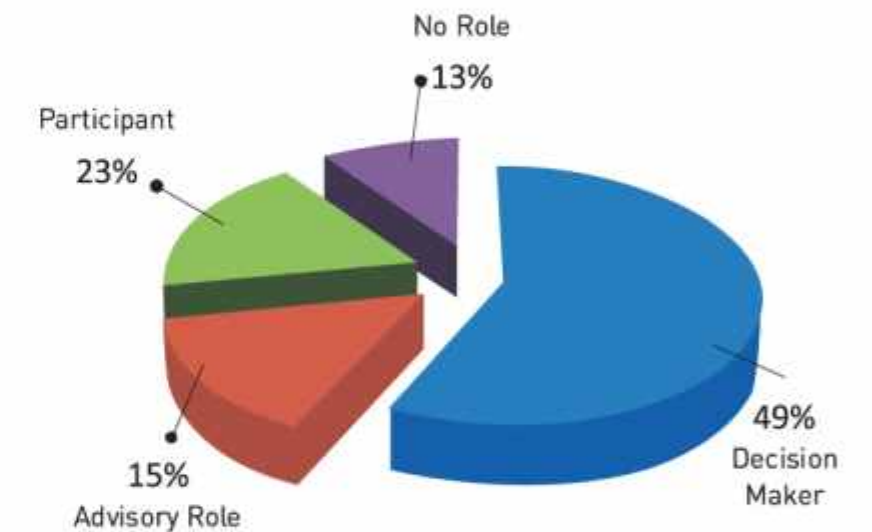
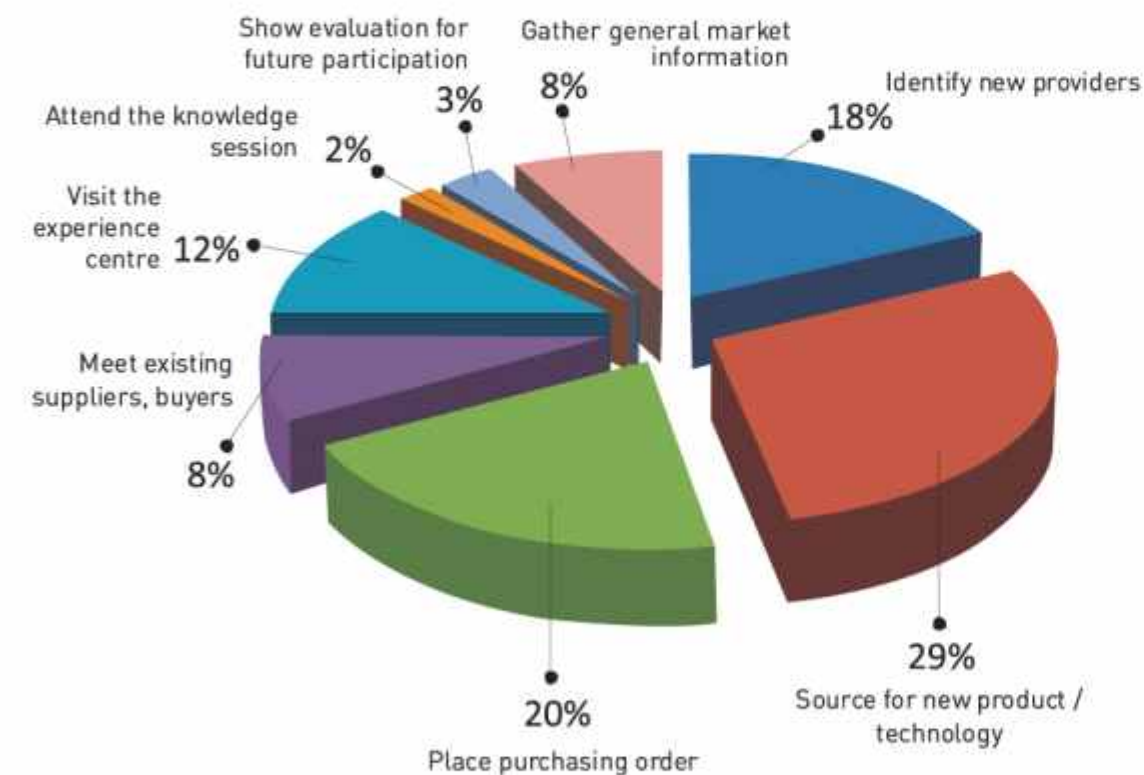
Vinay Pratap Singh,
Business Development Manager, 3M India Ltd.

For McCoy Soudal this has been our first presence and has been a truly worthwhile experience. Our stall, which was designed as a knowledge centre was well appreciated, and we received a good amount of enquiries. An excellent concept from ZAK. The preview events in Mumbai and Pune were impressive shows.

Amit Malhotra,
Managing Director, McCoy Silicones Ltd.



VISITOR'S MAIN OBJECTIVE IN VISITING THE EXHIBITION



VISITOR'S ROLE IN PURCHASING / PROCUREMENT DECISIONS

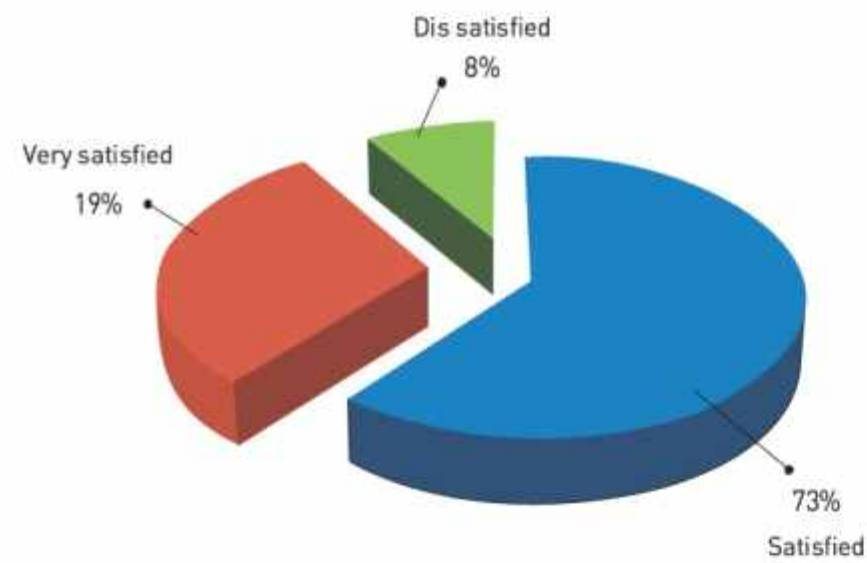


ILFS FEATURES:

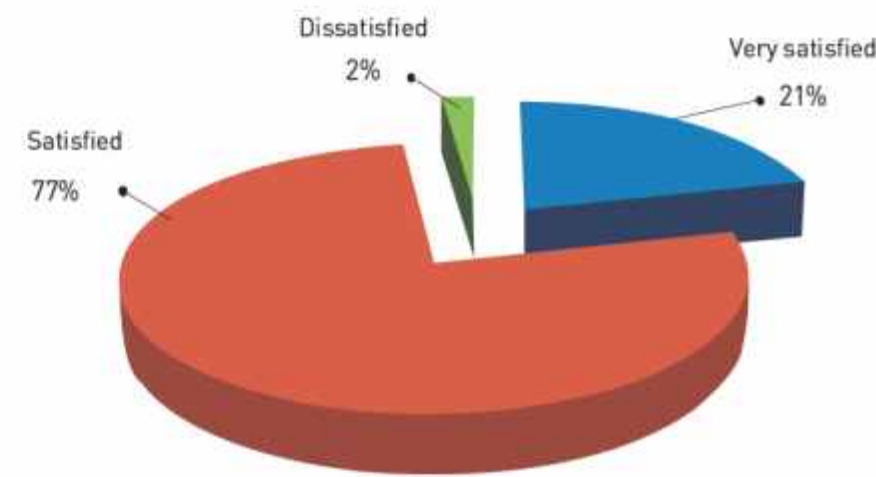
- KNOWLEDGE SESSIONS
- EXPERIENCE CENTER
- PREVIEW EVENTS

EXHIBITORS ANALYSIS

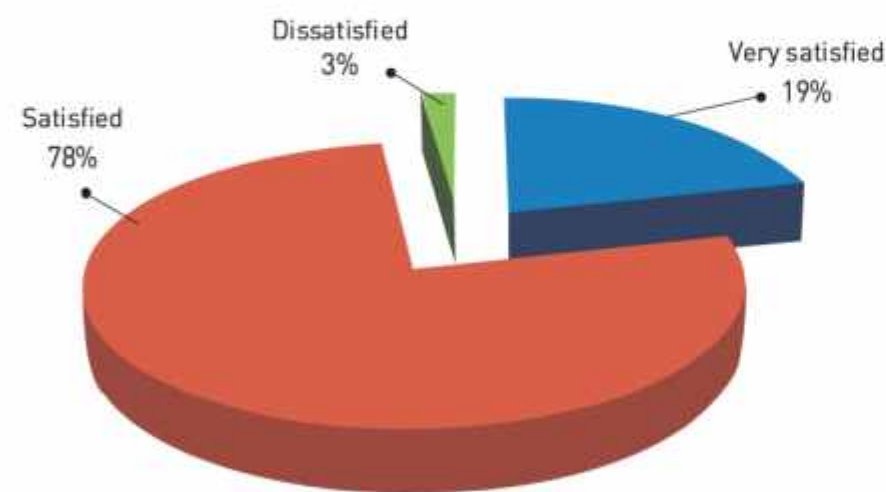
The expo served as a viable platform for leading industry players to showcase their innovative products and interact with industry professionals and decision makers.



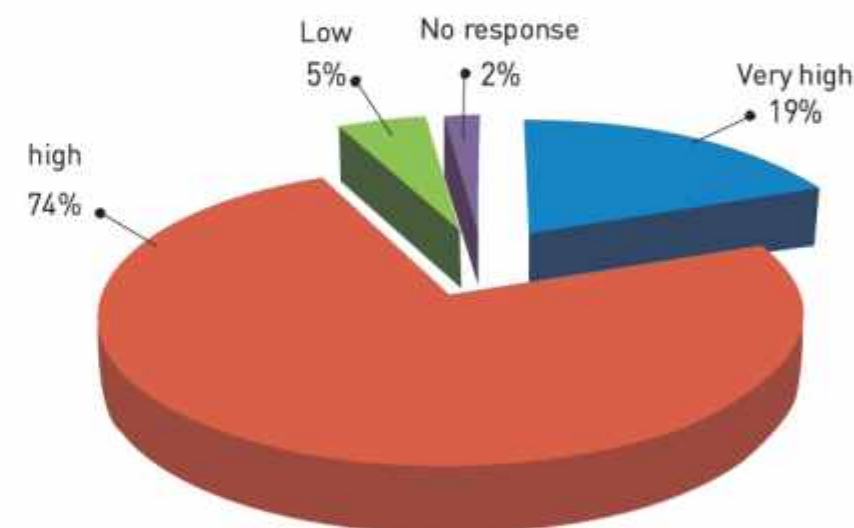
Exhibitor's satisfaction on their participation in ILFS 2010



Exhibitor's satisfaction on the professional qualification of the visitors to their stand



Exhibitor's assessment on their success at the fair



Exhibitor's expectations for follow-up business

THE KNOWLEDGE SESSIONS

Parallel to the expo, a 3-day knowledge session was held featuring leading architects, consultants, developers and industry leaders covering topics such as acoustics, fire protection, tall building design, project management and sustainable construction technologies.

The knowledge sessions was directed at representatives from industry and politics and covered the current innovations, developments and trends in the construction industry, presented market opportunities and provided information about technical aspects.

In the sessions, professionals had the opportunity to discuss:

- Efficiency, suitability and constraints of lightweight partition in high rise buildings
- Managing project lifecycle costs
- Innovations in energy efficiency
- Passive fire protection - Investment or cost
- Green building design
- Sustainability in high rise age
- Using pre-fabricate materials for future construction and many more.
- Light steel framing technology
- Aluminium domes & space frame structures
- Sustainable and green building practices
- Role of building standards in making construction faster

The knowledge sessions were held concurrent to the show and formed an ideal networking platform for establishing valuable business contacts. Renowned speakers such as Ar. NM Salim, Ar. CN Raghavendran, Ar. Deepak Gawhlot, Mr. BK Katyal, Ar. Suresh Babu, Dr. PC. Jain, Ar. Sandeep Shikre, G Balaji, Ar. Ruchir Panwar, Ar. Rahul Jhaveri, Ar. Nitin Killawala, Mr. Mike Cassidy, Major General TM Mhaisale, etc spoke on various topics.



THE EXPERIENCE CENTER

"The experience centre is very good and an innovative concept. The integration of various innovative & sustainable materials of various companies in a single platform is very good for people who are looking out for solutions rather than individual products. People can really experience the application of the solution, which makes it easier in the decision-making of opting for it. Impressive".

■ Dr. Prem C Jain, Chairman, Indian Green Building Council (IGBC)



The experience center was the highlight of the show which was a never before seen concept. Thirteen companies presented their innovative materials to construct a G + 1 model of a house in one structure and a Hospital & Hotel interior were replicated in the other structure. A total of 3000 sq. ft area was allocated for the same. The idea was to make the visitors touch, feel and walk through the future.

The following companies took part and have shown their innovations:

- MGI India – Light steel framing structure
- Saint-Gobain Gyproc – Boards, Ceilings & Drywalls
- 3M – Glass films, Cladding films, PU sealants, Graphic films, Tapes, Passive fire protection & many more
- Dorma – Automatic doors & Glass partitions
- Ardex – Waterproofing membranes
- InterfaceFlor – Carpet tiles
- UP Twiga – Glasswool insulation
- McCoy Soudal – Adhesives, Foams & Sealants
- Veka – UPVC Windows
- Onuduline – Lightweight-roofing tiles
- Aver – LED lighting
- Rockwool – Rocksul insulation
- Weber – Tile adhesives

