

International Conference on Construction Chemicals

February 11-12, 2010

Venue: Hall of Culture, Nehru Centre, Worli, Mumbai

Theme | Imperatives for Enhancing
Consumption of Construction
Chemicals in India



सत्यमेव जयते

Dept of Chemicals & Petrochemicals
Govt of India

Organized by

Knowledge Partner:



R & M International Pvt. Ltd

FICCI

Federation of Indian Chambers
of Commerce and Industry

Website: www.ficci.com

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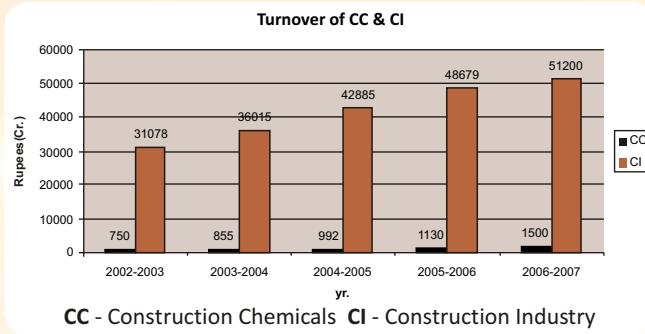
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The Industry.....

Construction chemical is one of the niche segments from the specialty chemical segment of the chemical industry. Construction Chemicals are specialty products that are used in structures to increase their life, and also to impart additional protection from environmental hazards. Certain chemical products also help in minimizing the quantities of cement and water generally required during the construction.

The Construction Chemicals has variety of applications from concrete 'modification' to precision machine foundations, flooring for malls & sports and rehabilitation of complex structural problems. The major applications are: Admixtures, Precision Grouts for machine foundations, Tiling Adhesives, Waterproofing, Repair & Rehabilitation, Sealants, Caulks & Putties, Water Repellents, Industrial & Commercial Flooring Treatments.

Currently the market size of construction chemicals is Rs.1800 crores expected to touch Rs.4000 crores by 2013 at a CAGR of 22%. Construction chemicals accounts for only 2% of over all costs but benefits are in multiples. Growing areas such as 100 percent FDI in the real estate sector has given a major boost to the already fast growing construction industry.



In the long-term period, high volume demand of construction chemicals is expected mainly due to certain large-scale projects like Golden Quadrilateral highway, and metro development projects planned by the Government. However, consumer awareness is very low regarding new chemical techniques and construction aids. It is understood that about 85% of contractors and builders are not fully aware of the advantages in using construction chemicals and do not use construction chemicals appropriately.

One of the most important objectives of this conference is to improve the consumer awareness in the construction chemical sector. As the consumer awareness rises and they understand full advantages of construction chemicals, it is expected that consumption of construction chemicals would rise phenomenally. It is understood that actually consumption of construction chemicals should be around Rs.10,000 crores instead of Rs. 1800 crores if proper utilization done and the use of construction chemicals are well understood.

At present, the absence of quality standards for the manufacture as well as application of construction chemicals is a major challenge. Quality standards are lacking, companies need to develop their own standards and build powerful brands that will not only promote awareness about the benefits of construction chemicals, but also set standards for the industry to follow.



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About the conference...

FICCI jointly with Dept of Chemicals & Petrochemicals, Govt. of India is organizing “International Conference on Construction Chemicals” on February 11-12, 2010 at Hall of Culture, Nehru Centre, Worli, Mumbai. The aim of the conference is to discuss the challenges, market opportunities, advance case studies, strategic tie-ups and technology transfer in the construction chemicals. R & M International is participating as Knowledge Partner at the conference.

Objectives...

- ❖ To highlight Indian market overview vis-à-vis global market.
- ❖ To focus on challenges & issues being faced by the industry and strategies to overcome these challenges.
- ❖ To understand about the recent developments and trends.
- ❖ To forecast the market and demand for construction chemicals.
- ❖ To highlight the business opportunities in this sector.
- ❖ To assess the investment potential in this sector.
- ❖ To focus on ways and means of enhancing the consumption of construction chemicals in India.





Benefits...

- ❖ Better understanding of construction chemicals and its applications
- ❖ Exposure to new technologies in the sector
- ❖ Business opportunities
- ❖ Networking opportunities with the best in the industry
- ❖ Sharing of knowledge and experience

Who should participate

The first key to wisdom is constant and frequent questioning, for by doubting we are led to question and by questioning we arrive at the truth. - Peter Abelard

Manufacturers	Consultants
Architects	Engineers
Contractors	Traders
Marketing professionals	Builders & Suppliers

Sessions Coverage

- ❖ Overview of Construction Chemicals
- ❖ Admixtures and Others
- ❖ Basic Repair in Constructional
- ❖ Water Proofing Chemicals
- ❖ Flooring Compounds
- ❖ Protective Coating & Construction Chemicals
- ❖ Advance Strategic & Rehabilitation
- ❖ Challenges, Market Opportunities & Strategic Recommendations



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Branding Opportunities

Conference on construction chemicals is offering a unique branding opportunity to companies for promoting new products, new innovations and services to the existing and new customers through the following options.....

Platinum Sponsor (INR 5 Lacs) *

Silver Sponsor (INR 1 Lac)***

Lunch Sponsor (INR 2.5 Lacs)*

*Exclusively provided to one sponsor

**Open to a maximum of 3 sponsors

***Open to multiple sponsors

Gold Sponsor (INR 2.5 Lacs)**

Cocktails & Dinner Sponsor (INR 4 Lacs)*

Kit Sponsor (INR 2 Lacs)*



Platinum Sponsor (INR 5 Lacs):

- ❖ Display of Company Logo as “**Platinum Sponsor**” at side Panel of Conference Backdrop.
- ❖ Ten Complimentary delegate passes for the conference.
- ❖ Screening of Sponsors’ promotional film during the session/Tea/lunch breaks.

Gold Sponsor (INR 2.5 Lacs):

- ❖ Display of Company Logo as “**Gold Sponsor**” at side Panel of the Conference Backdrop.
- ❖ Five Complimentary delegate passes for the conference.

Silver Sponsor (INR 1 Lac):

- ❖ Display of Company Logo as “**Silver Sponsor**” at side Panel of the Conference Backdrop.
- ❖ Two Complimentary delegate passes for the conference.

Lunch Sponsor (INR 2.5 Lacs):

- ❖ Special Panel acknowledging “**Lunch Sponsor**” at Lunch Venue.
- ❖ Five Complimentary delegate passes for conference.

Cocktails & Dinner Sponsor (INR 4 Lacs):

- ❖ Special Panel acknowledging “Cocktail & Dinner Sponsor” at Dinner Venue.
- ❖ Seven Complimentary delegate passes for conference.
- ❖ Screening of Sponsors’ promotional film during the cocktails & dinner.

Delegate Kit Sponsor (INR 2 Lacs):

- ❖ Name and logo of the sponsoring company to embossed on the delegate kit.
- ❖ Three Complimentary delegate passes for the conference.

In addition, all sponsors are entitled to

- ❖ Branding Opportunity through display of logo and company name on all conference materials, media advertisements, website and sponsors’ panel.
- ❖ Corporate Literature (1 CD and 8-10 pages brochure) to be included in the Delegate kit.
- ❖ Special Announcement for thanking sponsors.

Advertisement for conference booklet

Category	Amount
Full page	Rs 25,000/-
Inside Back cover	Rs. 35,000/-
Back Cover	Rs. 50,000/-
Inside Front Cover	Rs. 70,000/-

Positive Specification

Bleed Size	18 cm (Height) X 18 cm (Width)
Print Area	19.5 cm (Height) X 19.5 cm (Width)
Screen Ruling	150

**Note: Kindly forward us the advertisement in soft form only in EPS/CDR format for a good print quality.
For further information or registration, please log on to our website...*

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REGISTRATION FORM

Delegate fee for Conference (per delegate)

FICCI Members	Rs. 4,500/-
Indian Delegate	Rs. 5,000/-
Two or more from the same company (Same for FICCI and Non FICCI Members)	Rs. 4,000/-
Foreign Delegate	USD 100
Student	Rs. 2500/-

Name Designation

Name Designation

Organization:

Address:

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..... Pin

Telephone(s): Fax:

Email: Mob:

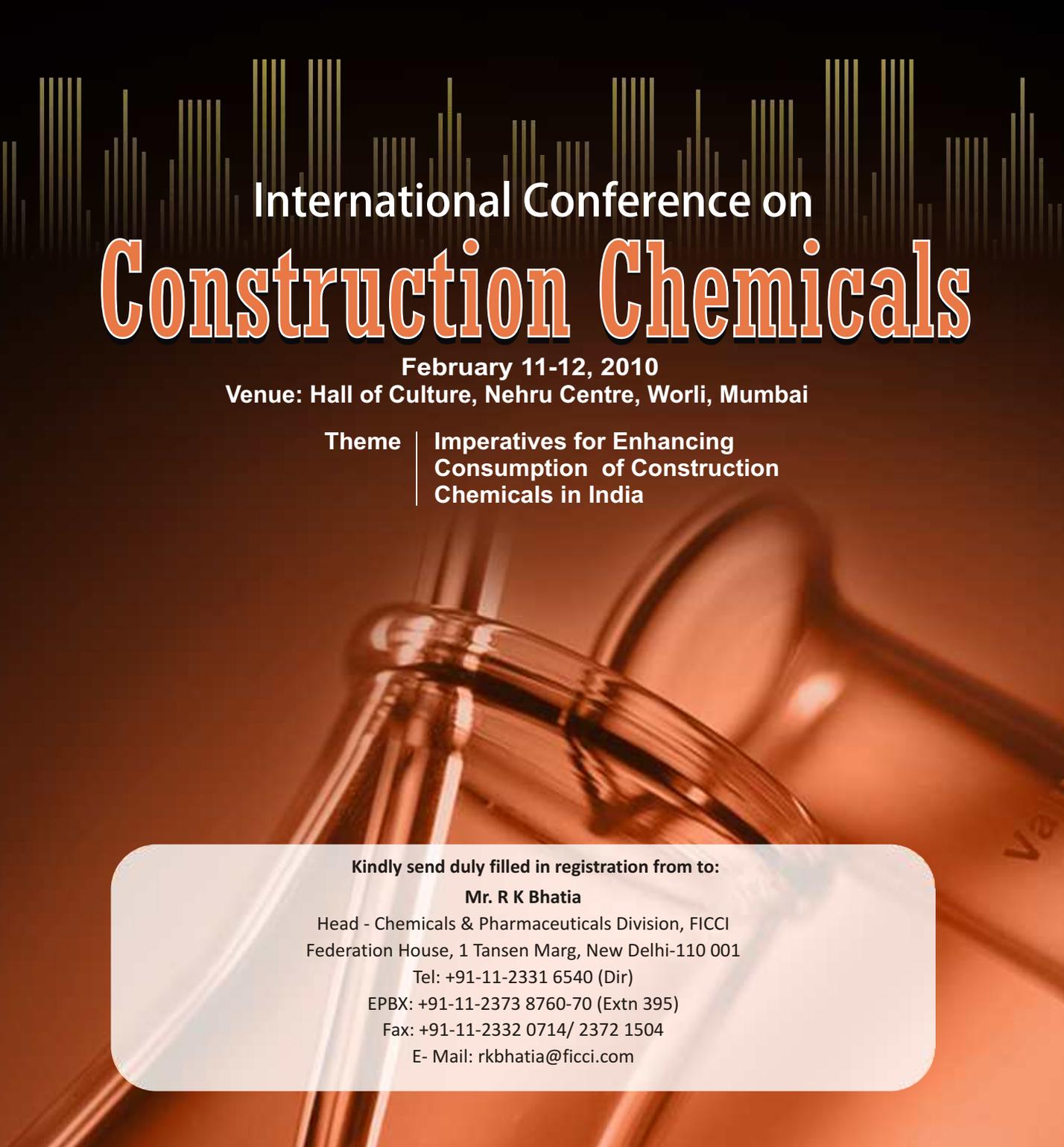
Cheque/DD Number: Dated:

Bank Details: Amount:

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Please note:

- ❖ All fees are payable by cash/cheque/DD in favour of "FICCI" payable at New Delhi.
- ❖ You may also register online at www.ficci.com, The online payment is through credit card only.
- ❖ The delegate fee includes conference kits, study material, lunches and dinner. It does not include airfare, hotel stay or any other incidental expenses.
- ❖ Refund Policy: request received in writing before February 01, 2010 will be considered for cancellation. A 25 percent handling charge will be deducted from the total amount deposited towards the delegate fee and the rest refunded by cheque. No amount will be refunded after Feb. 01, 2010.



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Kindly send duly filled in registration from to:

Mr. R K Bhatia

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Fax: +91-11-2332 0714/ 2372 1504

E- Mail: rkbhatia@ficci.com

FICCI

Established in 1927, FICCI is the largest and oldest apex business organization in India. Its history is closely interwoven with India's struggle for independence and its subsequent emergence as one of the most rapidly growing economies globally. FICCI plays a leading role in policy debates that are at the forefront of social, economic and political change. Through its 400 professionals, FICCI is active in 39 sectors of the economy. FICCI's stand on policy issues is sought out by think tanks, governments and academia. Its publications are widely read for their in-depth research and policy prescriptions. FICCI has joint business councils with 79 countries around the world.

A non-government, not-for-profit organization, FICCI is the voice of India's business and industry. FICCI has direct membership from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 83,000 companies from regional chambers of commerce.

FICCI works closely with the government on policy issues, enhancing efficiency, competitiveness and expanding business opportunities for industry through a range of specialized services and global linkages. It also provides a platform for sector specific consensus building and networking.

Partnerships with countries across the world carry forward our initiatives in inclusive development, which encompass health, education, livelihood, governance, skill development, etc. FICCI serves as the first port of call for Indian industry and the international business community.

For further details, please contact

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