



26 – 28 September 2011, Mumbai

**Mumbai, India
12th of July 2011**

Over 25 façades experts set to gather in Mumbai to help boost India's building industry

With the state governments pushing for a renewed focus on the renovation of the façades of iconic structures that dot India's landscape – some dating back many hundreds of years – and with a drive to build the tallest skyscrapers in Asia among key metropolitan developers, façade designers have been quick to note the impending boom in the industry. Mumbai alone accounts for US \$37 billion out of the US \$100 billion in construction projects ongoing India-wide with 85 skyscrapers and 130 malls under-development in the sprawling city.

Façades, from the French word meaning 'face', are the designed exterior walls of a building which in modern settings mostly include the glass & glazing cover of a structure. India's façade industry has seen some iconic structures being built including the International Convention Centre in Pune, the soon-to-be-opened Park Hyatt Hyderabad and the stunning structure of Mukesh Ambani's billion-dollar residence.

With increasing attention being shifted towards sustainable façades, durable material, new technologies and ultimately a better ROI for the façade in large scale development, the International Quality & Productivity Centre has invited over 25 global and Indian facade experts to gather at its 2nd annual Façade India Design & Engineering summit being held from 26-28 September 2011 in Mumbai's JW Marriott.

Jaisim Fountainhead Projects, OCI Architects, Burt Hill, Skidmore, Owings & Merrill (SOM), RMJM, Prem Nath & Associates, HOK & Kapadia Associates have all confirmed sessions which intend to educate and inform the market in order to push the façade industry in India into the limelight of the impending boom in tower construction.

For information about 2nd Annual Façade Design and Engineering Summit taking place between **26 - 28 September 2011 in Mumbai, India** please visit www.facadesindia.com or alternatively please contact: Katia Andrejev, Marketing Manager, IQPC at katia.andrejev@iqpc.com or call; +9714 446 2748

About IQPC:

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