



19<sup>th</sup> Indian Metal-Cutting Machine Tool Exhibition with International participation

24 - 30 January 2019, Bangalore, India



21<sup>st</sup> International Exhibition of Cutting Tools, Tooling Systems, Machine Tool Accessories, Metrology & CAD / CAM



Brief on Eco Design Award 2019

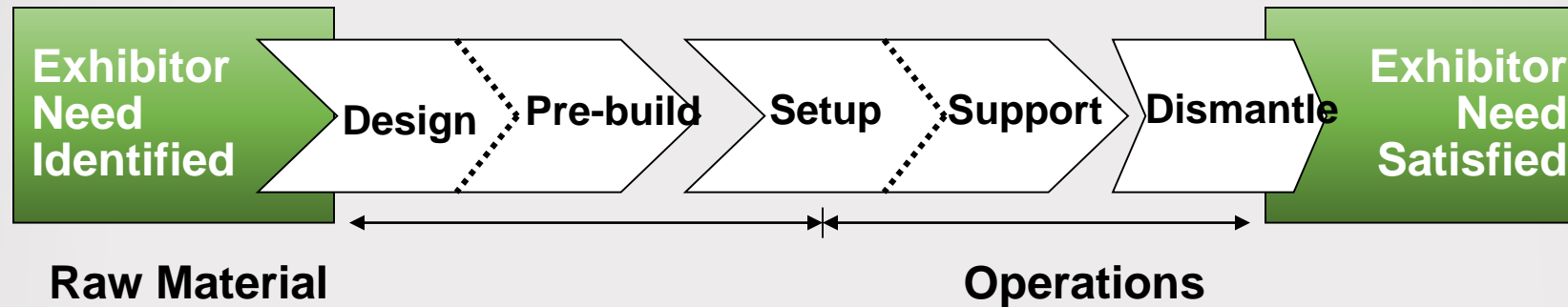
# IMTEX Context



## Enhance IMTEX/Tooltech & 'BRAND INDIA' for Business growth

- IMTEX/Tooltech attained its **global brand** status over 50 years
- World is looking at India in general and **IMTEX/Tooltech** in particular
- Strengthening brand IMTEX/Tooltech would **enhance sales**
- Ensuring **World Class Exhibition** standards is thus key to business

# End to End View in Exhibitions



Enablers to implement Cradle to Grave concept i.e. **Life-cycle perspective**

- Eco design award in 2019 to sensitize & encourage the stakeholders in value chain
- Establish Body of Knowledge/Guidelines in stand design & fabrication (Future shows)
- Vendor empanelment by IMTMA for future IMTEX/Tooltech & other Exhibitions
- Spreading awareness and implementing in other BIEC exhibitions

# IMTEX / ToolTech 2019

## **Eco design Award**

“Promote sustainable lifecycle practices in exhibitions that balance quality, environment and economics with compliance to health and safety obligations.”



# Eco design concepts

- ❑ Environmental **and** Cost Effective Design
- ❑ Design products & services with an environmental life cycle perspective
  - Minimise resource consumption during construction
  - Reduce pollution during set up
  - Minimal waste post use
  - Promote re-use to the extent possible
- ❑ Cost effectiveness has to be considered – else not sustainable
  - Includes environmental cost, apart from economic cost

# Eco Design Award in Brief



- Eco Design theme & Award introduced in IMTEX/Tooltech 2019 for Exhibitors
- Objective : Ensure **World Class Exhibition** standards at IMTEX/Tooltech
- **Modularity and Re-use** / recycling approach in design to ensure better set-up & dismantling
- Strengthening Exhibitor (design brief) interactions with Stand contractor (design note) towards “**designing in**” quality & eco friendly design
- Stand setup at BIEC to be monitored, **at a minimum**, must conform to well established rules in the IMTEX/Tooltech manual and further strive to attain global standards
- Exhibitors shortlisting for Jury would be based on **performance** in first three stages
- Jury would determine the Eco Design Awardees - recognizing leaders & **role models**

# Award Eligibility & Categories

**Eligibility:** Exhibitors using raw space more than 30 m<sup>2</sup>

## **Categories**

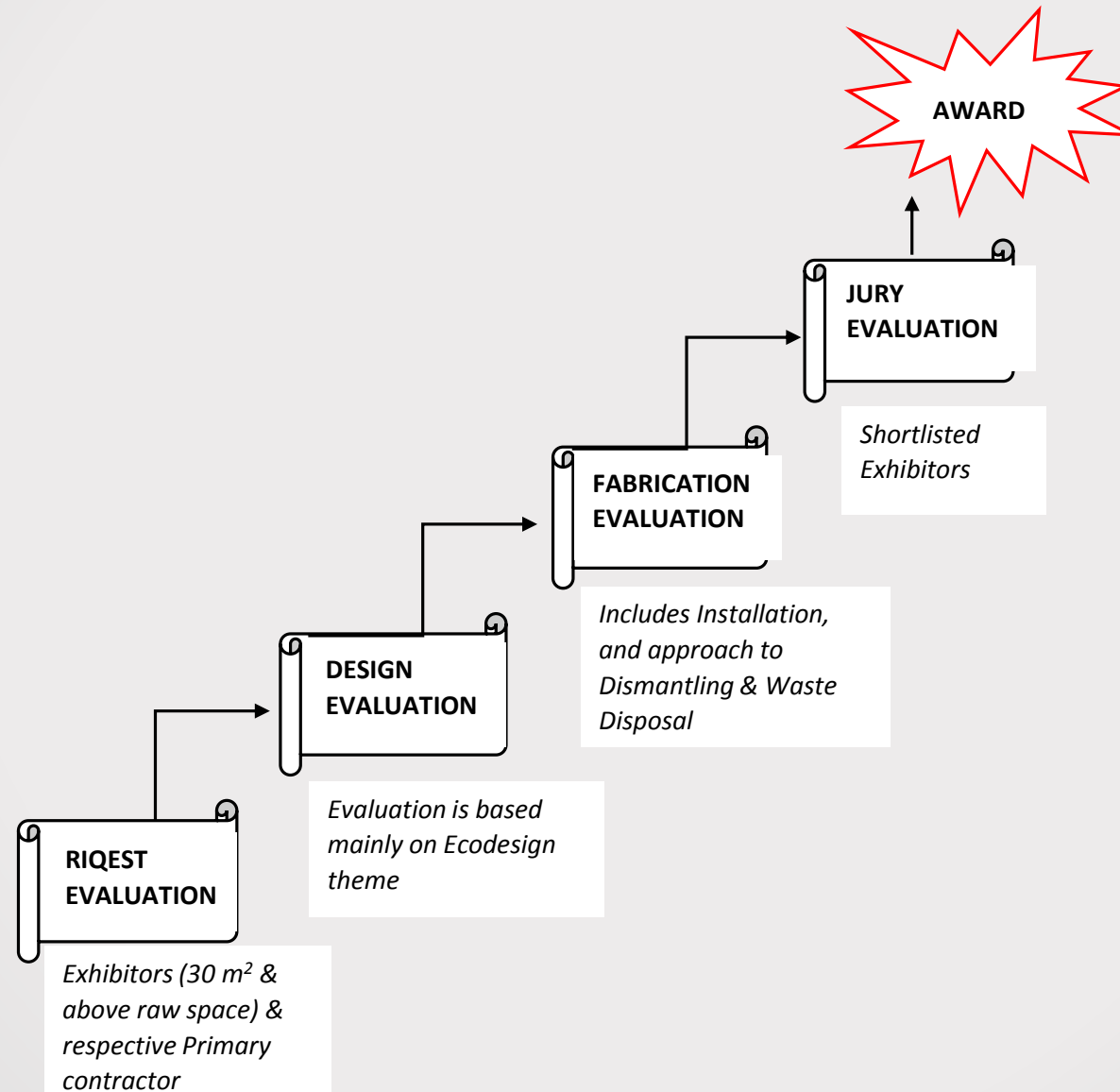
- 30 to 50 m<sup>2</sup>
- 51 to 100 m<sup>2</sup>
- 101 to 250 m<sup>2</sup>
- Above 250 m<sup>2</sup>

## **Levels of Recognition**

- Top Performer (TP)
- Commendations for Achievement (CA)
- Commitment to Excel (CE)

Note: No application fees

# Stages of Ecodesign Award





# Stages of Ecodesign Award

## Stage 1

- RIQUEST : Registration of Intent for Quality, Environment, Safety & Teamwork
- Forms :Part A (for Exhibitor) & Part B (for Primary Contractor)

## Stage 2

- Design Brief : Communication of Exhibitor to Primary Contractor
- Stand Design Note: Response of Primary Contactor to Exhibitor

# Stages of Ecodesign Award

## Stage 3

- Observation of actual performance onsite with reference to
  - Information provided in Stage 1 and Stage 2
  - BIEC rules set forth in IMTEX Manual (minimum standard) – non conformance can lead to disqualification

## Stage 4

- Onsite evaluation by Jury, focussed on
  - Implementation of the Eco design theme in Stand
  - Overall alignment of Stall Concept / Design to the actual stand realised, including post-show approach

# Benefits for Awardees

**Awardees would be recognised on Day 2 of the show**

**In addition, TP's and CA's would be featured in**

- IMTEX/Tooltech, BIEC, IMTMA and Tooltech Website
- Digital screens during the exhibition
- Show Daily
- Other exhibition events
- Thank You Note
- IMTEX / Tooltech Retrospective
- Relevant mailers and communication to participants & visitors

Note:

Top Performer (TP)

Commendations for Achievement (CA)

# Eco-Design Award – The Journey

- Forms included in IMTEX 2019 Manual
- Face to face sessions organized with Exhibitors & Stand Designers/Constructors
  - Sessions held at Pune, Gurgaon & Bangalore in October 2018
  - Four Stage Award process explained
  - Community expressed support and eagerness to lead the change
- Completed Forms evaluated as part of Stage 1 & Stage 2
- Stage 3 is where the rubber meets the road – onsite performance during setup

*Daily interaction with onsite exhibitors to ensure alignment of outcomes*

- Stage 4 is the final stage – awardees selected by the Jury & recognized on 25-Jan-19 ●

# IMTMA Eco Design Team

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Balasubramanian P	IMTMA, Executive Director & Head – Trade Fairs
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**Thank you**