



PRESS RELEASE

ISHRAE, HVAC INDUSTRY and Government come together for Greener Environment today and tomorrow.

Mumbai 04,February: Indian Society of Heating, Refrigeration & Airconditioning Engineers (ISHRAE), Heating Refrigeration and Airconditioning Engineers Industry (HVAC) and the Government of India have come together to create and maintain Efficient Buildings that are energy saving and sustainable. ACREX INDIA 2010 is being held at Bombay Exhibition Centre, Goregoan from 17th - 20th February brings together leading companies with newer technologies and designs focusing on three “ E’s,” which are Energy, Economics and Environment.

“ Today we as a industry are focusing on green and sustainable building technology, indoor air quality, energy efficiency, newer innovations to bring in international standards to address the concerns in India,” said Mr. M P Agarwal, National President, ISHRAE. Mr. Agarwal added that ACREX INDIA 2010 which is Asia’s largest International Exposition for the Building Services Industry organised by ISHRAE will highlight all issues towards green building and sustainable energy.

Mr. A C Suri, Chief Engineer of CPWD, Government of India Informed that government authorities such as the Bureau of Energy Efficiency (BEE), Department of Power in India encourage the newly introduced program of star rating of buildings in India which would help in lowering carbon footprint, . Further efforts towards making buildings green would ensure sustainable development and improve indoor air quality.

Engineering Students from ISHRAE Student Chapters across India have made a detailed survey of over 500 buildings across India to benchmark buildings as per the Energy Conservation Building Code formulated by the Bureau of Energy Efficiency, informed Mr Sanjay Seth , Energy Economist of the Bureau. He added that commercial buildings in India consume over 40 per cent of the energy produced which is an area that needs particular attention for reduction in consumption.



The Energy Conservation Building Code is the only ray of hope for the impending energy crisis in India and this can be addressed with the needed upgradations in terms of energy efficiency in buildings, building design practices and awareness of energy conservation,” informed Mr. Pankaj Dharkar, India’s leading HVAC consultants and ex-president of ISHRAE.

Mr. Dharkar added that the ECBC code will work wonders towards energy saving as per BEE requirements. This code will work towards bringing in newer products, improved designs with innovations to improve indoor air quality and sustained green environment. States like Gujarat, Karnataka and to some extent Maharashtra are looking towards such newer developments for a greener future added Mr. Dharkar.

Mr Dharkar also highlighted the laudable efforts of the Indian Green Building Council ,a division of the CII (Confederation of Indian Industry) to promote a Certification Program to rate Green Buildings under the LEED Rating System . Today Building Developers and Owners aspire to create and maintain Green and Energy Efficient Buildings The ECBC Code will soon become mandatory across India .

India as a country and industry is facing challenges in combating climate change, and the availability of cheap and clean energy said Mr Ramachandran , President ISHRAE Mumbai Chapter . He added that these present our nation and industry with tremendous opportunities to apply our abundant technology and expertise.

Today energy conservation and efficient newer technologies are what we need. In our Society we must work to encourage the creation of green , efficient and healthy building environments, said Mr.Vikram Murthy , National Secretary , ISHRAE He added that Energy saved today can be used tomorrow.

- ⇒ ACREX INDIA 2010, which is Asia’s largest International Exhibition and Conference catering to Air Conditioning, Refrigeration, Ventilation & Building Services Industry is Organised by ISHRAE with over 8000 Members and Endorsed by the American Society of Heating Refrigeration & Airconditioning Engineers (ASHRAE) with over 55000 Members, and produced by UBM India Pvt. Ltd (United Business Media), a leading global business media company and supported by IGBC, the Indian Green Building Council, the Bureau of Energy Efficiency; RAMA, the Refrigeration & Airconditioning Manufacturers Association amongst others.



For the first time ever, ASHRAE has endorsed ACREX INDIA 2010. This is ASHRAE's first such endorsement outside American and Canada. ASHRAE'S President Mr. Gordon Holness would make its presence felt at the event.

The Exhibition and the concurrent Technical Workshops, will be an excellent networking opportunity for the Exhibitors, visitors and workshop delegates. The Technical workshops will be conducted by Experts from Overseas and India in select Areas of Study. Subjects of these workshops will be topical and relevant to HVAC Professionals and the user industry.

The other attraction of the event will be the Awards of Excellence for the Exhibiting Companies for specific categories such as Energy Efficiency, Indoor Air Quality, Innovation and Green & Sustainable.

Highlights of the Exhibition:

- ⇒ Exhibitors will showcase products that will conform to the Energy Conservation Building Code, 2007 of the Bureau of Energy Efficiency
- ⇒ Solar Energy for Air-conditioning is being featured by Mamata Energy of Ahmedabad
- ⇒ The Indian Green Building Council (CII organization) and the Bureau of Energy Efficiency (Govt. of India) are both supporting agencies that influence the development of the Industry and its products
- ⇒ ASHRAE (The American Society, with 55 000 members) is endorsing ACREX for the 1st time with an active contribution to Workshops, Seminars and overall Promotion
- ⇒ With substantial overseas participation, ACREX demonstrates India as a prime market for efficient products
- ⇒ A concurrent Architects forum for discussion is scheduled on 18 Feb to promote close cooperation with Exhibitors and their Systems and to encourage building towards a sustainable future
- ⇒ The Event is produced professionally by UBM , a leading global business media company

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