

Atharva Institute of Management Studies

Activity / Event report

Name of Event/Title : NESCO Event – ACE Tech Mumbai

Resource person :

Organization :

Designation :

Contact no. : 7066246599

Email ID : aayusharana23-25@atharvaims.edu.in

Date(s) of conduction : 14/11/2024

Class / Sem : 3rd sem

Faculty coordinator : Prof. Gaanyesh Kulkarni

Student coordinator/ committee :

DESCRIPTION

Objectives:

1. To explore the latest trends and innovations in architecture, building materials, and design industries.
2. To understand the practical applications of products and solutions showcased by leading brands.
3. To network with professionals and gain insights into real-world business strategies.
4. To learn about emerging technologies in construction, safety, automation, and interior design.
5. To observe how companies present their products effectively to attract buyers and investors.

Key Takeaways:

1. Gained exposure to cutting-edge products across 22 categories, from lighting to safety solutions, and their industry relevance.
2. Understood how businesses leverage exhibitions to generate leads, build brand visibility, and grow sales.
3. Observed how international and domestic brands showcase innovative solutions tailored to market demands.
4. Learned the importance of booth design, interactive displays, and engaging marketing strategies in exhibitions.
5. Acquired knowledge about industry standards and evolving customer preferences in architecture and building materials.

Learning Outcomes:

1. Enhanced understanding of the architecture and construction ecosystem, including market dynamics and emerging trends.
2. Developed an appreciation for how innovation drives the competitive edge in the B2B sector.
3. Improved awareness of the role of exhibitions in bridging the gap between brands and their target audiences.
4. Gained insights into the integration of technology, such as home automation and fire safety, in modern building solutions.

Communication with resource person (screenshot of mail, message etc)

ACETECH 2024 Mumbai Registration Confirmation Inbox x



ACETECH 2024 <e-badge2@viablesoft.org.in>
to me ▾

Thu, Nov 14, 4:17 PM (4 days ago) ☆ ☺ ↶ ⋮



Dear Aayusha Rana ,

You have been invited by **ROSHAN SHETTY** to visit **ACETECH EXPO - Mumbai 2024!**

Venue: Bombay Exhibition Centre (BEC) Western Express Highway, Goregaon (East), Mumbai 400063

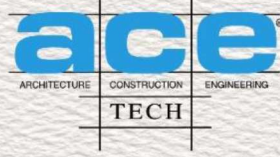
Show Dates & Timings 14/15/16/17 Nov 2024 - 10:00 AM to 6:00 PM (The day mentioned for which the ticket has been purchased)

Registration ID: SIM2426907



FLYER OF THE EVENT

DO VISIT ಭೇಟಿ ನೀಡಿ



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THE ULTIMATE
ARCHITECTURE,
DESIGN
& BUILD
EXPO

YOU ARE

invited

SPECIAL INVITATION



SCAN THIS CODE

18 | 19 | 20 OCT 2024

BIEC Bangalore International
Exhibition Centre

10TH MILE, TUMKUR RD. MADAVARA POST, 10 AM - 7PM

EVENT ORGANISED BY:
ABEC

GEO-TAGGED PHOTOS



EVENT REPORT PREPARED BY: Aayusha Rana

Verified by:

Submitted to: Prof. Gaanyesh Kulkarni