

“Of the Industry, By the Industry, For the Industry”

New tradeshow to enter the arena with strong support.

by Devika



TAK Mathews and Priyanka Choudhuri, veterans of the vertical-transportation (VT) and tradeshow industries, respectively, plan the inaugural International Sourcing Exposition for Elevators and Escalators (ISEE) for November 5-7,

2020, at the Bombay Exhibition Centre in Mumbai. Under TAK Expo Pvt. Ltd., which was incorporated on July 1, ISEE is “Of the Industry, By the Industry, For the Industry,” according to Mathews and Choudhuri. It is receiving strong support from associations and industry players including:

- ◆ The Council on Tall Buildings & Urban Habitat India
- ◆ The International Association of Elevator Consultants
- ◆ The Fire and Safety Association of India
- ◆ The Karnataka Elevator Manufacturers Association
- ◆ The Delhi Elevator Association

The show is also supported by TAK Consulting Pvt. Ltd.; the nonprofit Elevator and Escalator Safety Trust (EEST); honorary advisor Shankar Gopalakrishnan, head of Madras Consultancy Group; and Interface Data and Design (IDD), a company with more than two decades’ experience in exhibition and registration management. In its role managing ISEE, IDD plans to implement advanced technology to enhance attendees’ experiences and add value for exhibitors.

Mathews and Choudhuri are no strangers to tradeshow. For 10 years, Mathews was involved

with India’s first VT expo, International Elevator & Escalator (IEE) Expo, as honorary advisor. Mathews has 30 years in the VT industry, during which time he has been involved in many initiatives, including EEST (founder) and ELEVATOR WORLD India (honorary founding editor). Mathews also collaborated with Italian magazine *Elevatori* to translate its popular “How It Works” technical guide into Hindi.



Mathews

An active member of the Committee for Indian Elevator and Escalator Standards and a convener of the National Building Code of India, Mathews had a hand in several national VT firsts, including destination-dispatch systems and

elevators with peak travel speeds of 6 m/s. He founded TAK Consulting approximately 15 years ago.



Choudhuri

Choudhuri entered the expo industry in 2009 when she joined UBM Asia Ltd., for which she led two editions of the India pavilion at the Hong Kong Jewellery & Gem Fair. At the fair, which featured more than 150 exhibitors, she helped launch the

book *India’s Leading Gem & Jewellery Companies*. After more than five years in the jewelry industry, Choudhuri became project head for IEE Expo, acquired by Messe Frankfurt.

ISEE is generating excitement among industry players. Retired Otis India Manager and elevator expert Trevor Rodericks says it promises to provide direction to industry players in a changing business environment.

Gopalakrishnan, meanwhile, describes ISEE as “an excellent development for the elevator and escalator industry in India,” elaborating:

“As I understand it, the exposition will showcase the industry’s strengths in the manufacturing space, as well as facilitate technology flow. The recent turbulence caused by trade frictions in the international arena may lead to new manufacturing opportunities for Indian component manufacturers. I wish ISEE success for their inaugural show.”

For the inaugural ISEE, which they hope to make a biennial event, Mathews and Choudhuri decided to emphasize quality over quantity, selecting a limited number of exhibitors. “From an exhibitor’s perspective, this will maximize time spent with particular customer groups,” Choudhuri observes. As of July, confirmed first exhibitors (which will receive “prominence and preference” in ISEE publications, advertising materials and sponsorship opportunities) include:

- ◆ Bharat Bijlee
- ◆ City Lift India Ltd.
- ◆ Eskay Group of Cos.
- ◆ Esquire Engineering Co.
- ◆ Johnson Lifts & Escalators
- ◆ Oleo International
- ◆ Power Climber
- ◆ Torin Drive India Pvt. Ltd.
- ◆ Toshiba Johnson Elevators India Pvt. Ltd.

Besides the tradeshow, ISEE will offer continuing education, panel discussions and specialized exhibit areas. Choudhuri elaborates:

“A special training room will be set up for conducting need-based certification programs for industry professionals and end users. Multiple panel discussions will also be held to strengthen the collaboration between members of the VT and real estate industries. Another special feature of the show will be the dedicated Aesthetics Pavilion. A group of experts specializing in the diverse components that make up an aesthetic elevator (or escalator), like fixtures, displays, wall paneling, glass, mirrors, lighting and flooring, have commenced conceptualizing and developing this pavilion.”

Funds generated from a nominal exhibitor fee will be donated to EEST. For show details, including sponsorship opportunities, contact priyanka@tak-expo.net.

Devika has worked in the communications and design industry for more than eight years, and has a keen interest in brand-building and sustainable design.