

## Promotion of REBs at India International Trade Fair, 2010

In continuation to the efforts to promote the use and benefits of resource efficient brick (REBs) products, the project facilitated participation of Northern Region Local Resource Centre - Punjab State Council for Science & Technology in the 30th edition of the India International Trade Fair (IITF) held at Pragati Maidan in New Delhi from 14-27 November 2010. With its theme as 'Clean and Energy Efficient Technology, Products and Services', IITF provided an opportune platform to showcase the benefits of REBs to relevant stakeholders in the building and construction industry.

Shri Manoranjan Kalia, Hon'ble Minister of Industry & Commerce, Government of Punjab and Mr S.S.Channi, IAS, Principal Secretary to Government of Punjab, Department of Industry & Commerce Shri P.N.Baruah, Chief Advisor, Oil India Ltd.; were amongst important delegates who visited the stall at the trade fair. Over twenty countries including China, Japan, Korea and several western and eastern countries showcased their products in the fortnight long trade fair.

