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## Conferences Past And Future

**Interact Fire Solutions Limited has teamed up with international Paint to share an exhibition stand at the Tall Building conference in London.**

In May 2006 Interact Fire Solutions exhibited to a select audience of architects, engineers and consultants involved in the building of tall building. The Emap Tall Buildings conference was attended by approximately 300 delegates who came to the conference to find out more about building tall. The delegates were to find out that there are over 50 tall buildings to built in London over the next 20 years. The one day seminar had an exhibition facility allowing for 8 exhibitors who presented their products and service to the delegates during breaks for tea and lunch.

Interact were the only manufacturer to show their wares in partnership with International Paint - major global raw material manufacturer of epoxy intumescent. The success of the exhibition can be measured by the amount of pipeline opportunities resulting from the exhibition to a value of over £2m. Scott Tallon Walkers (STW) Andrew Morrison was at the conference to gain experience in tall buildings as the architect responsible for the building of the tallest building in Dublin. Andrew approached the stand with his colleague Ronan Phelan. They explained that STW were looking for a product that would offer fire protection as well as high durability, good aesthetics and minimal maintenance. Rectangular hollow sections have rounded corners. STW wanted high definition, sharp corners. When ACT enquired "just how sharp" the

response was "sharp enough to cut my finger". Two weeks later Interact sent Andrew a sample corner section from the mould and a plaster just in case.

Coincidentally Buro Happold were at the exhibition and while not requiring a information for a tall building they were interested in Interactive castings for a shopping centre. Stephen Paul of Buro Happold offered our solution of fire protection to the architects who then set about changing the universal columns which were to be secondary clad to circular hollow section to take interactive column castings.

### **Interact exhibit in Dubai**

Interact and International are to exhibit in Dubai following the highly successful show in London last year.

ACT said that a niche product requires a niche venue to exhibit in. Dubai is important to Interact and IP as there are many tall building planned in the region.

Dubai is also seen as the bridgehead for exporting into the Middle East.

Stepping up the marketing in Dubai Interact and IP are hosting the first day lunch and has invited a cross section of companies to its table to assist with the networking required for any successful venture into the Middle East.

