

Press

Shanghai, June 2017

Confirmed supporting partners for WOCA17

Ms Karen Dai
Tel. +86 21 2326 3669
Fax. +86 21 2326 3601
karen.dai@informa.com
www.wocasias.com
WOCA17_PR5EN

INDUSTRY ASSOCIATIONS CONFIRM TO SUPPORT 1ST WORLD OF CONCRETE ASIA

Promoting advanced technologies and applications, connecting upstream and downstream of industry chains and providing green and diverse solutions for the local commercial construction industry are the missions of the first World of Concrete Asia (WOCA).

World of Concrete is originated in the U.S in 1975. The exhibition is rooted from Shanghai, China and has achieved great support from many industry associations. Ms. Yalin Qiao, Vice Secretary General of China Flooring Association (CFA) sincerely welcomed the local show being upgraded and re-concepted in collaboration with the leading international exhibition brand. She said, "Since first launched in 2004, China Floor Expo has been keeping its professional market place, providing high standard services to the flooring industry. The show has not only become a successful trade event, but also be the professional platform for local industry. The introduction of the WOC brand is further expanding the upper and lower reaches of the flooring-related industries and enterprises. From the surface to the base, overall solutions and supporting services will be truly provided for the local construction industry."

The first WOCA has already received great support from leading industry associations including China Council for the Promotion of International Trade, Building Materials Sub-council, China Flooring Association, China Construction Material Rental Contractor Association, Institute of Technology for Building Material Information of China, China Bulk Cement Association of Popularization & Development Pre-Mixed Mortar Specialty Commission, Concrete Admixture Branch of China Building Materials Federation Building Materials Academy and so on.

LAUNCHING OF AGGREGATE ZONE IN WOCA

Shanghai Yingye Exhibitions Co Ltd
Room 2201 & 2204, Hong Kong New World
Tower, No.300 Huaihai Road Middle
Shanghai, 200021, PRC

Page 2

Confirmed supporting partners for WOCA17

Because concrete and cement companies are more and more getting involved with aggregate businesses, WOCA has reached strategic cooperation with China Sandstone Aggregate Network to promote a specific area for aggregate exhibitors. This will provide more opportunities for the integration of concrete industry and aggregate industry.

Mr. Hua Li, the CEO of China Aggregates Net said that the promotion of an aggregate area in WOCA 2017 will provide a more convenient and effective platform for information exchange and resource integration among building material and concrete construction companies. In addition, it will offer more opportunities for local aggregate companies.

MORE INNOVATIONS IN CONCRETE CONSTRUCTION INDUSTRIES

New technologies, new applications and new policies issued by the government are released constantly nowadays and local concrete and construction companies need to keep up with the trends and new standards.

The first WOCA will present various new technologies and new products covering concrete production, construction application and maintenance. This exhibition aims to provide a platform for industry companies to display cutting-edge technologies and products as well as to communicate with professionals.

Page 3

Confirmed supporting partners for WOCA17

The exhibition space of the first World of Concrete Asia will be over 50,000 sqm, and at this moment, 70% of the stands has been booked. Industry leading companies have confirmed their participation, and educational programs will be announced shortly. WOCA will be the first exhibition of its kind to showcase the entire picture of concrete and construction industries in China and Asia, and help companies to explore the future developments with industry insiders.

The first World of Concrete Asia will be held December 4-6, 2017 at the Shanghai New International Expo Center. For more details, please visit www.wocasia.com.

– end –

About Shanghai Yingye Exhibitions Co Ltd

Joint venture company formed by Informa Exhibitions and Shanghai Zhanye Exhibition Co., Ltd to launch the World of Concrete show in China, and meanwhile to promote the global brand exhibitions to China companies.

Informa Exhibitions is a global market leader with over 160 trade and consumer exhibitions annually and is a division of Informa PLC, a leading business intelligence, academic publishing, knowledge and events business, creating unique content and connectivity for customers all over the world. Informa PLC is listed on the London Stock Exchange and is a member of the FTSE 100.