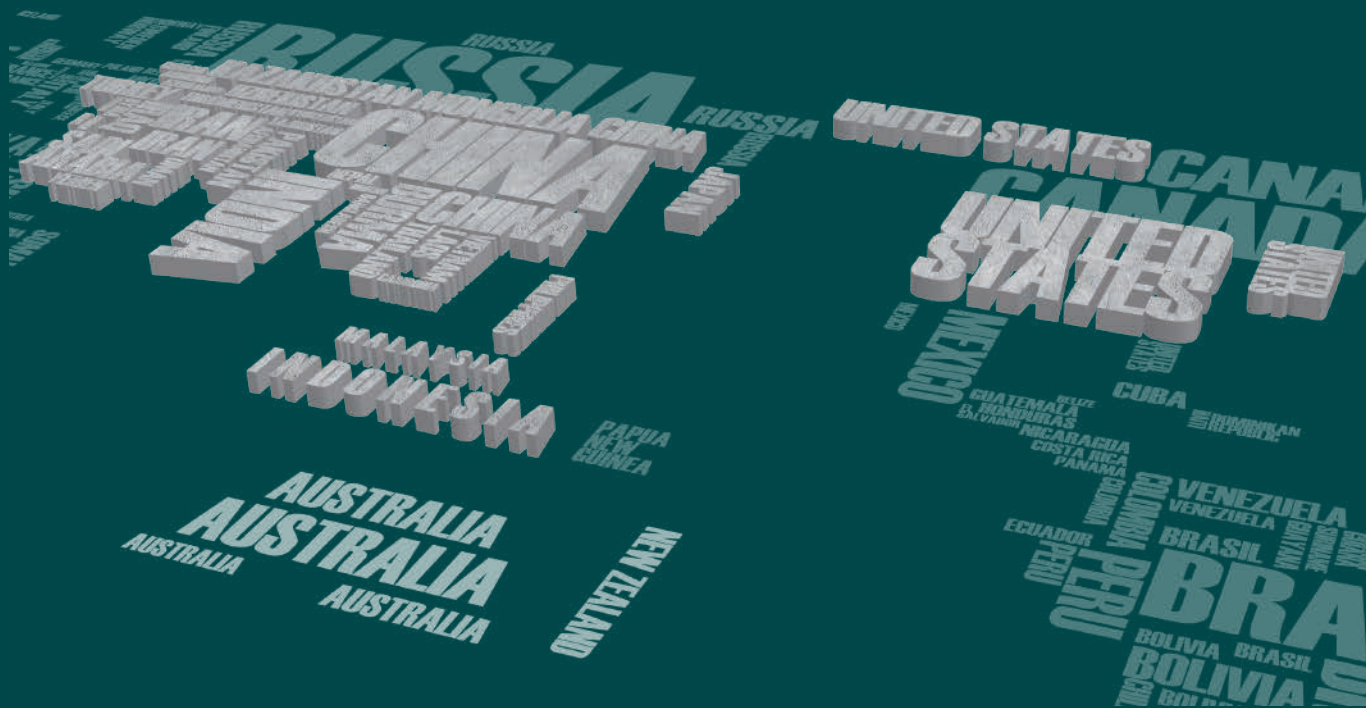


World of Concrete Asia

2018.11.19-21

Shanghai New International Expo Center

**Concrete Solutions for Every Aspect of
Your Business All at WOC Asia**



informa
exhibitions

IOFE 上海地坪展
Shanghai Floor Expo

mortar 上海砂浆展
Shanghai Mortar Expo

SFE 上海运动场地展
Shanghai Sports Venues Expo



The must-attend event of the construction marketplace for the domestic China and wider Asian Pacific markets.

With the development of China's urbanization construction, projects of construction, expansion and reconstruction across the country has been increased year by year. Nowadays, China has already been the world's largest construction market. As the One Belt and One Road policy continues to move forward, more construction enterprises can provide their technology and services to the neighboring countries of great business opportunities.

WOCA showcases the latest developments across the globe on many aspects of concrete, flooring, building materials and construction technology that are applicable to the country and the region. At the same time, world-class education programs are presented with speakers from China and all over the world. There are nearly 100 sessions presented onsite. The show is the platform for the professionals to share the experiences and exchange ideas from the region.

Exhibition Space: Est 54,000 Sqm Gross (2017: 43,000 Sqm Gross)

Exhibitors: Est 900 (2017: 712)

Visitors: Est 39,000 (2017: 30,900)

Quotes from Association Leaders

Liu Yuanxin, Secretary-General of China Flooring Association

The flooring industry shows its great potential as the rising star in the construction industry in China. The introduction of the WOC brand further expands the upper and lower reaches of the flooring-related industries and enterprises, and tremendously upgrades and accelerates the development of local construction industry.

Ding Jianyi, Vice President and Secretary General of China Bulk Cement Association of Popularization & Development

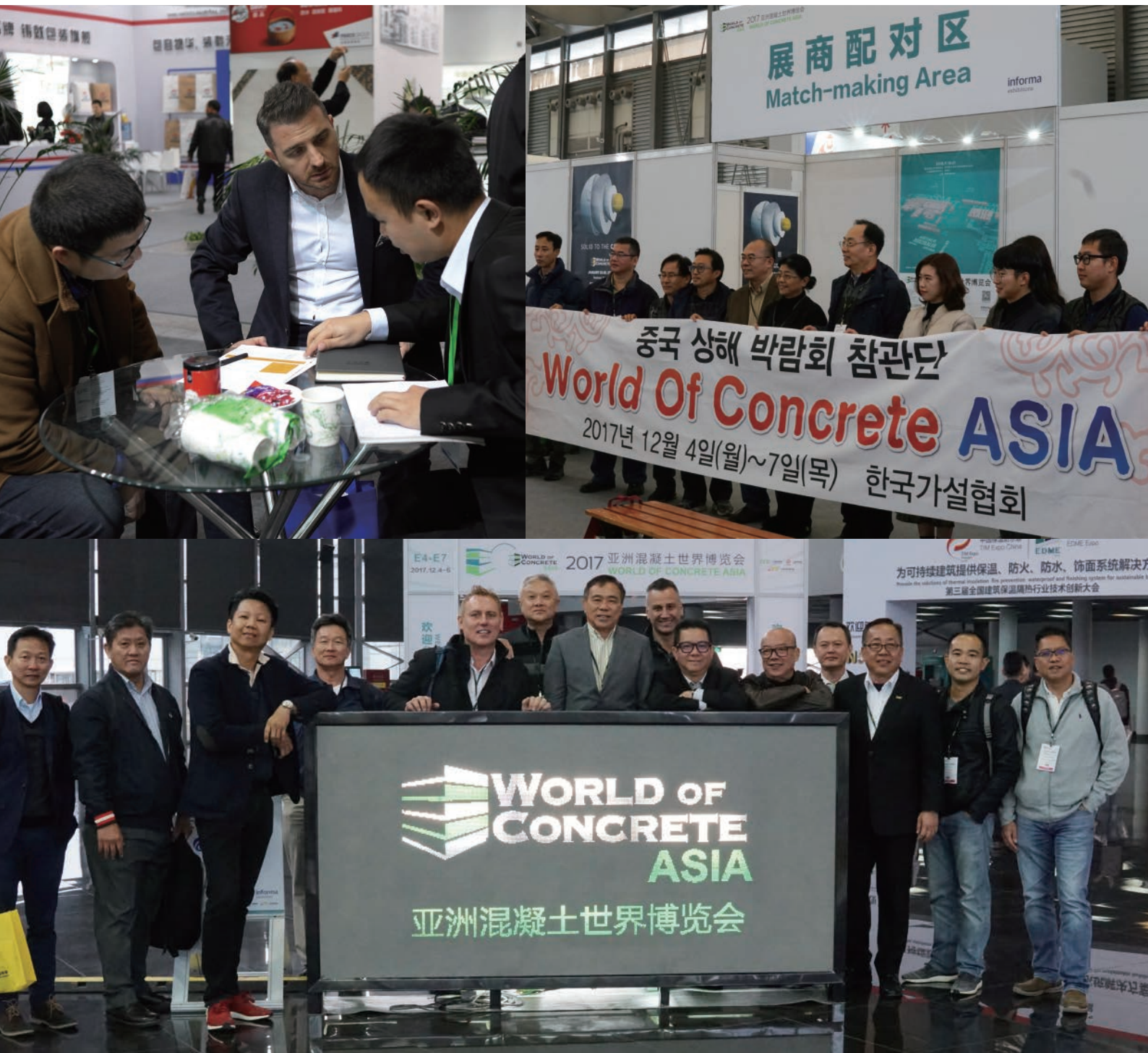
World of Concrete Asia can be also recognized as the world-class event in the mortar industry. This year, the show attracted 180 mortar companies from over 10 countries. Meanwhile, the exhibition provides the platform to present the latest technologies, upstream and downstream industries as well as various educational programs, and contributes to the healthy development of the industry eriod.

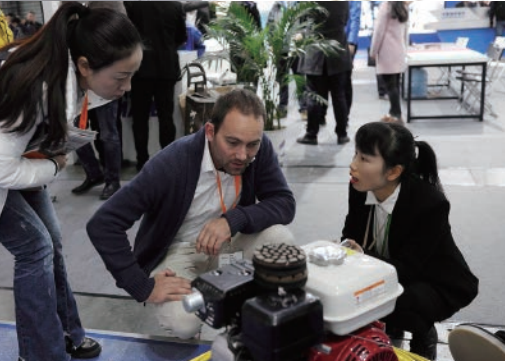
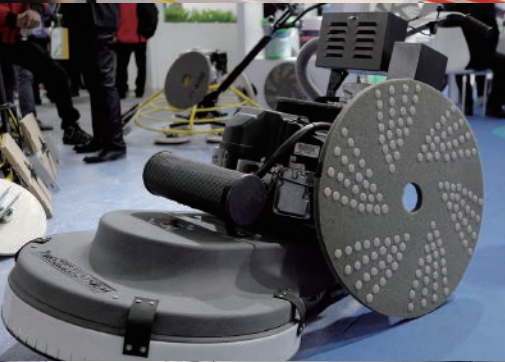
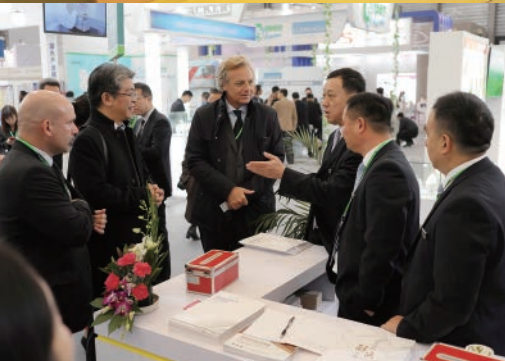
Organizers:

- Shanghai Yingye Exhibitions Co., Ltd.
- China Flooring Association
- China Bulk Cement Association of Popularization & Development Pre-Mixed Mortar Specialty Commission

REASONS FOR PARTICIPATING IN THE SHOW

- World of Concrete Asia has been the industry's ONLY annual international event dedicated to the commercial concrete and masonry industries in China.
- Connects with the real deal, follow the latest industry development.
- Showcases a full range of products, new technologies, new application, seminars and trainings for the concrete and masonry professional.
- The event benefits greatly for exhibiting companies to accelerate international reach in the future.





2017 SHOW FACTS - EXHIBITORS

Exhibition Space:

43,000 Sqm Gross, the increase is **25%** ↗ compared with last year

Exhibitor Analysis:

712 exhibiting suppliers and brands from **18** countries and regions

Quotes from Exhibitors

Sayers Sun, Sales Manager, LISSMAC Maschinenbau GmbH

The 1st edition of WOC Asia has good arrangement, and many end-users visited our booth. The numbers of visitors are a bit more than we expected. Most of visitors coming to our booth are from flooring engineering companies, thus we can get some feedback from the site application.

Patrick Kok, Managing Director of China, Mapei

The number of increased and the business types expand a lot comparing with the previous China Flooring Expo. Many visitors came from Middle Eastern countries visiting our booth were not only from flooring companies, but also from machinery, maintenance, concrete and raw materials companies. We availed ourselves of this opportunity to meet a lot of manufacturers and customers.

Maryanne Shen, Senior Marketing Communication Manager, Sika (China)

In China, it is the very first time to hold such a large-scale concrete exhibition. It was a very good platform for enterprises related to the various concrete industries to show their strength, and to meet customers here. With the show as a great platform, Sika China brings our professional elite team and the most popular products to the market.

Lance Holbrook, Vice President Sales of North America and International Sales, SOMERO

We've been very pleased to that WOCA brand comes to China this year. There were more overseas companies attending the show. It served as a significant platform connecting and enhancing the relationships and cooperation among nations. It was exactly what we've expected.

Zhou Wei, Marketing Director and General Manager of Dry Mixing Equipment Company, South Highway Machinery Co., Ltd.

There are more groups of fair exhibitors than before. And many types of customers also enrich the show. World of Concrete Asia is a good platform to integrate upstream and downstream industries very well.

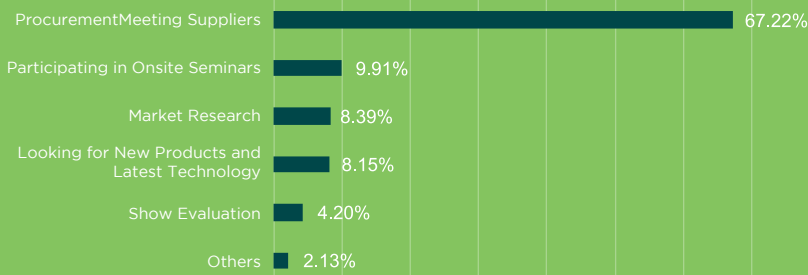
Li Chaoqun, Deputy General Manager, SpecChem LLC

This year, many fringe programs were presented with not only speakers but also exhibitors, which were very helpful for presenting companies in attracting high quality customers, high quality end-users, as well as the related potential customers. There were many business deals closed onsite.

* The above is listed in alphabetical order of English brands.

2017 SHOW FACTS - VISITORS

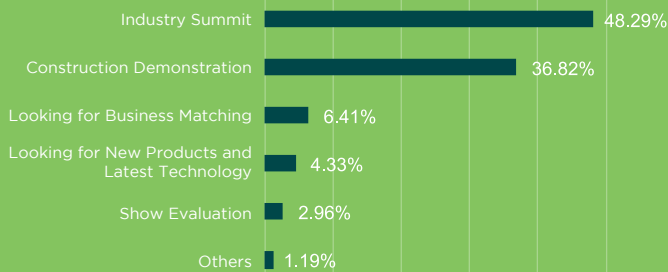
Visitor Interests



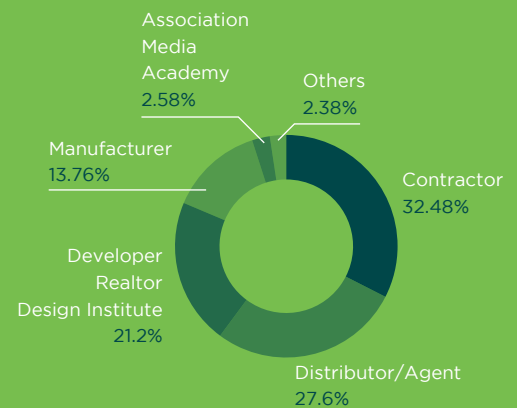
Visitor Analysis:

30,900, the increase over 20% ↗ compared with last year

Visitor Interests in Seminars



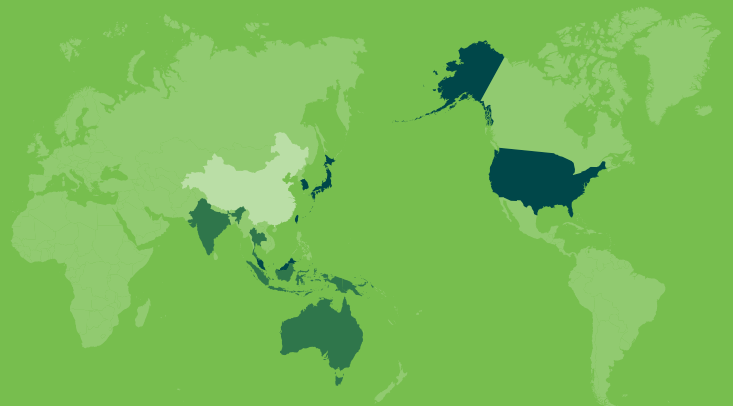
Visitor Jobs



Oversea visitors from 63 countries and regions coming to see the show.

The top 5 visiting countries and regions were Taiwan, Korea, Malaysia, America and Japan.

Visiting delegations from other Asian countries including Australia, Indonesia, Korea, Malaysia, Thailand, Singapore and so on.



Quotes from International Delegations

Eric Wong, Executive Director of National Ready Mixed Concrete Association of Malaysia (NRMCA)

The World of Concrete Asia 2017 is more relevant to Asian countries with China as a leader in construction. We learnt new technology and expertise in relation to concrete industry during our visit WOCA. We will employ all that are new to us to assist and improve our business in Malaysia.

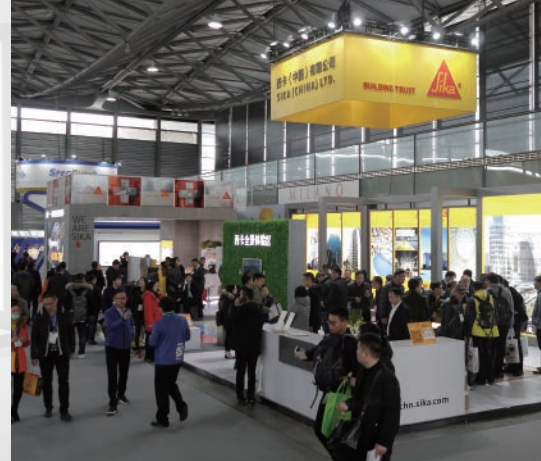
Matthew Tee, President of the International Federation of Asian and Western Pacific Contractors' Associations (IFAWPCA)

It is our privilege to participate in the International Construction Conference coinciding with the WOCA. The 3-day event was a great opportunity to network with other key role players of the construction industry. We are pleased that the WOC brand further sustains the industry by showcasing high-quality products and services every year. WOCA can widen the network of professional cooperation among construction contractors and suppliers in the region.

2018 SHOW INFO

Fair Date: 2018.11.19-21 (Monday to Wednesday)

Location: Shanghai New International Expo Center
No. 2345, Longyang Road, Pudong New Area, Shanghai



Product Groups

CONCRETE GENETAL

- Construction Equipment & Vehicle
- Raw materials & Production
- Repair & Demolition
- Scaffolding & Forms
- Precast
- Concrete Reinforcement
- Concrete Surfaces & Decorative
- Concrete Masonry
- Admixture
- Technology
- Media & Associations

FLOORING

- Floor Materials
- Floor System
- Floor Machinery
- Floor Covering
- Cleaning & Maintenance
- Media & Associations

MORTAR & AGGREGATE

- Pre-mixed Mortar and Auxiliary
- Mortar Production and Construction Equipment
- Mortar Raw Materials and Additives
- Sandstone Aggregate
- Sand Production Equipment
- Media & Associations

Visitor Profiles

- General contractors
- Agents and distributors
- Landscape architecture
- Engineering firms
- Concrete contractors
- Foundation contractors
- Repair contractors
- Demolition contractors
- Residential building contractors
- Commercial building contractors
- Bridge construction contractors
- Recycling institutes
- Developers
- Government, agencies, education & research institutes
- Others in construction industry
- Associations
- Medias

Fringe Programs

Asian Concrete Academy

Asian Construction Summit

China Aggregate Market Development Forum

Asian Mortar Tech Summit

Asian Flooring Tech Summit

More programmes to come.

MARKETING PROMOTIONS

80+ point-to-point promotion

95+ global industrial magazines, online media, websites

280+ online and offline advertisements

133,000+ words of press publishing on mass media and professional magazines

Venue



Pavilion Categories

W5 Concrete General & International

W4 Mortar & Aggregate & Machineries

W3 Flooring Materials & Machineries

W2 Flooring Materials & Machineries

W1 Flooring & Sports Venue

Participation Fee

Raw Space (36 sqm minimum)

USD 210/sqm, plus 6% VAT

Standard Booth (9 sqm minimum)

USD 225/sqm, plus 6% VAT

Including floor space, side & rear partitions (2.5 high), fascial board, 1 table & 2 chairs, 2 spot lights, 1 power socket, public area cleaning & security

* Above content was updated on Dec. 18, 2017.

Global Exhibitions

Reserve your space now!



World of Concrete 2019

Fair Date: 2019.1.22-25, Las Vegas Convention Center

Seminars Date: 2019.1.21-25

Las Vegas, USA

Established in 1975, with more than 40 years of success, World of Concrete USA has been the only international event dedicated to the commercial concrete and masonry construction industries. Every year, the exhibition attracts more than 60,000 professionals to gather together in Las Vegas.

www.worldofconcrete.com



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