

WORLD OF CONCRETE ASIA

December 11-13, 2019 | Shanghai New International Expo Center



**Integrate Whole Concrete and Masonry Industry
The Leading Concrete Exhibition in Asia**

Organizers & Co-organizer:

Organizers: Informa Markets, China Flooring Association,
China Bulk Cement Association of Popularization
& Development Pre-Mixed Mortar Specialty Commission

Co-organizer: Shanghai Yingye Exhibition Co., Ltd.

Co-support: American Concrete Institute

www.wocasiasia.cn



Setting Trends

for the Concrete Construction Industry

in Asia

The construction industry in China is undergoing rapid development in terms of industry scale, profitability, technical equipment and manufacturing capacity.

Meanwhile, as Chinese government is imposing strict environmental policies to the construction industry. Eco-friendly concrete products, energy-saving manufacturing process, and automation & digitalization will become the future trends of China's concrete industry.

As a regional version of the world's leading construction brand **"World of Concrete"** show, World of Concrete Asia will bring together the global leading technologies and solutions that are dedicated to this market.

Exhibits include raw materials, additives, production equipments, mixing equipments, detection equipments and many more. **As a one-stop exhibition platform for the concrete industry in Asia, WOC Asia is the must-attend event for you to enter this market.**

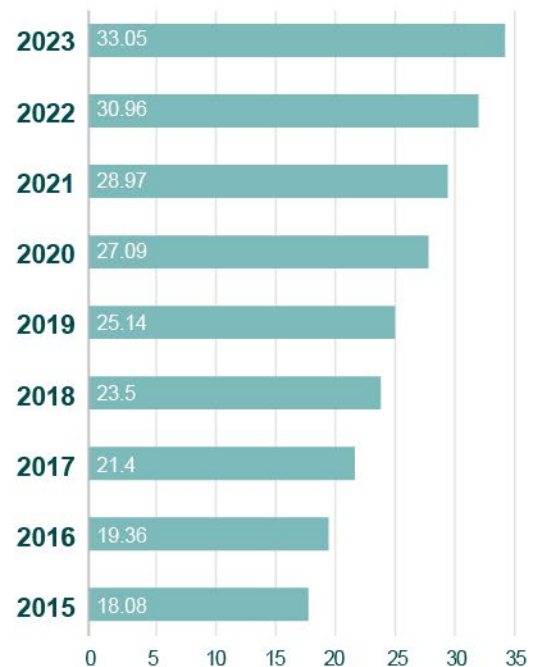


In 2018, China produced 2.5 billion of cubic meters of commercial concrete, while **East China** accounted for the largest part **39.6%**.



Production of commercial concrete in various regions of China in 2018

Unit: Thousand Cubic Meters



Statistics and Forecast of Total Output of China's Construction Industry

Unit: Trillion Yuan

2019

WOCA Figures (est.)



Show Space

52,000 Sqm Gross



Exhibitors

800+



Visitors

36,700+



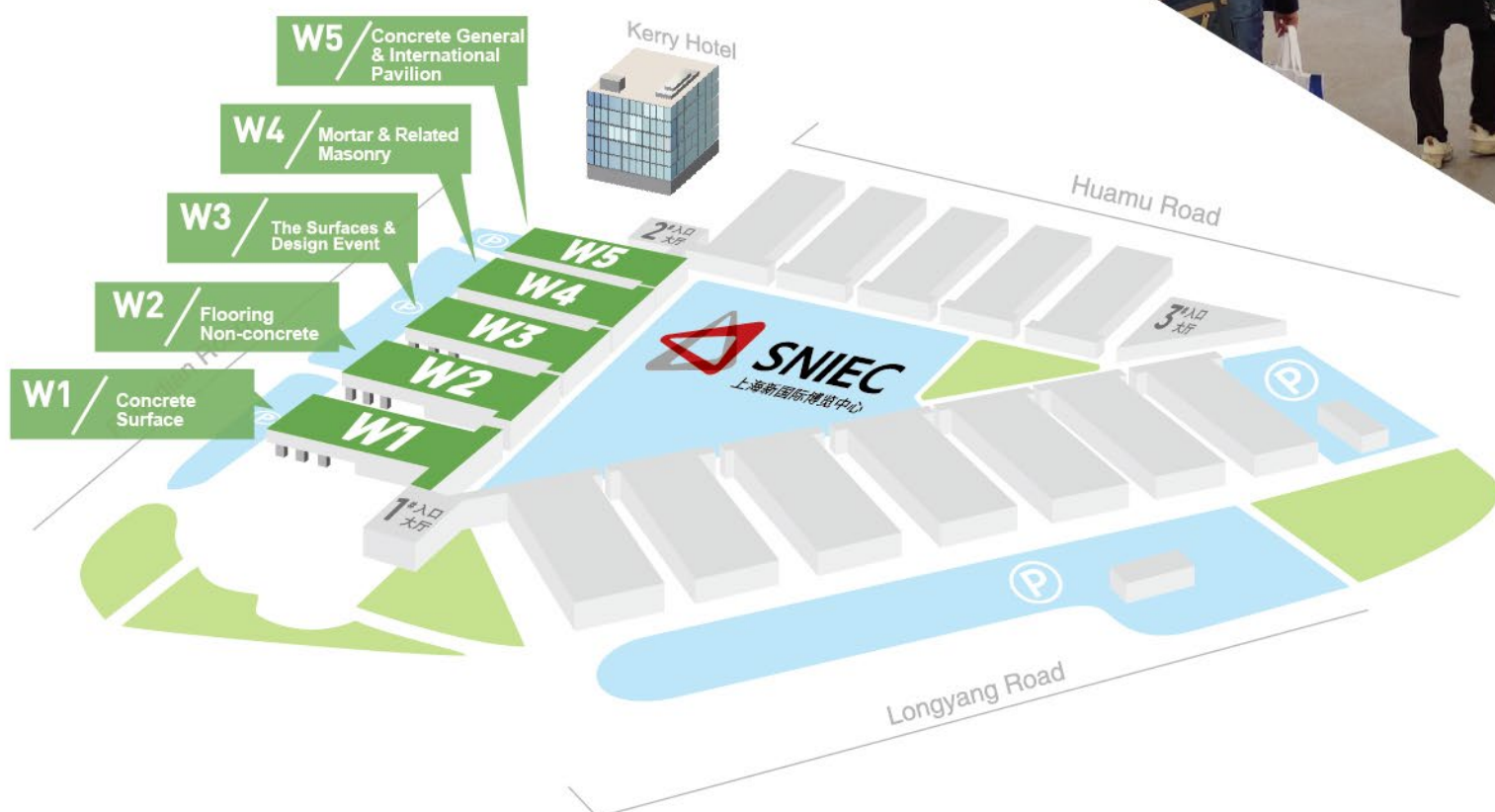
Concurrent Conferences

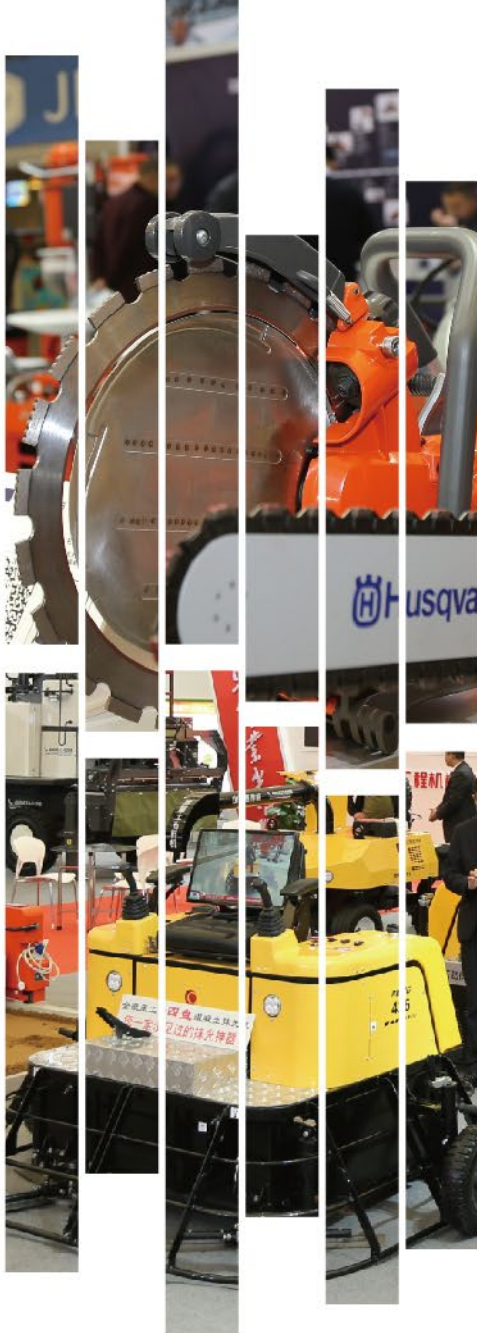
90+



Speakers

60+





General Information

Concrete General

- ▲ Concrete Machinery
- ▲ Concrete Construction Equipment
- ▲ Concrete Detection Drive
- ▲ Concrete Reinforcement
- ▲ Cutting/Crushing/Blasting Equipment
- ▲ Construction Technology
- ▲ Concrete Admixture
- ▲ Concrete Materials
- ▲ Precast
- ▲ Decorative Concrete
- ▲ Water Permeable Concrete Brick

Mortar & Related Masonry Zone

- ▲ Mortar
- ▲ Mortar Production and Spray Equipment
- ▲ Mortar Admixture
- ▲ Aggregate
- ▲ Aggregate Production
- ▲ Others

Flooring, Non-concrete

- ▲ Multiple Flooring
- ▲ Flooring Materials
- ▲ Stone
- ▲ Parking Facilities
- ▲ Sporting Facilities

Concrete Surface

- ▲ Concrete Surface
- ▲ Tools
- ▲ Preparation Equipment and Accessories
- ▲ Cleaning Equipment

Snapshots of Previous Exhibitors



(and more...)

2018 Review of WOCA

Exhibitor/ Statistics

The exhibition scale of WOCA 2018 reached 47,300 sqm, an **increase of 10%** compared with previous session. **750** exhibitors came from **18** countries / regions, including America, Australia, Belgium, Canada, Denmark, France, Germany, Japan, Korea, Sweden, Thailand, Taiwan Province, UK and so on.

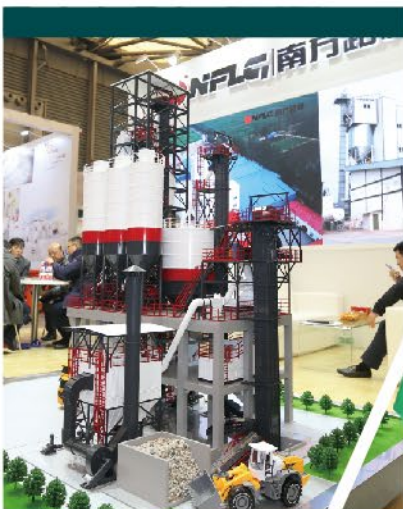
Exhibitors/ Testimonials

Wei Zhou

■ South Highway Machinery Co., Ltd.
Marketing Director

■ Dry Mixing Equipment Company
General Manager

“ There are more exhibitor groups and more types of customers coming to the show. World of Concrete Asia is a good platform to integrate upstream and downstream industries very well. ”



Matthew Bennett

■ SOMERO Vice President of International Sales

“ It is a significant event for the entire Asian flooring industry that Golden Trowel Asia Award was introduced in China. GTA is a good method to judge the success of flooring contractors and to record the evaluation of flooring industry. The winners can enhance their reputation as well as to get confirmation from the industry. ”

Maeda Osamu

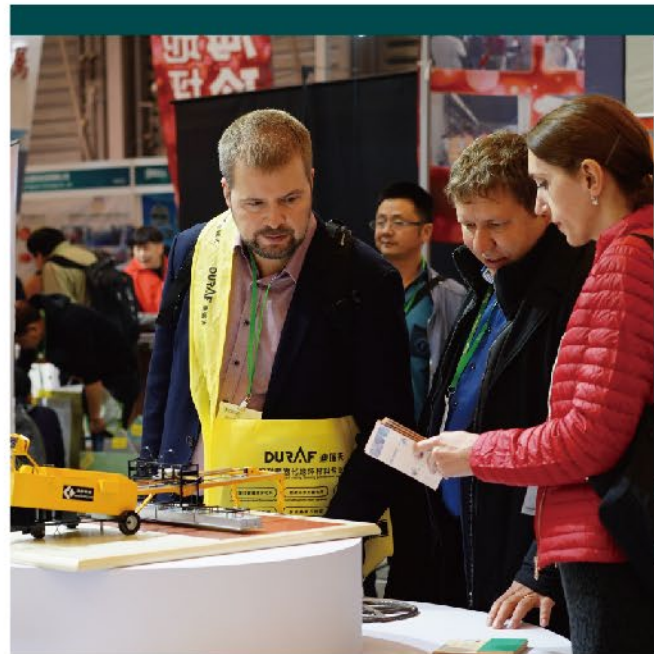
■ Max (Shanghai) Co., Ltd. Manager Director

“ This is our first time to exhibit at World of Concrete Asia. We think it is an outstanding opportunity for Max to expand local market. Because of the show, we found many more target clients this year, it's more than what we expected. ”

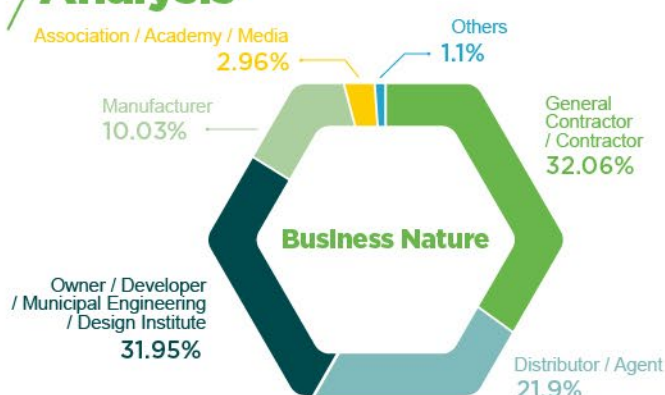


Visitors / Statistics

The 3-day show had attracted **33,370** visitors coming from **60** countries / regions. Top five visiting countries / regions were Japan, Korea, Russia, Taiwan and USA. Visiting delegations and attendees from Arabia, Australia, Canada, Germany, Hong Kong, India, Indonesia, Iran, Italy, Kuwait, Macau, Malaysia, Mexico, Mongolia, Netherlands, Philippines, Saudi, Singapore, Spain, Sweden, Switzerland, Thailand, Vietnam and many other countries and regions. Shared their satisfaction on both quantity and quality of the exhibitors.



Visitors / Analysis



Dive Deep Down / into the Concrete Industry, Gather High-quality Buyers

Manufacturer	Parex Group; Henkel; Shanghai Construction Material Co., Ltd
General contractor	Shanghai Construction Group (SCG); China Construction Fifth Engineering Division Corp., Ltd (CCFED); China Construction Eighth Engineering Division Corp., Ltd (CCEED); China Railway First Group Co., Ltd (CRFG); Chengdu Construction
Contractor	Jilin Province Deshi Construction Engineering Co., Ltd.; SRS; Guangzhou Supe
Owner	Wanda Group; Zhongdong Group; Shanghai Vanke
Developer	Jingdong Group Logistics Real Estate; COFCO; MEHOOD
Municipal Engineering	Shanghai Railway Administration; Shanghai Gardens Group Co., Ltd; Shanghai Municipal Engineering Design Institute (Group) Co., Ltd. (SMEDI)
Design Institute	China Academy of Building Research (CABR); Shanghai Xian Dai Architectural Design Co., Ltd (ARCPLUS); Z.T Architecture Design (ZTAD)
Association / Academy	China Shanghai Architectural Design & Research Institute Co., Ltd.; Tianjin Academy of Building Material Sciences; Tsinghua University; Tongji University
Media	Construction Technology; China Concrete; CPI CSDA
Overseas Supporting Association	ACCI; IFAWPCA; NRMCA

Concurrent Conference

Discussing Hot Topics on the Market and Sharing Most Advanced Technologies

- ▶ Asian Concrete Academy
- ★ Golden Trowel Asia Award Ceremony
- ▶ Golden Trowel Asia Project Sharing
- ▶ Decorative Concrete Live Demo
- ▶ Asian Construction Summit
- ▶ Formwork Scaffold Summit
- ▶ Asian Concrete Flooring Forum
- ▶ Mortar Tech Summit

★ Aggregate Market Development Forum

- ▶ Floor Application Scene Technical Seminar
- More Programs to come.....



Golden Trowel Asia Award Ceremony

Golden Trowel Award® —a symbol of honor for global concrete floor construction. The Golden Trowel® Asia award is given annually by The Face® Companies to those contractors in Asia installing the flattest and most level concrete floors in several floor construction categories. In collaboration with Face and Informa Markets, the 2018 Golden Trowels Award for Asia has successfully entered China. The emergence of the Asian Golden Trowel Award represents that China's concrete floors are recognized worldwide in terms of flatness and levelness.

Asian Construction Summit Summit

Work with China Flooring Association, focusing on new products and new technologies of concrete and floor construction industry, the Summit will interpret the trends of the industry in a comprehensive way by sharing of the commercial achievements. The event aims to promote the development and upgrading of the industry in terms of materials, equipment and design.

Floor Application Scene Technical Seminar

The industry is going through upgrading due to application of intelligent workshop and information electronic equipment. The market needs for clean ground in the areas of electronic components production, operation room, food, medicine and precision machinery production, and the super flat ground workshop of logistics warehouse are growing rapidly. Meanwhile, with requirement for more livable urban eco-system, green road, sponge city, healthy floor of basketball court, football field and other sports venues are also becoming hot topics. The organizer will invite international top technology providers and domestic leading technology enterprises to discuss and share the current mainstream technologies and upgrading fields.



40+ years of development, WOC brand all over the world.

Find new concrete products, technologies and equipment
at Informa Markets' Global Concrete Events



WORLD OF CONCRETE ASIA
December 11-13, 2019
GTA Award Ceremony: December 12
Shanghai New International Expo Center, Shanghai China
www.wocasia.cn



WORLD OF CONCRETE
February 4-7, 2020
Seminars 3-7
Las Vegas Convention Center, Las Vegas, NV US
www.worldofconcrete.com



EXPOCIHAC
October 15-19, 2019
Centro Citibanamex, Mexico City, Mexico
www.expocihac.com



THE BUILDINGS SHOW
February 13-14, 2019
Vancouver Convention Centre West, Vancouver Canada
www.buildexvancouver.com



THE BUILDINGS SHOW
December 4-6, 2019
Metro Toronto Convention Centre, Toronto Canada
www.thebuildingsshow.com



CONCRETE SHOW SOUTHEAST ASIA / INDONESIA
September 18-21, 2019
Jakarta International Expo, Indonesia
www.concreteshowsea.com



CONCRETE SHOW INDIA
May 16-18, 2019
Hall No 4, BEC, Goregaon, Mumbai, India
www.concreteshowindia.com



CONCRETE SHOW BRAZIL
August 14-16, 2019
Sao Paulo Expo, Sao Paulo Brazil
www.concreteshow.com.br

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