



# 2023 World of Concrete Asia **WOCA Post Show Report**

Fair Date: August 10-12, 2023

Location: Shanghai New International Expo Centre



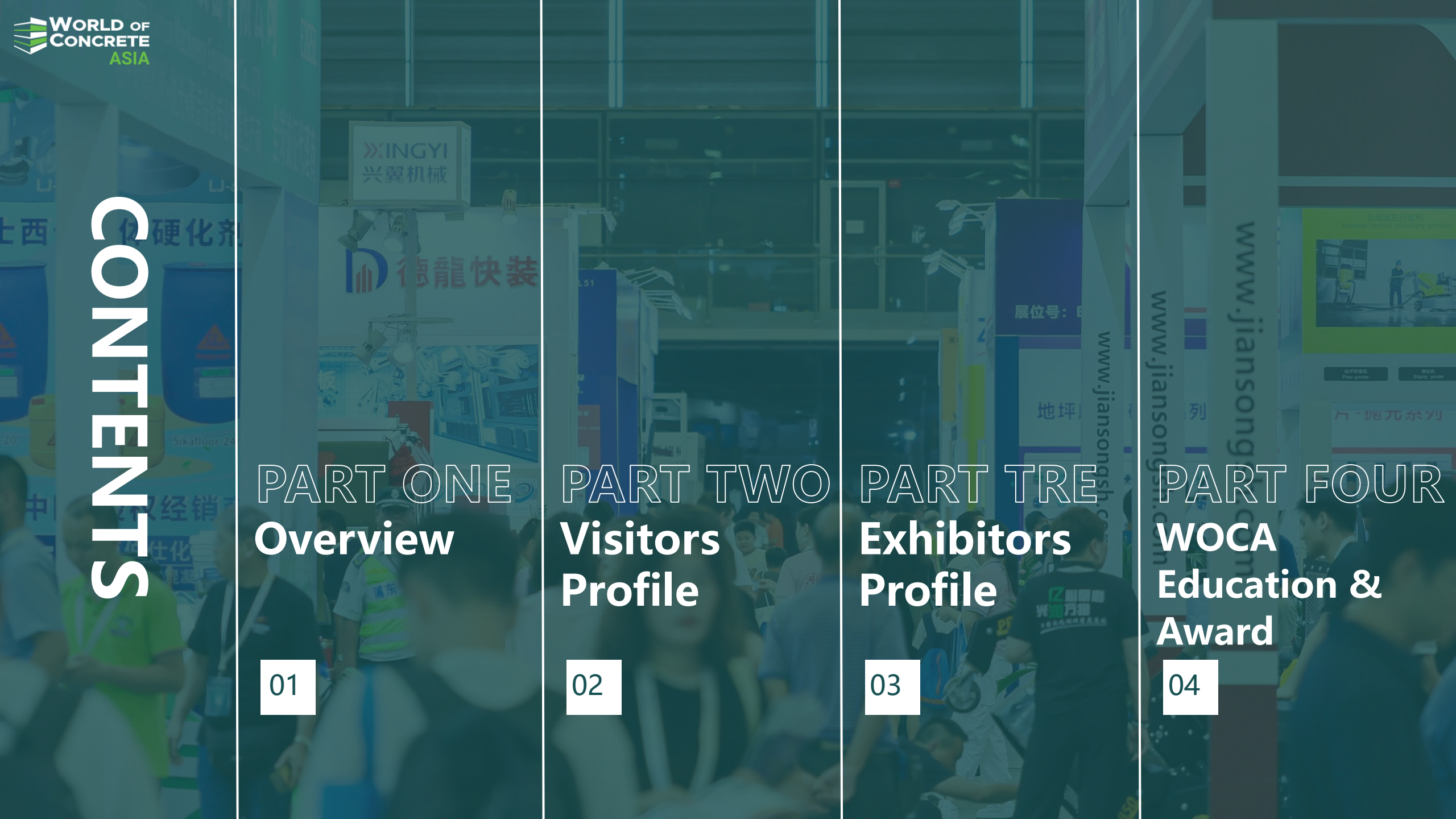
WOCA MKT



2023/10/18







# CONTENTS

## PART ONE Overview

01

## PART TWO Visitors Profile

02

## PART THREE Exhibitors Profile

03

## PART FOUR WOCA Education & Award

04

# PART ONE

## Overview

World of Concrete Asia, part of the “World of Concrete” series, has become one of the major events in the concrete and masonry industry in the region. World of Concrete Asia (WOCA) is a one-stop exhibition integrating the whole Concrete, Mortar and Flooring industry sectors.



## World of Concrete Asia

WOCA is a one-stop exhibition integrating the whole Concrete, Mortar and Flooring industry sectors.

Fair Date: August 10-12, 2023

Location: Shanghai New International Expo Centre

**50,000**

**Exhibition Area**

**720+**

**Exhibitors**

**51,375**

**Trade Visitors**

**60+ Education  
90+ Speaker**

**WOCA  
Education &  
Speaker**

## Concrete General

- Mixing Equipment
- Concrete Transportation: mixer trucks, mixers, pumping equipment
- Pouring Concrete: paving equipment, vibration equipment, material spreader, maintenance technology, steel fiber, steel mesh, expansion joint, etc.
- Precast: Prefabricated formwork, steel bar processing equipment, software; decorative product, etc.
- Cutting, Crushing, Blasting, etc.
- Consumables: diamond rope, drill, piece
- Aggregate Production
- Mining Equipment: excavation equipment, crushing equipment, vibration equipment, accessories, etc.
- Waste Concrete Recycling Equipment and Products
- Concrete Admixture
- Concrete Detection Drive
- Concrete Reinforcement
- Decorative Concrete
- Water Permeable Concrete Brick
- Cement: special cement, white cement
- Formwork Scaffold & Manufacturing Equipment

## Concrete Surface Treatment

- |                       |                           |               |
|-----------------------|---------------------------|---------------|
| – Leveling Equipment  | – Shot Blasting Equipment | – Tiny Tools  |
| – Troweling Equipment | – Special Coating         | – Consumables |
| – Polishing Equipment | – Cleaning Equipment      |               |

## Flooring

- |                         |                     |                     |
|-------------------------|---------------------|---------------------|
| – Flooring Design       | – Terrazzo Flooring | – Cement-based      |
| – Epoxy Flooring        | – Coiled Flooring   | Self-leveling Floor |
| – Polyurethane Flooring | – Sports Field      | – Others            |

## Cement-based, gypsum-based & Masonry

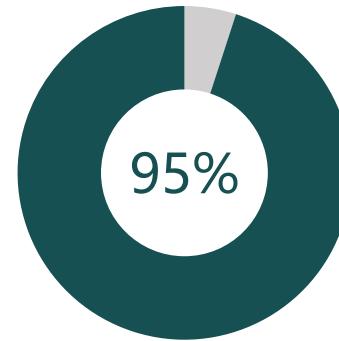
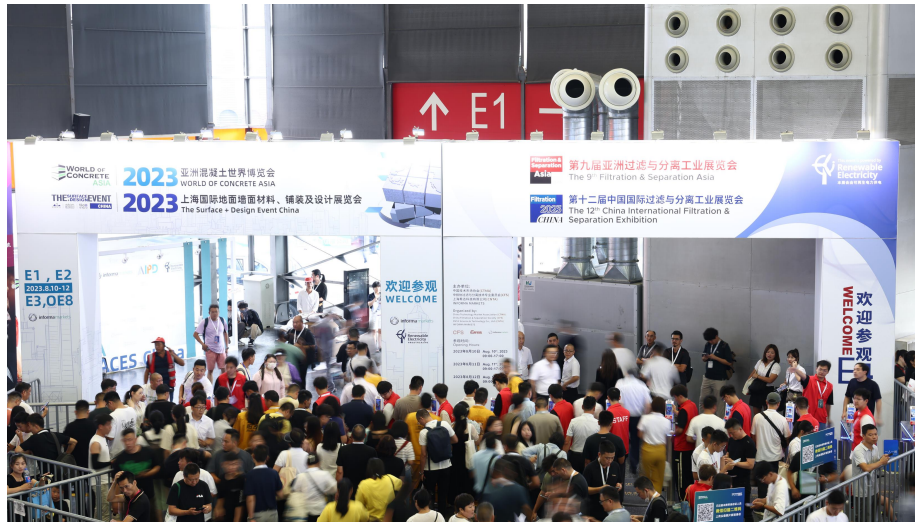
- Mortar : cement-based mortar, gypsum-based mortar, special dry-mix mortar, etc.
- Mortar raw materials, special cements, building gypsum and additives.
- Mortar Manufacturing Equipment, Mortar Packaging Equipment etc.
- Production line supporting equipment: packaging machine, palletizer, production line control system
- Mortar testing equipment

# PART TWO

## Visitors Profile

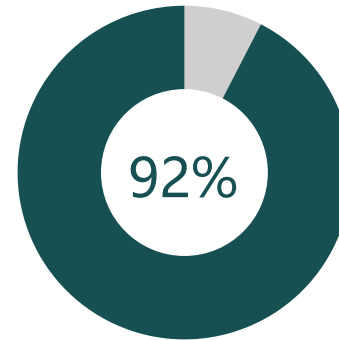
World of Concrete Asia, part of the “World of Concrete” series, has become one of the major events in the concrete and masonry industry in the region. World of Concrete Asia (WOCA) is a one-stop exhibition integrating the whole Concrete, Mortar and Flooring industry sectors.

WOCA 2023 received total  
**51,375** visitors and  
attendees.



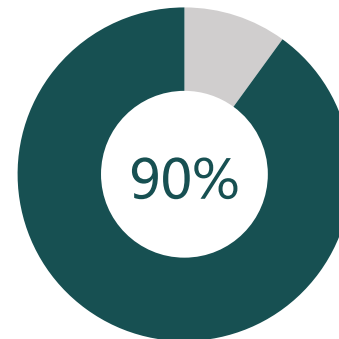
## Satisfied

Overall rating  
(good to excellent)



## Repeat Visit

Would definitely or probably  
attendee again



## Recommend

Recommend WOCA to business  
partners or colleagues



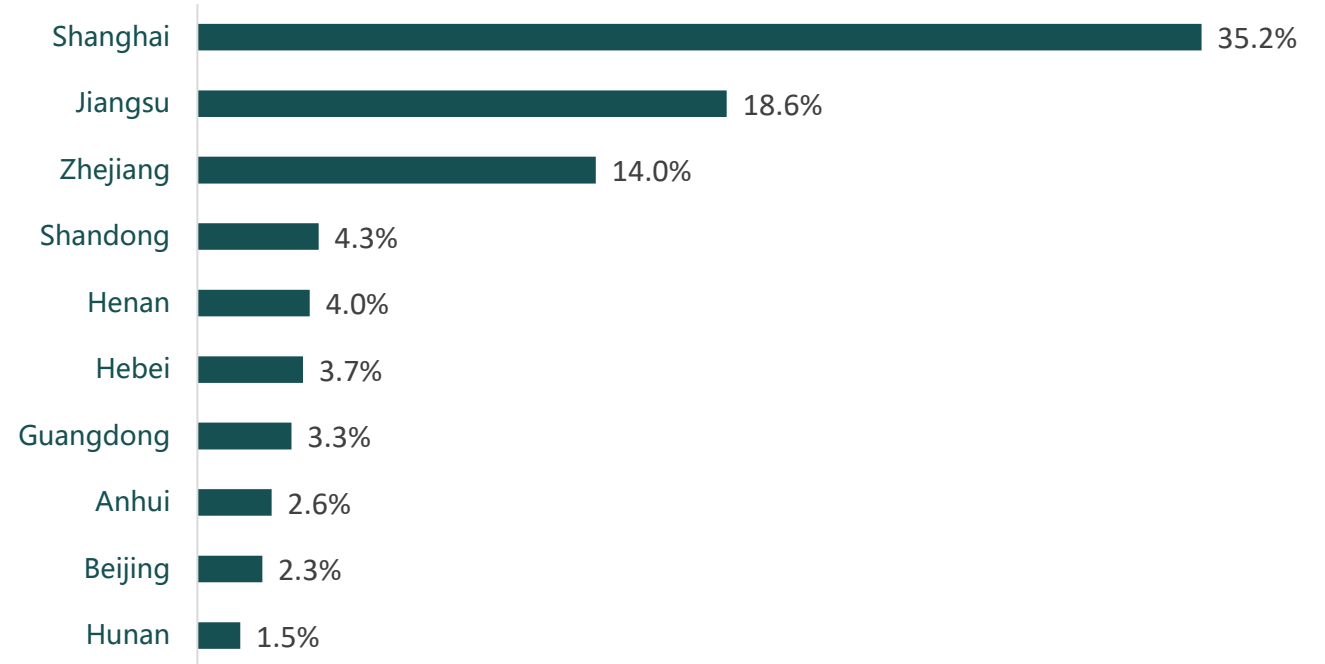
The 3-day show had attracted **51,375** visitors (include repeat visitors).

Overseas visitors from **50+** countries and regions during the exhibition.

\* Among them, Southeast Asian buyers and visitors increased by **60%↑** from 2020

The TOP 5 Visiting Countries: **Japan, Korea, India, Malaysia, Thailand...**

## Top 10 provinces and cities in China

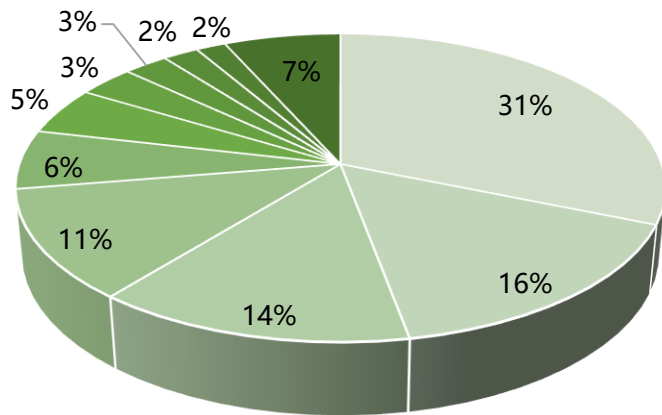




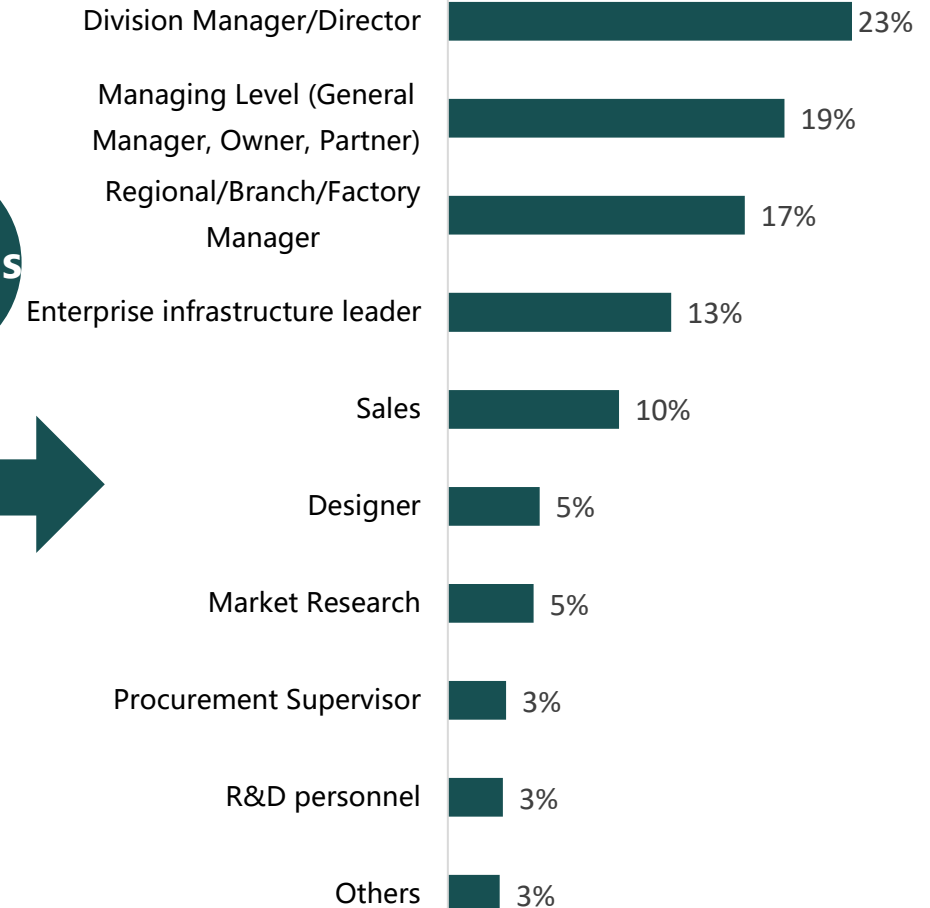
# Visitors Profile

## Business Nature

Manufacturers of flooring, mortar, concrete products, tools and equipment	31%
Design Institute/Architecture and Interior Design	16% ↑ <b>Designers are up 5% from 2020</b>
Sub-Contractor	14%
General Contractor	12%
Distributor/Agent	6%
Media	5%
Municipal Engineering/Landscape Engineering	3%
Concrete Mixing Plant	3%
Associations/Institutions	2%
Owner / Developer	2%
Others	6%



## Job Functions



Business

Functions

# PART TRE

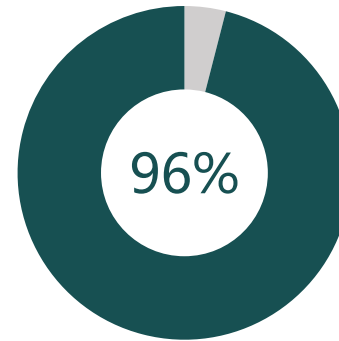
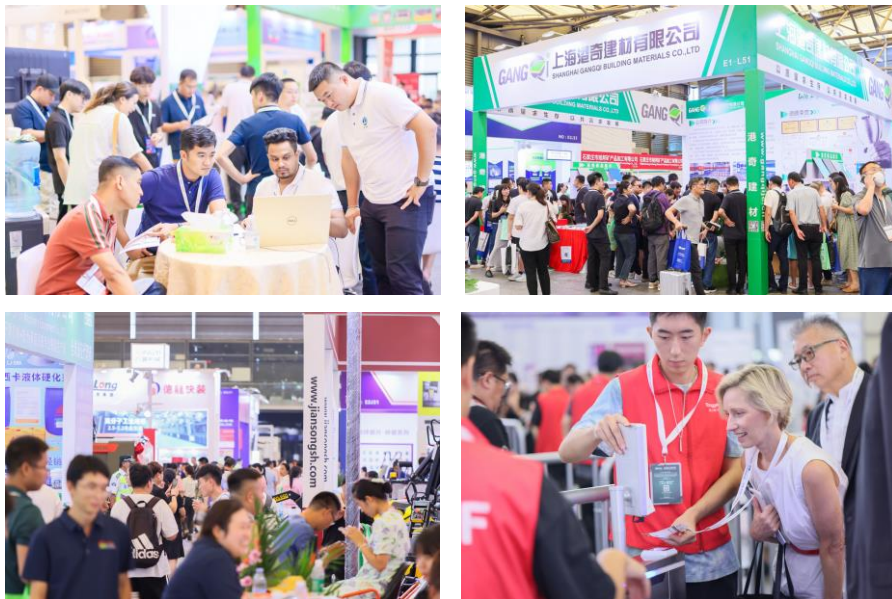
## Exhibitors Profile

World of Concrete Asia, part of the “World of Concrete” series, has become one of the major events in the concrete and masonry industry in the region. World of Concrete Asia (WOCA) is a one-stop exhibition integrating the whole Concrete, Mortar and Flooring industry sectors.



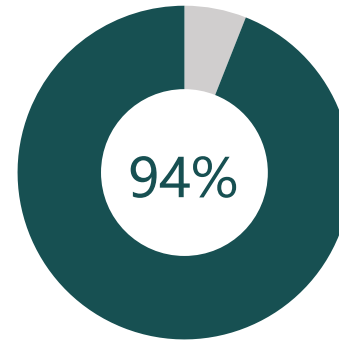
## WOCA 2023

**720+** exhibitors from **21**  
countries / regions



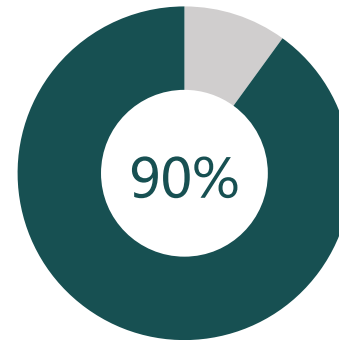
### Satisfied

Exhibitors satisfied with WOCA 2023



### Repeat Visit

Would definitely or probably exhibit again



### Recommend

Would recommend to friends or colleagues

## Part of the brands

WOCA is a one-stop exhibition integrating the whole Concrete, Mortar and Flooring industry sectors.

**SOMERO**  
ENTERPRISES, INC.

**SIMEX**

**Bekaert**

**NFLG** 南方路机

**AkzoNobel**

**XINGYI** 兴翼

**CINNa**  
兴纳科技  
Science  
And Technology

**鹏翔再生石**  
PENGXIANG

**博智林机器人**  
Bright Dream Robotics

**长河**  
CHANGHE

**瑞**

**Haver Technologies**  
TIANJIN

**MK**  
默诺克

**执高**

**BEST**  
倍司德

**TOM** 汤姆

**Husqvarna**

**BASLE**  
巴斯乐

**EVONIK**  
Leading Beyond Chemistry

**m-tec**  
A JOCHLEIN COMPANY



**YAYAO CONNMEC**  
CONSTRUCTION MECHANICAL



**DOW**

**S&L** 双龙集团  
SHUANGLONG GROUP



**福涂新材料**  
FUTU NEW MATERIAL

**VANSE**

**OXERRA**

**Cheers**  
——吉力士——



**EDK**

\*Ranking in no particular order



# PART FOUR

## WOCA

### Education & Award

World of Concrete Asia, part of the “World of Concrete” series, has become one of the major events in the concrete and masonry industry in the region. World of Concrete Asia (WOCA) is a one-stop exhibition integrating the whole Concrete, Mortar and Flooring industry sectors.

## 20+

### Industry association support

---

China Flooring Association  
Concrete Admixture Branch of China  
Building Materials Federation  
China Bulk Cement Association of  
Popularization & Development Pre-Mixed  
Mortar Specialty Commission  
Shanghai Concrete Industry Association  
American Concrete Institute  
Concrete Association of China  
...

## 60+

### WOCA Conference topics

---

Industry experts and elites jointly participate in the battle of ideas, wisdom integration, and work together to promote the future development of concrete, mortar, and floor industries, and explore the development difficulties, industry pain points, and future basis points! Rich on-site activities and the introduction of well-known speakers at home and abroad!

## 90+

### Industry speaker

---

From well-known experts of industry associations to representatives of leading companies, more than 97 speakers attended the WOCA Concrete World Expo Asia to share new technologies, new knowledge and promote the standardized development of the industry.

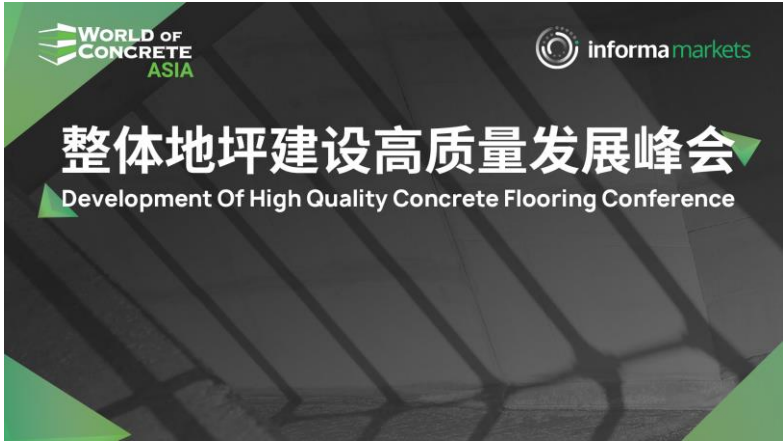




2023.8.10

- Development of High Quality Concrete Flooring Conference
- Floor Cracking Technology Seminar
- Training Course of Floor Testing
- Concrete Floor And Admixture Application Technology Forum - Formula And Application of Specialized Concrete
- Public And Commercial Design Forum
- Premixed Mortar Industry Development Forum
- Technology Enhancement of Flowable Mortar Production Seminar
- WOCA Featured Education Sessions

# Development of High Quality Concrete Flooring Conference



The floor Industry branch of China Building Materials Federation and representatives of various leading enterprises jointly discuss the future development direction of floor construction, constantly improve the quality and efficiency of floor construction, establish scientific and standardized floor construction standards, and promote the standardized development of the industry.



Topic	Speaker	Company Name
高质量发展的两个方向：溶剂型环氧的转型和提高地坪成品质量的关键	刘小欣	中国建筑材料联合会地坪产业分会
现场加溶剂配制底、中涂环氧和工厂生产环氧地坪的区别	陈晖	上海阳森精细化工有限公司
西卡整体地坪混凝土的发展及未来展望	胡家涛	西卡（中国）有限公司
基面处理技术是提高地坪成品质量的关键	周崎峰	福建兴翼机械有限公司
地坪工程验收现场检测技术现状及发展方向	张丹武	中国国检测试控股集团股份有限公司（CTC）



# Floor Cracking Technology Seminar



The Floor Cracking Technology Symposium is an academic event that brings together floor industry professionals, researchers and field experts. We aim to explore and share the latest floor cracking technologies, best practices and innovative solutions to improve the quality and durability of the floor.



Topic	Speaker	Company Name
后张预应力技术在中国的10年	马利洋	索沃建筑科技（上海）有限公司
钢纤维和地坪裂缝	贺 勇	Twintec
Concrete Repair, Repairing Cracks	Kim Basham 刘小欣	KBEng LLC 中国建筑材料联合会地坪产业分会





## 地坪混凝土与外加剂应用技术论坛- 地坪专用混凝土的配制与应用

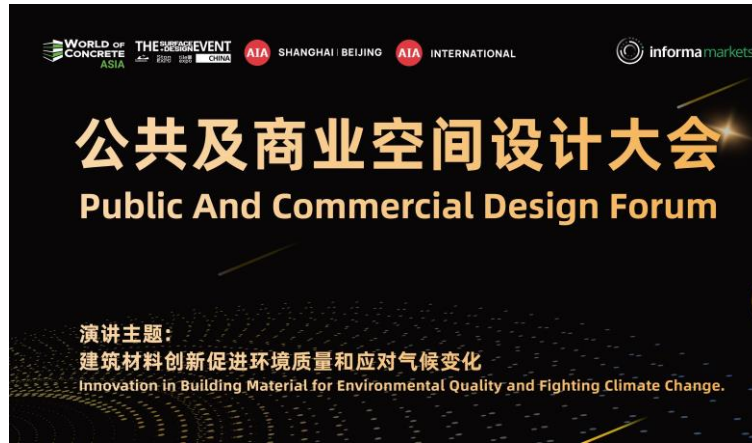
Concrete Floor And Admixture Application Technology Forum -  
Formula And Application of Specialized Concrete

As one of the indispensable materials in modern architecture, floor concrete has been widely used in industrial, commercial and residential fields. As an important auxiliary material in the preparation and construction of floor concrete, admixtures play a key role. The purpose of this conference is to discuss the preparation and application technology of special concrete for the floor, share experience, and promote the development and innovation of the industry.



Topic	Speaker	Company Name
中国混凝土外加剂行业发展情况	赵 霞	中国建筑材料联合会混凝土外加剂分会
中外混凝土地坪发展情况与需求现状及标准的介绍	刘小欣	中国建筑材料联合会地坪产业分会
混凝土质量检测及评价方法标准	张 萍	中国建筑材料科学研究总院有限公司
地坪施工商想要的专用地坪混凝土及目前存在的挑战	邱成兵	成都科艺欣科技有限公司
混凝土外加剂新技术与工程应用	毛永琳	江苏苏博特新材料股份有限公司
外加剂在预拌混凝土中的应用	于飞宇	科之杰新材料集团浙江有限公司
浅谈地坪用混凝土用外加剂的选择	苏新禄	苏州市兴邦化学建材有限公司
混凝土裂缝控制技术	祝烨然	南京瑞迪高新技术有限公司
西卡整体地坪混凝土的发展及未来展望	胡家涛	西卡（中国）有限公司

# Public And Commercial Design Forum





The 2023WOCA Asia Concrete World Expo site will collaborate with the American Institute of Architects to discuss new trends in public and commercial space design, focusing on how to choose the right building materials to improve the quality of the environment and quality of life. At the same time, the importance of material selection in response to climate change is emphasized. 3.0 HSW CELUs will be requested for each workshop.



Topic	Speaker	Company Name
How Health Care Environments Can Catalysts for Health	Haizhen Song	HKS Architects
Design for Happiness	David Wei	HATCH Architects
From collection to connection	Jing Lin	SHL
Surfaces and interfaces	G.V. Cheng	Urbangene Inc
KPF Making– story behind the craft	Zhencheng Cui	KPF
The Implicitness in Light and Shadow	Song Zhao-qing	Lacime Architects
UHPC 101 – EXPLORE AND BUILD	Sam Ren	Perkins Eastman
The Diverse Moods of Concrete	Zhu Pei-dong	Line+ studio






## 预拌砂浆行业发展论坛

Premixed Mortar Industry Development Forum

Representatives of well-known colleges and industry leaders will discuss the latest trends, technological innovations and market prospects of the ready-mixed mortar industry. In this dynamic and infinite industry, we look forward to in-depth exchanges and common growth with WOCA's professional visitors and exhibitors.



Topic	Speaker	Company Name
我国预拌砂浆的发展现状与高质量发展趋势探讨	张国防	同济大学
陶氏化学混凝土保护和水泥改性应用中的解决方案	陈呼和	陶氏化学（中国）投资有限公司
砂浆设备绿色低碳·数智赋能解决方案	李辉灿	福建南方路面机械股份有限公司



## 流动性砂浆生产技术提升研讨会

Technology Enhancement of Flowable Mortar Production Seminar



The Asia Great Fluidity mortar production Technology Improvement and Application seminar will invite many industry first-line experts and finished mortar enterprises to deeply exchange and learn the latest technical achievements of self-leveling and gypsum based self-leveling, waterproof mortar, to actively promote the upgrading of liquid mortar technology, and help enterprises to take new steps on the road of exploring ecological priority, green development and high-quality development.



Topic	Speaker	Company Name
装配式建筑用套筒灌浆料的性能及影响因素研究	张国防	同济大学
高强石膏自流平在浮筑楼板保温隔声系统中的应用	肖雪军	常州工程职业技术学院
适用于大流动性砂浆的功能型外加剂研究	孙振平	同济大学
水泥基自流平砂浆的研究进展与应用	李东旭	南京工业大学 材料科学与工程学院

# WOCA Featured Education Sessions

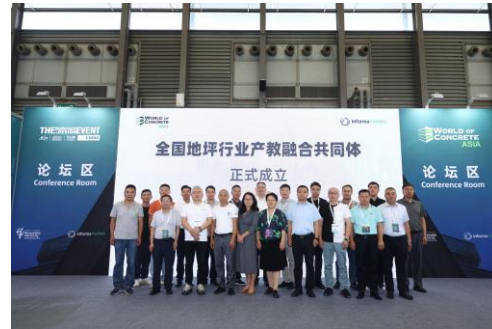


Representatives of leading enterprises in various industries jointly discuss the industry frontier trends, share successful cases and experience, and provide useful inspiration and guidance for the future development of concrete, floor and mortar industry



Topic	Speaker	Company Name
摩泰克：多种干粉建材的高效生产技术	吴漫天	中联重科新材料科技有限公司
水泥基渗透结晶在混凝土耐久性中的表现	赵骏超	加拿大凯顿国际公司
抛光混凝土重要节点的控制	李梅兰	福建兴翼机械有限公司
环保高性能艺术混凝土的应用	邓元存	江苏阿尔博装饰工程有限公司
金刚石工具在各类地坪上的应用	邓国川	厦门宇信金刚石工具有限公司
基于绿色建筑室内声、热环境的楼面系统应用	苑 麒	江苏艾德卡建材科技有限公司
赢创保妥思®Protectosil®——创新的建筑防护解决方案	越柏玲	赢创特种化学（上海）有限公司
灰钙对抹灰石膏性能的影响	王 颖	上海尚南新材料有限公司
意大利西麦自调平铣刨机在地坪工程中应用	郭德彪	西麦属具技术（上海）有限公司

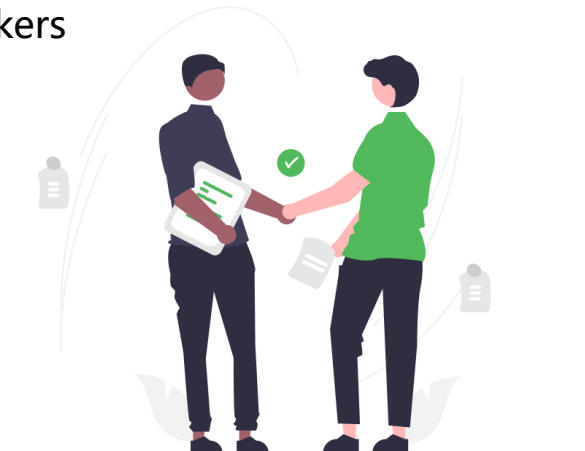




2023.8.11

- WOCA Awards Workshop
- Golden Trowel Asia Awarding Ceremony & Workshop
- Advanced Technology Sessions presented by International Speakers

...



# Advanced Technology Sessions presented by International Speakers

WOCA is committed to building a professional platform for concrete, mortar and floor industry to connect internationally and exchange with China and abroad. One of the highlights of this year's WOCA is the special session for overseas speakers.



**Borgerson, Jacob**

**演讲主题:**

Concrete Placement &  
Finishing Defects: Causes,  
Evaluation & Mitigation



**Holland, Jerry**

**演讲主题:**

Fiber-Reinforcing for  
Slabs: What it Will & Will  
Not Do



**Birdwell, Bryan**

**演讲主题:**

High-Tolerance Superflat  
Floors: Placing, Finishing  
& Testing



**Thomas, Jay**

**演讲主题:**

Post-Tensioning: Repairs,  
Modifications & Evaluation  
of Existing Structures



**Ley, Tyler**

**演讲主题:**

Fiber-Reinforcing for  
Slabs: What it Will & Will  
Not Do



The WOCA AWARDS are presented by the WOCA Concrete World Expo Asia to recognize floor project builders with outstanding overall floor engineering quality in Asia and to promote outstanding progress in overall floor engineering quality in Asia."



Topic	Speaker	Company Name
介绍WOCA亚洲地坪奖的目的与意义	刘小欣	中国建筑材料联合会地坪产业分会
《用于施工超平高位货架通道的环氧自流平技术》	王 薇	上海百利加防腐工程有限公司
《精密支模对提高通道定向平整度的作用》	王立坤	江苏地林建设工程有限公司
《无定向通行仓储物流地面的施工》	王少迪	西安彼福尔地坪新科技有限公司



# Golden Trowel Asia Awarding Ceremony & Workshop



The Golden Trowel Award was established in 1989 and has a history of 32 years. It is awarded annually by Face Corporation of the United States to recognize builders of high levelness and high levelness concrete floor projects worldwide. This year's Golden Trowel Award was presented by Steven Lim, Director of Face Asia, to the winning companies and owners.



Topic	Speaker	Company Name
Golden Trowel Asia 2023 (Video)	Brad Face	The Face Companies
2023 Golden Trowel Asia Awards Ceremony	Steven Lim	FACE FLOOR TECHNOLOGIES (ASIA)
Sponsor's speech	黄 艳	Somero (Shanghai) Machinery Equipment Co., Ltd.
Winner and Award-winning Project Introduction & Group Photo	Charn Triamsirivolrakul	B.S.Y. Construction Co., Ltd.
Winner and Award-winning Project Introduction & Group Photo	Qiu ChengBing	Chengdu Keyixin Technology Co., Ltd.
Winner and Award-winning Project Introduction & Group Photo	William Wang	Beaver Concrete Floors, Inc.



2023.8.10-12

- Business Matching
- 2023 The Vocational Skills Competition of National Floor Industry · The Finals
- Live Demonstration





## VIP buyer:

上海星艺装饰工程有限公司  
中建八局项目部  
中国绿色建材产业联盟  
中交三航院工程勘察设计院有限公司  
中国绿色建材产业联盟  
远大建设工程有限公司  
上海星艺装饰工程有限公司  
中国房地产协会城市更新委员会  
金隅冀东水泥  
乐嘉文工业技术（上海）有限公司  
杭州坪安科技服务有限公司  
上海兴鸿建设工程有限公司  
AUS TOP FLOORING  
.....



30+

VIP buyer of  
concrete, floor and  
mortar industry

120+

Business matching  
meeting

1400+

The session lasts  
for 1400 minutes



# 2023 The Vocational Skills Competition of National Floor Industry • The Finals



Through the influence of the national vocational skills competition and industry exhibition, let more people understand the floor industry, promote the integration of production and education, and inherit the spirit of artisans, is the value and significance of this competition!





## Live Demonstration Company:

Company Name	Demo product
苏州方石科技有限公司	混凝土地坪机器人
江苏华灿新绿材料科技有限公司	细微裂缝的快速修补
昂塔翌技术设备（上海）有限公司	意大利西麦（SIMEX）·地坪快速铣刨应用
上海亚遥工程机械有限公司-待定	抹光机
上海拜石实业发展有限公司	透水混凝土
福建兴纳科技有限公司	混凝土外加剂实验
富世华建筑产品(厦门)有限公司	现场研磨，抛光
上海蓝俊环境科技有限公司	地坪研磨抛光清洁养护系统整体解决方案
上海鉴松工贸有限公司	地坪研磨机

Through the influence of the national vocational skills competition and industry exhibition, let more people understand the floor industry, promote the integration of production and education, and inherit the spirit of artisans, is the value and significance of this competition! Through the combination of on-site demonstration and professional explanation, every participant at the scene can not only understand the information of the product, but also see the evolution of the material process in the actual operation process. The site attracted a large number of visitors to watch and by the exhibitors love, is the Asia Concrete World Expo unique popular activities!



# Media Partners







# THANK YOU FOR WATCHIING WOCA Post Show Report

Fair Date: August 10-12, 2024

Location: Shanghai New International Expo Centre



WOCA MKT



2023/10/18

