

Press

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ANNOUNCING JOINT VENTURE LAUNCH OF WORLD OF CONCRETE ASIA

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Informa and Zhanye form a joint venture to launch WOC Asia

Informa Beijing and Shanghai Zhanye Exhibition Co., Ltd have formed a joint venture, Shanghai Yingye Exhibition Co., Ltd, to launch the World of Concrete Asia (WOCA), which will showcase a full range of products from the World of Concrete, China Floor Expo (CFE) and China Mortar Expo (CME) brands. The cooperation will begin from the next edition of CFE/CME fairs on, which will be held from 4-6 December 2017 in the Shanghai New International Expo Center. The joint venture will expand the brand's international reach and expand these leading construction and material industry trade shows in China and Asia.

World of Concrete Las Vegas is the industry's ONLY annual international event dedicated to the commercial concrete and masonry construction industries. Featuring indoor and outdoor exhibits with the industry's leading suppliers showcasing innovative products and technologies, exciting demonstrations and competitions, and world-class education programs. In 2016, the exhibition drew 60,110 registered professionals, and featured more than 1,532 companies exhibiting across 150,000 square meters of space. The next event will be held January 17-20, 2017 in Las Vegas. Other global events include World of Concrete India, and World of Concrete Europe.

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

“We are very excited by this partnership with Zhanye. The combination of CFE, CME and the World of Concrete brands will make this a must-attend event for the construction marketplace for the domestic China and wider Asia markets,” indicated Mr. Tom Cindric, Vice President – Construction & Real Estate, Informa Exhibitions. “WOCA will showcase the latest developments across the globe on many aspects of concrete and construction technology that are applicable to the country and the region.”

CFE and CME are long-standing exhibitions in the construction and building materials industries in China and will attract over 700 exhibitors in 34,500 square meters of exhibit space this year at the SNIEC with a 40% increase compared to last year, and 35,000 visitors are expected. These events will benefit greatly from the alliance with Informa, the world-leading exhibition organiser, and accelerate international reach in the future by being part of the renowned World of Concrete brand. “We are happy to form this strong collaboration with Zhanye. We believe, by merging our expertise in exhibitions and construction, and the local influence Zhanye has in the flooring and mortar industries in the country, the new concept fair will expand rapidly in the near future.” said Mr. David Bondi, COO – Asia, Informa Exhibitions.

In addition to adding more international exhibitors and visitors to the existing product categories, the cooperation will also expand the product offerings. Current concrete technologies, roller-compacted concrete and pervious concrete, shotcrete, tilt-up concrete, and on-site water treatment. And more will be featured in next year’s World of Concrete Asia (WOCA). Educational and social programs will be introduced which will broaden the knowledge and skills of those who attend.

Mr. Jerry Zhou, Founder of Zhanye, is also delighted by the creation of the joint venture. “Informa is one of the leading exhibition organisers in the world. Bringing them on board will help to upgrade the show concept and boost the fairs’ overseas profile,” he said,

stating the organisers have already received positive feedback from exhibitors regarding being part of the World of Concrete exhibition family. Significant growth on exhibit space, exhibitors and visitor numbers in 2017 can be foreseen already.

The first China Floor Expo was launched in 2004, and is the leading trade show focusing on floor industry in China. China Mortar Expo was launched in 2005, and has grown to be the largest and most influential trade show on building mortar, pre-mixed mortar and has attracted many world-renowned brands as long-term partners.

Growing demand from construction industry driven by the urbanization and upgrading of technology

The continuous progress of urbanization pushed by China government lead to a growing investment in public infrastructure and commercial projects across the country. Due to the emerging new technologies and more awareness on environmental protection, there are growing market demands for new materials and new technologies from commercial construction sectors such as shopping malls and sports field. New developments are appearing for warehouse floors, airport runways, supermarkets, cleaning rooms in hospitals and manufacturing, car parks, sports facilities and runways, etc. China is becoming the main driving force for new construction materials and technologies.

The construction industry in China and Asia will benefit greatly from the launch of World of Concrete Asia 2017.

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.

About Informa Exhibitions

With over 160 trade and consumer exhibitions annually, Informa Exhibitions is a global market leader in such end markets as Beauty, Construction & Real Estate, Design, Life Sciences, Maritime, Health & Nutrition and Pop Culture. Through face to face and digital channels, our transaction-oriented exhibitions and trade shows enable communities to engage, experience and do business. In doing so, we bring together people who want to buy and sell, network, do business and gain inspiration. Our industry insight, coupled with our innovative and entrepreneurial approach, provides them with the opportunity to create business advantage and access markets.

Informa Exhibitions 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.

FOR MORE INFORMATION, VISIT WWW.INFORMAEXHIBITIONS.COM AND WWW.INFORMA.COM

About Shanghai Zhanye Exhibition Co Ltd

Shanghai Zhanye Exhibition Co., Ltd. was founded in 2002 and has been committed to organize and operate professional exhibitions and conventions in the construction field in China. Zhanye organizes nearly 10 professional exhibitions every year in China, covering floor industry, mortar technology and equipment, thermal insulation and waterproof materials, external wall decoration materials etc., who has been an industry leader in these fields.

The 'China Floor' Magazine is also published and distributed by Zhanye, and has been published 57 issues since launched in 2006. It is professional periodicals serving the floor industry in China and deeply favored by the insiders.

As developing over a decade, Zhanye keeps good cooperation with the institutions and government departments in multiple industries in China and abroad.

FOR MORE INFORMATION, VISIT WWW.ZHANYE-EXPO.COM