

Press

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WOC Asia 2018 – Final Report

Shanghai New International Expo Center,
Shanghai, China

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WOCA18_PR5_EN

WORLD OF CONCRETE ASIA 18 ACHIEVES GREAT SUCCESS

- 47,300 square meters with 5 halls, a 10% growth of exhibition size compared with last year
- 750 exhibitors and brands from 18 countries and regions
- 33,370 professional registrants, the increases are 8%
- nearly 60 international experts
- 4 categories, over 60 sessions of educational programs
- 1 international award ceremony launched in WOCA

World of Concrete Asia 2018, organised by Shanghai Yingye Exhibitions Co., Ltd which is the Joint venture company formed by Informa Exhibitions, was taken place at Shanghai New International Exhibition Center (SNIEC, China) on November 19-21, 2018.

This year, the show took an exhibition area of 47,300 square meters with an exhibition growth of 10% compared with last year. There were 750 exhibitors and brands from 18 countries and regions presenting their latest technologies and featured products covering concrete general, concrete surface, mortar & related masonry, non-concrete flooring and so on. Besides, decorative concrete had been included.

The exhibiting companies included Alborg Portland, Ashine Diamond Tools, Bekaert, Blastrac, Chongqing Pengkai Fine Chemicals, Dalian Chemical, Dow Chemical, Fujian South Highway Machinery, Fuzhou Bontai Diamond Tools, Guangzhou Carpoly New Material, Haver Technologies, Husqvarna Group, Maccaterri Enviro-Tech, Mapei, Max, Roadway, Saint-Gobain Weber, SealSource International, Shanghai Harex Steel Fiber Technology, Shanghai Jingjiang Chemical Technology, Smooth-on, Solomon Colors, Somero, Taian Qiangwei Grinding Tools Factory, The Face Companies, Universal Polishing Systems, Wacker Chemical, Zacklim Flat Floor Specialist, Zoomlion and many other local and international companies and brands.

WOC Asia 2018 attracted 33,370 professional registrants from 61 countries and regions, an increase of 8% comparing with last year. Locals were from 60 provinces, municipalities and autonomous regions. International visitors covered 60 countries and regions, and many international delegations came to the show.

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- **“Your outstanding opportunity to network, meet business partners, strengthen existing contacts and establish new ones”**

Mr. Tom Cindric, Senior Vice President of Construction & Real Estate from Informa Exhibitions, and Mr. Bill Zhang, Vice President of Informa/UBM China both offered a very positive summary of the successful WOC Asia, as an Asia branch of world renowned international event dedicated to the commercial concrete and masonry construction, World of Concrete Asia is the must-attend event for construction marketplace for the domestic China and wider Asian Pacific markets. With the development of the show, it will be your outstanding opportunity to network, meet business partners, strengthen existing contacts and establish new ones.

Ms. Jackie James, Director of World of Concrete from Informa Exhibitions fully confirmed WOC Asia this year, “The event continues to grow in terms of offerings for all construction sectors. The new onsite demo area was very well received with crowds each day. The education opportunities will grow in the future as we expand our knowledge of the construction market in Asia specifically as it relates to concrete construction. We were pleased with the turnout and quality of attendees and look forward to bringing more suppliers and educational opportunities in the future.”

“World of Concrete Asia 2018 continues to serve our attendees interest in improving the quality of construction in China through education and demonstrations. We continue to support our exhibitors who invest in our industry by bringing new products and equipment to this important event.” **Mr. Rick Yelton, Editor at Large from World of Concrete** said.

- **Rich educational programs served our exhibitors in attracting high quality customers and deepening trade business**

Meanwhile, fringe programs were presented with nearly 60 international speakers from China and all over the world. There were over 60 sessions of educational programs presenting onsite, including Asian Concrete Academy, Decorative Concrete Seminar & Live Demo, Golden Trowel Asia Award Ceremony and relevant courses, Crack Control Workshop, Forum on Sharing Terrazzo Projects, Candidates Speech of Selecting Chinese Top 10

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Flooring Construction Projects, Asian Concrete/Flooring/Mortar Symposium and so on.

- **“The launch of Golden Trowel Asia award represents Chinese floors has been recognized globally in terms of its outstanding flatness and levelness.”**

The Golden Trowel® Asia is a special award available only to contractors in Asia, for producing the flattest and most level floors in all of Asia, excluding the rest of the world. The Face® Companies, in cooperation with Informa Exhibitions, are proud to present The Golden Trowel® Asia Awards competition for projects at World of Concrete Asia in Shanghai. Five awards were made to four different contractors from three countries in Asia.

Mr. Jeff Rogers, Director of Engineering from The Face Companies said that, “This more than doubles the total number of Golden Trowel Asia awards made before this year. And three out of five awards were made to two Chinese contractors. IRS Shanghai Construction (China) wins two golden trowels, CHANNAKORN (Thailand) wins for large copperhead floor, Jilin Deshi (China) wins for its topping on elevated slab, ZACKLIM SRQ (Malaysia) wins its 3rd golden trowel award.”

Mr. Liu Yuanxin, Secretary-General of China Flooring Association emphasized, “In recent years, flooring industry has been developed rapidly, and various floor systems have been emerged. Then it is worth for the entire industry considering how to build high-quality concrete floors and reduce errors. The launch of Golden Trowel Asia award shows Chinese floors has been recognized globally in terms of its outstanding flatness and levelness.”

- **An effective platform to create more cooperation among nations, and to meet many more business partners**

The three-day fair attracted many international visitors from 60 countries and regions. The top five visiting were Korea, Japan, Taiwan, USA and Russia. Visiting delegations and registrants from the Philippines, Thailand, Hong Kong, India, Singapore, Mongolia, Malaysia, Iran, Italy, Indonesia, Australia, Vietnam, Mexico, Germany, Sweden, Kuwait, Canada, Saudi Arabia, Macau, Switzerland, Netherlands, Spain and many other countries and regions agreed that it was a worthwhile trip.

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World of Concrete Asia will be held on December 11-13, 2019 at Shanghai New International Expo Center. It showcases the latest technologies and exhibits related to concrete general, concrete surface, mortar & related masonry, non-concrete flooring and so on. At the same time, nearly 100 world-class education programs are presented with speakers from China and all over the world. The show brings each aspect of the Concrete Industry World, expands your business reach throughout the world.

The Golden Trowel Asia award ceremony will be taken place on December 12th during WOC Asia 2019 show time. Save your date for WOC Asia 2019. For more details, please visit www.wocasias.com.

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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.