

Press

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Final Report

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Shanghai Floor Exhibition and Shanghai Mortar Exhibition confirm the leading position in the industry with a significant growth on both exhibitor and visitor numbers.

The 13th Shanghai International Floor Expo and the 12th Shanghai International Mortar Expo are successfully ended on December 3rd 2016 in Shanghai New International Expo Centre. Jointly organized by China Floor Association, China Bulk Cement Association of Popularization & Development Pre-mixed Mortar Specialty Commission (CDMC) and China Construction Industry Association Materials Branch, the exhibition is supported by Dry-mixed Mortar Professional Committee of Architectural Society of China Building Materials Branch and co-organized by Shanghai Yingye Exhibition Co., Ltd. and Shanghai Zhanye Exhibition Co., Ltd. , aiming to provide floor and mortar solutions for every aspect of the business.

This year, the show took 34,500 square meters of space in SNIEC. Total 369 exhibitors from Floor show and another 182 exhibitors from mortar show participated the show increased 26%. Among these exhibitors, 91 of them were international brands. Total of 25,754 visitors with a 23% increase. The three-day exhibitions provided a convenient and efficient business platform for industry companies to meet.

As one of the most important annual trade events in the building materials industry in China, the exhibitions witnessed the remarkable growth of the domestic floor and mortar industries in 2016. With a showcase of leading equipment companies like AkzoNobel, SpecChem, KINGCOM, Hunter, Flowcrete, Topu, the large laser levelling equipment of Somero, DY-XCMG and RoadWay, the exhibitions earned wide attention from professional visitors. The participation of Zoomlion, Graco, Wagner has enriched Shanghai Mortar Exhibition with fresh energy, which accounted for the larger number of raw material enterprises such as Wacker, and Evonik.

Shanghai Yingye Exhibitions Co Ltd
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Various onsite programs provided the industry a platform to communicate

The Floor Industry New Progress Forum 2016 hosted by Technical committee of China Floor Association, attracted professionals to analyse seamless concrete floor construction technology and the application of cement stone in the commercial space.

During the International Full Life Cycle of Green Building and Mortar Technology Forum 2016, senior experts from renowned companies such as Dow Chemical, Zoomlion, Kerneos and academic heavyweights from Tongji University, School of Materials Science and Engineering provided unique insights about mortar industry development.

The continuous progress of urbanization pushed by the Chinese government has led to a growing investment in public infrastructure and commercial projects across the country, further boosting growing market demands for new materials and new technologies from commercial and public construction and design sectors such as shopping malls and sports facilities. The 1st Shanghai International Sports Venues and Facilities Exhibition organized by Shanghai Athletic Facility & Engineering Construction Industry Association was launched concurrently. The sports flooring companies such as Changhe Group, JYTY, Youguan Sport, Lanying Sports, Haoyuan Sports has given high praise on the quality and quantity of visitors.

The exhibitions ended successfully and the enthusiasm is still there. Within one week after the exhibition, the organizers received many applications from existing exhibitors for the 2017 World of Concrete Asia, fully showing the popularity of WOC in China. World of Concrete Asia 2017 will attract more exhibitors and visitors to promote upgrading the concrete construction industry in all sectors. During the Joint Venture launch ceremony on 30th November, Mr. Tom Cindric, Vice President Construction & Real Estate said that

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“We are very excited to set up the joint venture company Shanghai Yingye Exhibition Co., Ltd. for World of Concrete Asia. The combination of CFE, CME and the World of Concrete brands will make this a must-attend event for the construction marketplace in China or even Asia, WOCA will show the latest developments across the globe on many aspects of concrete and construction technology that are applicable to the country and the whole region.”

The first World of Concrete Asia will be held at Shanghai New International Expo Center from 4th to 6th December, covering the 14th Shanghai International Floor Exhibition, 13th Shanghai International Mortar Technology and Equipment Exhibition and 2nd Shanghai International Sports Venues and Facilities Exhibition.

For more information about World of Concrete Asia 2017, please visit www.wocasia.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.