

Press

Shanghai, Feb 2017

World of Concrete Results
Dallas, Texas, USA

Ms Karen Dai
Tel. +86 21 2326 3669
Fax. +86 21 2326 3601
karen.dai@informa.com
www.wocasias.com
WOCA17_PR3EN

WORLD OF CONCRETE BRINGS THE INDUSTRY TOGETHER TO KICK OFF THE 2017 CONSTRUCTION SEASON

World of Concrete 2017 provided exhibitors with a hugely successful platform to start the year off strong, packing the show floor with qualified industry-related attendees, ready to make purchasing decisions on the latest equipment, products, and technologies available. Many exhibitors commented WOC 2017 was one of the best shows in recent memory, resulting in a 73% rebook on booth space for WOC 2018.

This international event for the concrete and masonry industries, and THE first annual event of the year, drew 50,770 registered professionals and featured more than 1,455 companies exhibiting across more than 681,196 net square feet of space.

Tom Cindric, Sr. Vice President, Informa Exhibitions U.S., Construction & Real Estate said: "We are very pleased with the results of this 2017 event. As the construction industry continues with its upward momentum over the past few years, World of Concrete has successfully kept pace, providing the industry with the latest products, technologies, and educational offerings. This once again positions WOC as THE event for concrete & masonry professionals."

Jackie James, Director, World of Concrete added: "Exhibitors & attendees seemed very pleased with WOC 2017 from the show floor to the educational opportunities. Although the show was earlier than in past years, the industry showed up in force to see new products, network with their peers, and prepare for business in 2017.

International attendance was strong with representation from India, Italy, Philippines, Costa Rica, Brazil, China, Japan, South Korea, Chile, Argentina and many other countries."

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

Page 2

World of Concrete Results

Also presented was the Weatherton Scholarship, providing funds to help the next generation of concrete professionals attending the CIM (Concrete Industry Management) Program. Dan Regad, from New Jersey Science & Technology University, was the recipient of the \$2,500 scholarship. In addition, CIM held its annual unreserved silent and live auctions at World of Concrete. The silent and live auctions raised an initial tally of approximately \$875,000. More information on the CIM Program can be found at www.concretedegree.com.

The next event will be held January 23-26, 2018 in Las Vegas.

As the daughter show of WOC, the first 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.

– end –

About World of Concrete

World of Concrete 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 a world-class education program. Visit www.worldofconcrete.com for complete show details.

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.