



WORLD OF CONCRETE ASIA

The Leading Concrete Exhibition in Asia

2021
11.30-12.2

Shanghai New International Expo Centre | China

Organizer:

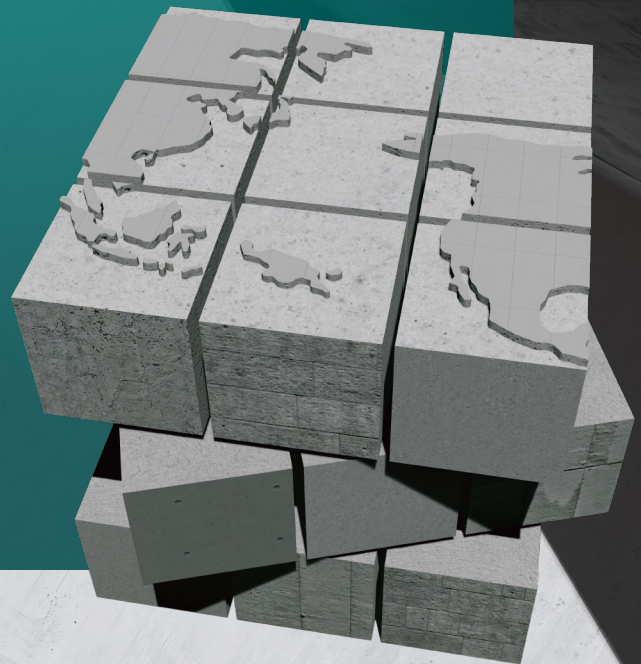
- Informa Markets

Co-organizers:

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

Co-supporter

- Concrete Association of China
- American Concrete Institute

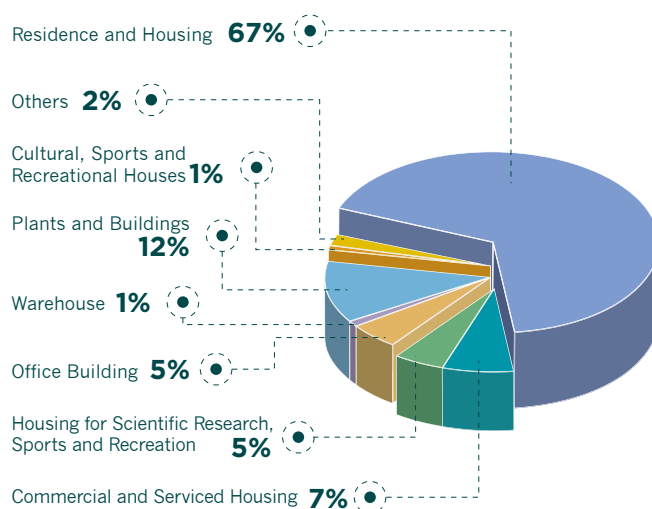
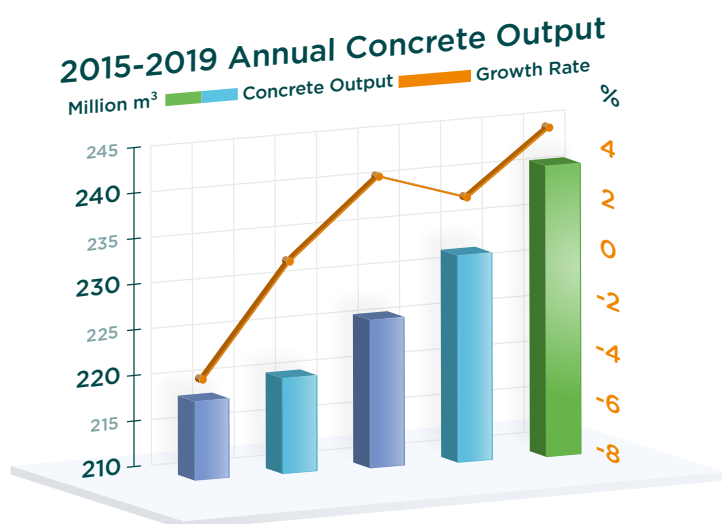


Explore the Huge Potential of China's Concrete Industry

The China's 14th '5 years plan' (Chinese strategic development plan for next half decade) includes a boost in Construction demand with a USD 1.5 trillion investment in new infrastructure. This will definitely generate new business opportunities for Concrete construction industry.

In 2020, the total output of China's construction industry was over 4.1 trillion USD, with a growth of 6.2% year-on-year

China's building construction scale was about 14.9 billion m² in 2020, up to 3.7% year-on-year



WOCA is THE place to build business relationships in the Concrete Industry

► Why Exhibit?

- Part of the well-known World of Concrete series.
- The Biggest & Only comprehensive exhibition for concrete, flooring and mortar in Asia.
- WOCA offers your face-to-face opportunities in the biggest market in the world.
- Multi-channel marketing campaign to ensure high quality industry buyers.
- Strong domestic and international industry support. Partnership with over 50 Overseas, National and Regional Industry related Associations and cooperation with more than 120 media outlets.

► Why Visit?

- Source from over 700 qualified industry suppliers covering the full cycle of Concrete Industry, Flooring and Mortar.
- Keep up with the latest innovation and industry trends in WOCA Education, with 90+ international speakers covering 60+ hot topics.
- Discover the latest materials and equipment through our on-site LIVE Demonstration events!
- Find key business partners efficiently with exclusive Private Buyer Meetings at "WOCA Match-making."

World of Concrete Asia (WOCA) is the ONLY comprehensive exhibition platform for Concrete, Flooring and Mortar in Asia

Floor Plan

W1: Terrazzo Pavilion

W2: Concrete Surface

W3: Flooring, Non-Concrete

W4: Mortar & Related Masonry

W5: Concrete General & International Pavilion



2021 exhibition scale



Exhibition Area
57,000 sqm.



No. of Exhibitors
720+



No. of Visitors
37,000+

*2021 forecast

Exhibition Products:

Concrete General:

- Concrete Mixer
- 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

Concrete Surface Treatment:

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

Flooring:

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

Cement Matrix & Gypsum Matrix Related:

- Mortar : Cementitious Mortar, Gypsum-based Mortar, Special Mortar etc.
- Mortar Manufacturing Equipment, Mortar Packaging Equipment etc.
- Transportation Equipment
- Spraying Equipment
- Mortar Additives

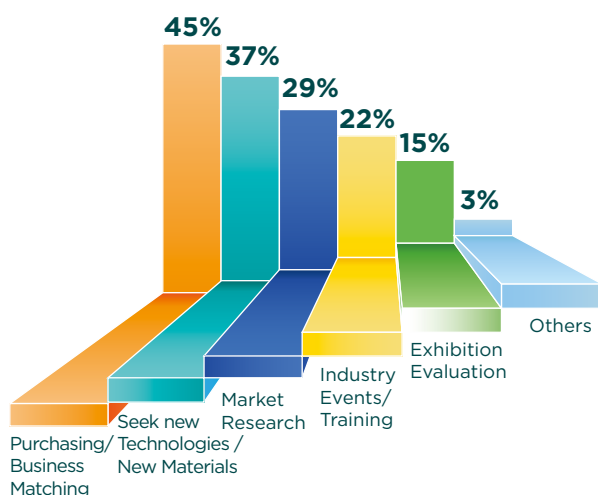
- ★ Concrete Machine Pavilion
- ★ Concrete Admixture Pavilion
- ★ Formwork scaffold & Manufacturing Equipment Pavilion
- ★ Terrazzo Pavilion

We bring the right buyers for your products

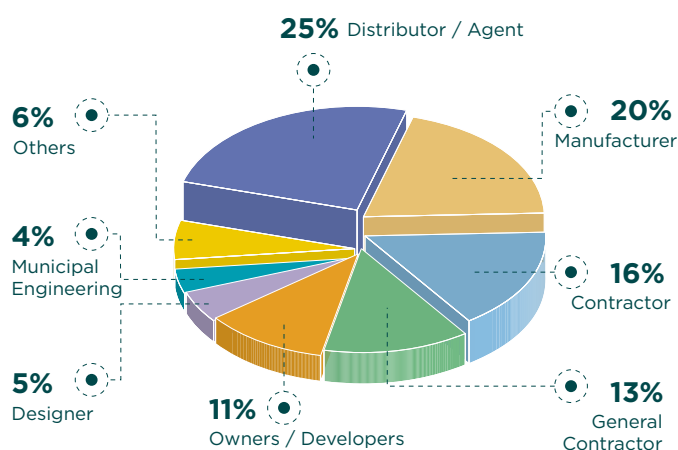
WOCA 2020 attracted 31,267 trade visitors, from **manufacturer, distributor / agent, contractor, general contractor, designer, developer / owner, municipal engineering**, among others. All of them are looking for YOUR products.



Visiting Purpose



Business Nature



Face-to-face business negotiations with high-quality buyers



Developer:

Country Garden, China Hi-Tech Group Corporation (CHTC), China Resources Land Limited (CR LAND), Sinicdc, Newhope Real Estate, Youwell.



Architecture Design Institute:

Aeseu, ECADI, United Design Group, BAOWU, Shanghai Urban Architectural Design Co., Ltd. (SUAD), Ca-Group Architecture Design, Publishing, Culture (CA-GROUP).



Contractor:

Jinan Urban Construction Group, Longxin Construction Group Co., Ltd. (LONGXIN GROUP), Nantong Si Jian Construction Group Co., Ltd. (NTSJ), Shanghai Construction Group (SCG), China State Construction Engineering Corporation (CSCEC), China Railway Urban Construction Group Co., Ltd.(CRCC).



Flooring Contractor:

Junka, Jinlin Province Deshi Construction Engineering Technology Co., Ltd., XIUPOER, SRS, Shanghai Golde Automotive Parts Co., Ltd. (SMP), Yongsan Group (YONGSEN), TSURE, Wuhan Yongxin Economic Development Co., Ltd.(YONGXIN).



Owner:

The First Affiliated Hospital Of Ustu (Anhui Provincial Hospital), AUSTAR, Jiahua Chemicals Inc. (JIAHUA), Kunshan Tongji Stomatology Hospital, MUYUAN, SAMSUNG, Shun Di San He Yuan Hotel, Saic Motor (SAIC), Uni-President China Holdings Ltd., Yabao Pharmaceutical Group Co., Ltd. (YABAO), RaxiAmaua, China Eastern Airlines Corporation Limited, CWGC.



*Ranking in no particular order

As the leading event for Concrete Industry in the region, **WOCA is the place to build your branding and perfect gateway to enter the Chinese.** The event has helped hundreds of domestic and international companies to launch their products and build partnerships in the region.



Previous Exhibitors



*Ranking in no particular order

WOCA 2020 Exhibitors achieved their goals at the Event!



91.8%

Exhibitors are satisfied with WOCA 2020



87.3%

Exhibitors will consider exhibiting again



96.9%

Exhibitors are willing to recommend WOCA to colleagues or friends

From Exhibitors

“Our company has participated in WOCA for 9 consecutive years. It can be said that this year is not easy. We are very pleased that the organizer can hold the exhibition as scheduled and we are still satisfied with the result of the exhibition.”

Somero Enterprises, Inc

“This is the first time we participate at WOCA and it has been a very productive event. The visitors are very professional looking for solutions to their construction problems, therefore the quality of inquiries is very high. The organization of the event was very smooth and we look forward to getting good results.”

Basle (Shanghai) Technology Co., Ltd

“In 2020, even during challenging times we had a big presence at the exhibition to showcase our new products. We believe through participation at WOCA, Hangzhou Hongsi can improve market presence, so we will continue to participate in WOCA 2021!”

Hangzhou Hongsi Building Materials Co., Ltd

“We participate in WOCA every year, and despite this year special conditions, the enthusiasm of the industry has not decreased. We met many industry peers from all over the country and even some from abroad. This event is testament to our thriving industry.”

Carpoly New Material Co., Ltd

WOCA EDUCATION

The comprehensive WOCA Education program brings to you leaders and trends setters in the concrete industry to share their ideas, in-depth analysis and practical solutions to the problems faced by our industry. The mix of educational and practical sessions help you to keep ahead on the industry, not to mention is the perfect networking opportunity with industry peers.

Concrete Design and Material Innovation Conference

Development of High-Quality Concrete Floor Conference

60+ Topics

90+ Speakers

- ▲ Seminar on Anti-Crack Technology of Concrete Structure
- ▲ Non-linear Architectural Design Seminar
- ▲ Ready-mixed Mortar Industry Development Forum
- ▲ Seminar on Application Analysis of Machine-made Sand in Concrete
- ▲ Floor Cracking and Repair Technology Forum
- ▲ Application Forum of Epoxy High Polymer in Modification and Protection of Cement Concrete
- ▲ US-China Floor Construction Technical Standards Comparison Forum
- ▲ The Application of Diamond in Various Types of Floors
- ▲ New Progress in Floor Engineering Technology - Introduction to The Top Ten Projects Participating in The Evaluation
- ▲ WOCA Concrete Products and Technology Exchange Conference

WOCA Education is supported by China Building Materials Flooring Association, China Bulk Cement Association of Popularization & Development Pre-Mixed Mortar Specialty Commission, China Epoxy Resin Association, Shanghai Concrete Industry Association, Shanghai Construction & Development Association, Shanghai Construction Trade Association, American Institute of Architects International Region-AIA IR, Concrete Share Future, Shanghai Sandstone Association and other industry authorities.



Bob Liu

Chief Expert
China Building Materials
Flooring Association



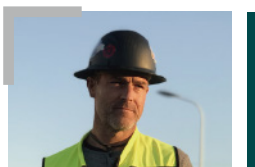
Hua Zhong

Commercial Director
GCP Applied Technologies Inc



Jinhui Wang

Deputy General Manager
Jilin Province Deshi Construction
Engineering Co., Ltd.



Matthew Casto

Director of Decorative
Concrete Floor
Beijing Universal Studios



Richard S. Szecsy

Chief Operating Officer
Charley's Concrete



Xiao Liu Associate Dean

Arcplus Institute of Shanghai
Architectural Design &
Research (Co., Ltd.)



Yan Sun

Vice Chairman and Secretary General
China Bulk Cement Promotion
and Development Association



Zhaofan Li

Associate Director Senior
Structural Engineer
SOM



Zhenping Sun

Professor
Tongji University

Construction Training for Cast-in-place Concrete

Support Units:

Universal Studios Concrete Construction Team

Training Content: Analysis and explanation of the main points of the basic knowledge of decorative concrete from design to construction



Dipstick® Equipment Training Course

Training how to use the Dipstick® from The Face® Companies



Golden Trowels®

Golden Trowels®—It is a symbol of the honor of global concrete floor builders. This award was established in 1989 and is awarded annually by The Face® Companies to recognize the builders of flattest and most level concrete floor projects worldwide. In 2018, with the joint collaboration of The Face® Companies and Informa Markets, The Golden Trowels® Asian officially entered China.

By the end of 2020, 13 Asian contractors from **China, Japan, Thailand, Singapore, Indonesia and Malaysia** had won 21 Golden Trowel Asia Awards, including 2 world records.



WOCA Digital Services

As technology is shaping the future of our industry, WOCA creates the following Online services for you!

Digital Showroom:

90,000+ PV views, 400+ Brands

Domestic Resources:

WOCA contains a database of 300,000+ industry buyers

Supported by:

Linkage of Informa's eight global concrete series exhibitions

High Quality Buyers from Asia

Online Match-making will offer the opportunity to connect with Asia key buyers.



LIVE Demonstration is back!

On-site practical demonstration activities have always been a unique and popular event at WOCA. The combination of physical and practical demonstration offer a richer and more comprehensive visiting experience.

WORLD OF CONCRETE SERIES

YOUR TRUSTED PARTNER IN THE GLOBAL CONCRETE INDUSTRY



World of Concrete Asia

Date: 2021.11.30-12.02

GTA Award Ceremony: 12.01

Shanghai New International Expo Centre | China

www.wocasias.cn



World of Concrete

Date: 2021.06.08-10

Seminars: 06.07-10

Las Vegas Convention Center | United States

www.worldofconcrete.com



EXPOCIHAC

Date: 2021.10.13-15

Mexico City Centro Citibanamex | Mexico

www.expocihac.com



BUILDEX Vancouver

Date: 2021.09.29-30

Vancouver West Convention Center | Canada

www.buildexvancouver.com



THE BUILDINGS SHOW

Date: 2021.12.01-03

Toronto Convention Center | Canada

www.thebuildingshow.com



CONCRETE SHOW SOUTHEAST ASIA / INDONESIA

Date: 2021.9.15-18

Jakarta International Convention and Exhibition Center | Indonesia

www.concreteshowseasia.com



CONCRETE SHOW INDIA

Date: 2021.10.11-13

Mumbai Convention and Exhibition Center | India

www.concreteshowindia.com



CONCRETE SHOW BRAZIL

Date: 2021.8.31-9.02

Sao Paulo Convention Center | Brazil

www.concreteshow.com.br

Co-Located Events:



The Surface + Design
Event China 2021



Asia Interior Prefabricated
Decoration Exhibition



Scan the QR to reserve your booth

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