

# WORLD OF CONCRETE ASIA

2024.8.14-16

Shanghai New International Expo Centre

## POSTSHOW REPORT



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# Exhibition Overview

## Annual concrete, flooring, mortar industry chain event




Exhibition Area

35,000<sup>+</sup>m<sup>2</sup>



Exhibitors

462<sup>+</sup>



Visitors

15,189 Visitors

20,832 Visits

### Concurrent Exhibitions

“World of Concrete Asia” Series——

Shanghai Flooring Industry Exhibition

Shanghai International Mortar & Gypsum

Technology and Equipment Expo

The Surface + Design Event China





# Exhibitors Analysis

The proportion of exhibitors of all major categories

Flooring and Wall Coverings	34.30%
Mortar, Gypsum Technology, Masonry	27%
General Concrete	21.10%
Concrete Surface Treatment	17.60%



## Exhibitor Comments

"World of Concrete Asia 2024 was very popular, and I met a lot of overseas customers at the show. The results of this year's show were much better than previous years, and being able to reach quality overseas customers at the show opened the door to the international market and brought unlimited business opportunities for our exhibitors." —**Shanghai Zhengou Industrial Co., Ltd.**

"This year, WOCA is buzzing with activity, with more than 20 themed sessions interspersed with rich and diverse content. We look forward to future exhibitions to attract potential customers across sectors and create a great event together. It is recommended to co-organize with popular exhibitions to share resources and win-win development." —**Shanghai Greenchem New Materials Co., Ltd.**

"WOCA 2024 empowers exhibitors, showcases cutting-edge technology, broadens international perspectives and injects strong new momentum into the global concrete, mortar and flooring industry." —**Shandong Vanse Machinery technology Co., Ltd.**



# High-quality Exhibiting Brands



\*Above lists only some brands, no ranking.



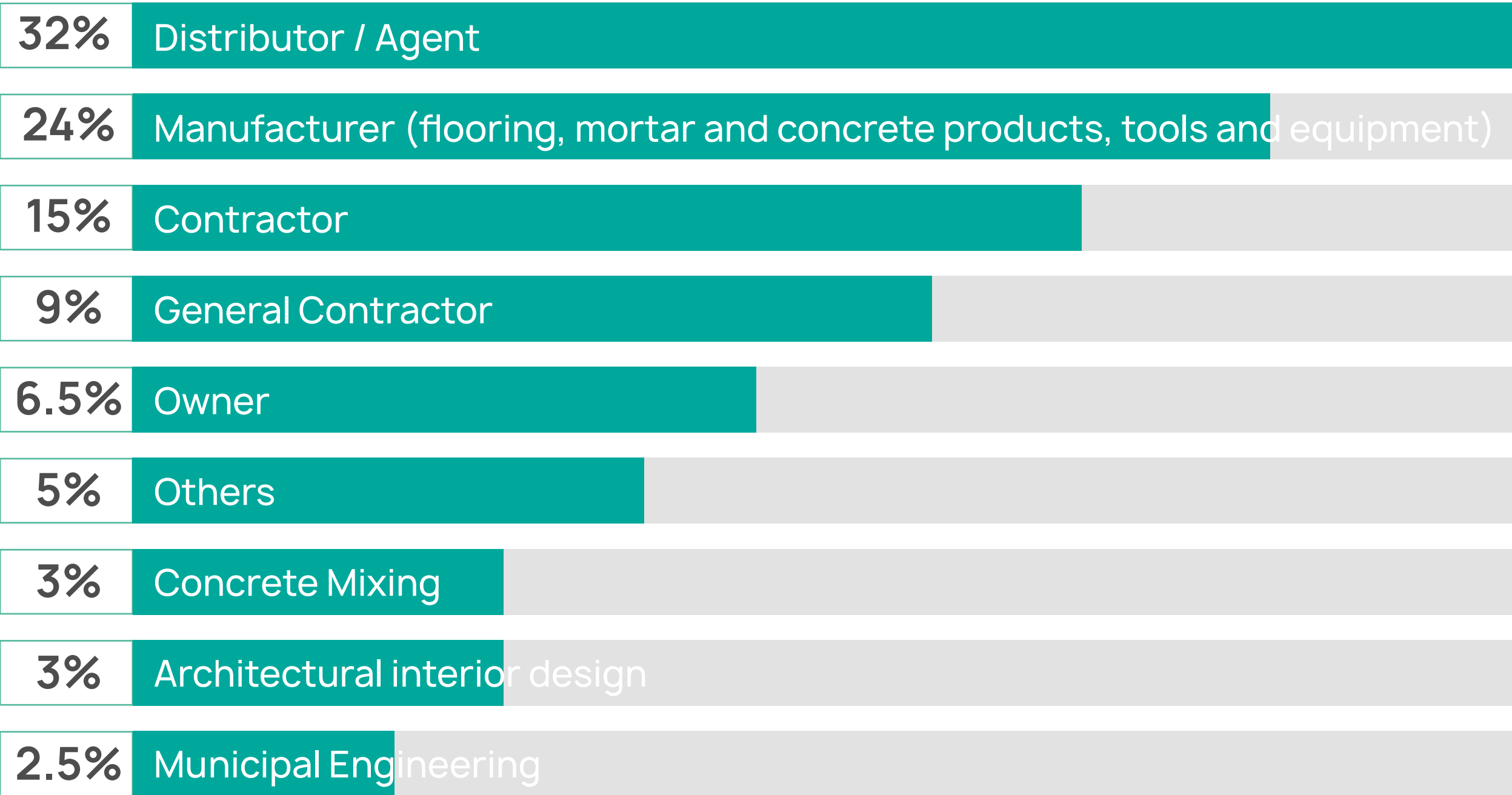
# Visitor Analysis

World of Concrete Asia 2024 received visitors from 31 provinces and cities in mainland China, Hong Kong, Macao and Taiwan, as well as 48 overseas countries or regions in three days, and the number of statistical visitors reached 15,189+ professional visitors, of which the overseas visitors increased by 108% compared to 2023, a record high.

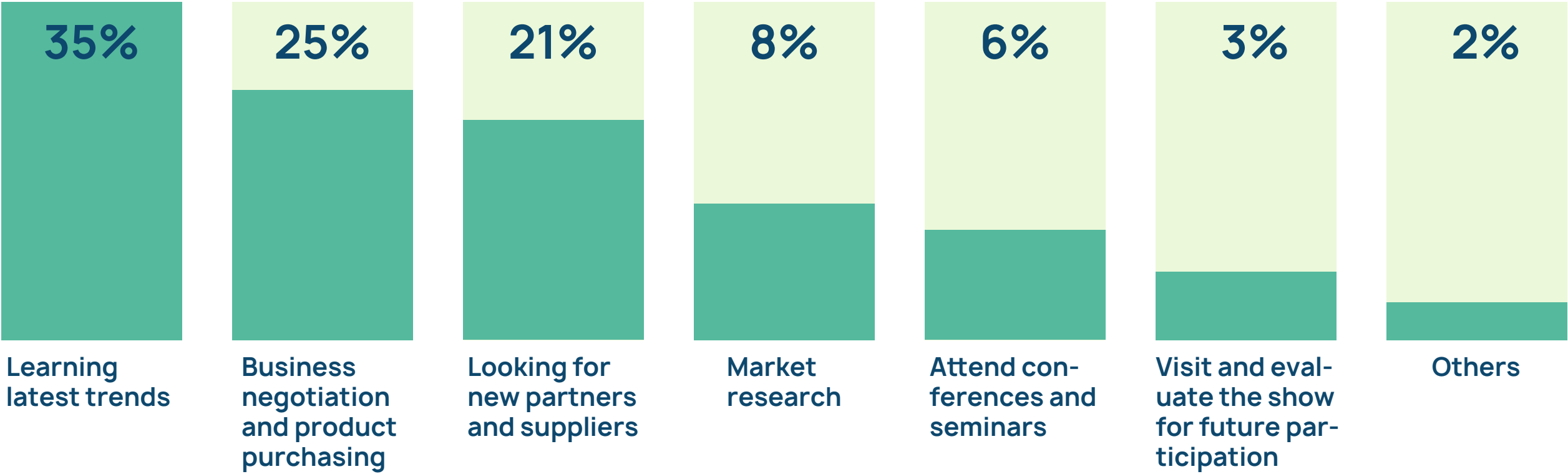
## Visitor Satisfaction



## Visitor Type



## Visiting Purpose



## Visitor Analysis



28.81%	President/Managing Director/CEO/VP
28.62%	Business Development
14.2%	Sales
12.48%	Engineer
5.89%	Marketing
4.88%	Buyer
2.78%	Product R & D Personnel
1.2%	Operator
1.14%	Designer

## Year-round Business Matching Service



### WOCA Supply and Demand Matchmaking 500+ Brands in China

Customer service Xiaotong through efficient docking + accurate matching of customized services, to achieve general contracting, subcontracting, design institutes and other procurement decision makers and brand online supply and demand docking; a mini program to help WOCA exhibitors and buyers exchange and cooperate, to expand business opportunities at home and abroad!



Customer Service



Mini Program



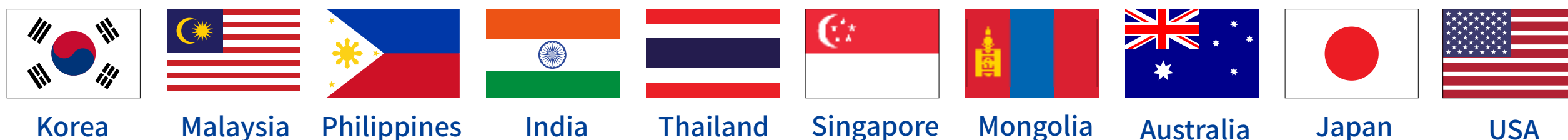
### WOCA Overseas Business Matching Session

WOCA Business Matchmaking Overseas Session, in conjunction with a number of overseas partners, industry associations, and brand enterprises, invited 200+ overseas enterprises from 51 countries and regions, including Southeast Asia, East Asia, and Europe, to participate in the Business Matchmaking Session.

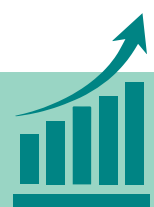


## Visitor Analysis

### Top 10 Countries of International Visitors



### Increased opportunities in overseas markets



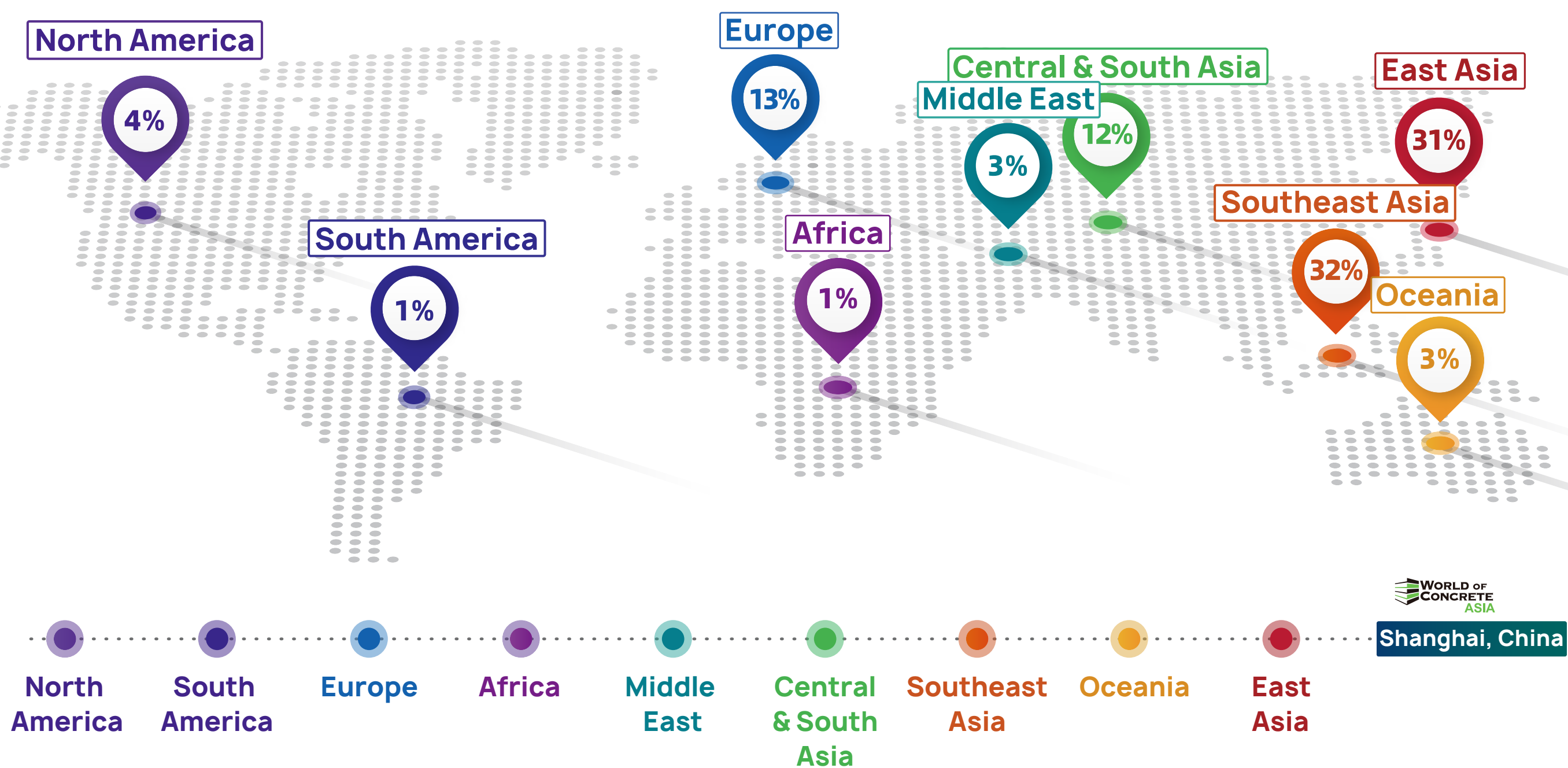
Overseas buyers increased by 108%



Asian buyers accounted for 78%

WOCA 2024 attracted visitors from 51 countries and regions, including 2,197+ overseas visitors, which is a record high!

### Overseas Distribution







# Visitor Analysis

## International Visitors Focus Companies

3D Resources Sdn. Bhd.	Engineering Contracting Company
A.C. Rivero Development Corporation	Gulf Co for Contracting & General Enterprises
A.P. Chu Construction & Development Corporation	Hebrews Builders Construction Corporation
Abhyudaya Housing & Constructions Pvt. Ltd.	J Qua Construction Inc.
Abis Arabia General Contracting	Lynx Contracting Company
Agility Engineering & Contracting Company LLC	MAS Engineering & Construciton Ltd
Al Naboodah Construction Group	ProBuild General Contracting Est.
Al Rushaid Construction Co., Ltd.	Ranya General Construction Co. LLC
Aljon Construction & Supply	RDL engineering and infrastructure pvt Ltd
Awj International Contracting Company	RGV Concrete Studio LLP / Concrete By Design
Belhasa Stones & Concrete Flooring	Safin Dream Contracting Co. Ltd
BNBC Building Contracting L.L.C	Sama Construction for Tading and Contracting
Commitco for Construction	Techoy Construction Company Limited
Dakay Construction & Development Corporation	Viet Solution Consultant Construction Co.ltd
DS CONSTRUCTION	Watad Contracting Company
Dubai Contracting Company LLC	*Above lists only some brands, no ranking.

## Visitors Comments

- "I have the honor to lead the team to participate in WOCA 2024, as a design unit we have a lot of benefits. Not only contact to learn a lot of cutting-edge new materials and knowledge, but also through on-site observation of manufacturers and forum lectures and other novel forms, and related industry representatives to learn from each other." —**Shanghai Minhang Planning Design And Research Institute Co., Ltd**
- "WOCA 2024 is very fruitful, both to develop the vision, but also to improve the quality of flooring construction, cost reduction and efficiency is very beneficial, especially after listening to the lecture "Development of High Quality Concrete Flooring Conference" this lecture is very rewarding. I also visited the booths of many flooring construction equipment companies and broadened my horizons." —**China Mcc22 Group Corporation Ltd.**
- "WOCA 2024 was particularly rewarding, seeing many exhibits of interest, listening to professional lectures by a number of expert personalities on site, and making exchanges with many of my peers. I would also like to express my special thanks to the organizers for the series of assistance provided during the exhibition viewing." —**Union Chemical Industrial Corp.**
- "The show is very large with many quality exhibitors. The show provided a good platform for cooperation and mutual exchange. The organizer is also very well organized and the site is orderly in all aspects. In addition, the visitor reception staff is also enthusiastic and responsible, with a special sense of service." —**CBC (CHINA) Co., Ltd.**



# Concurrent Session Activities

10+

Industry Association Support



20+

Theme Conference Activities




55+

Expert Speakers



8,800+

On-site Professional Visitors



## TOP 10 Events

- WOCA Development of High Quality Concrete Flooring Conference
  - WOCA Special Mortar and Gypsum-Based Mortar Production and Application Technology Forum
  - WOCA Seminar On Comprehensive Utilization of Solid Waste
  - "Green, Science and Technology, Innovation" China Artificial Stone Industry Summit Forum
  - Golden Trowel Asia 2024 
- Forum On the Application and Development of New Concrete Materials and Technologies in Municipal Engineering
  - WOCA Floor Cracking Technology Seminar
  - WOCA Flooring Club Inaugurating Meeting and Awarding Ceremony 
  - WOCA Industry Cooperation Forum for China Industrial Flooring & Commercial Flooring & Sports Flooring
  - WOCA Sports Flooring Innovation Product Award

\*Part of activities.



HOT

### WOCA Development of High Quality Concrete Flooring Conference\*

Promote continuous innovation and upgrading of floor construction technology



NEW

### WOCA Flooring Club Inaugurating Meeting and Awarding Ceremony

Promote cooperation between flooring manufacturers and superstores to inspire innovation



# Concurrent Session Activities



NEW

## WOCA Sports Flooring Innovation Product Award

Cultivate sports flooring industry brands, forging new quality productivity in the industry



HOT

## WOCA Flooring Cracking Technology Seminar\*

Promote technological innovation and development to improve the quality of flooring



HOT

## Golden Trowel Asia 2024

A global symbol of honor for concrete floor builders



NEW

## WOCA InnovAction Area

Top products competing on the same stage, strengthening the on-site interactive experience



NEW

## WOCA Industry Cooperation Forum for China Industrial Flooring & Commercial Flooring & Sports Flooring

Deep integration of industrial flooring, commercial flooring, sports flooring



HOT

## Development Forum on the Application of New Concrete Materials and Technologies in Municipal Engineering

Innovation and transformation of the concrete industry in a green and low-carbon environment



## Media Partners

Online and offline multimedia mass dissemination Total exposure of **270** million

**100+**

100+ domestic and international professional media in-depth cooperation

**120+**

News released on over 120 mainstream portal web-sites.

**200+**

200+ Industry Websites Publication

## Overseas Media



\* No specific order for the ranking above.

## Domestic Media



\* No specific order for the ranking above.

## Domestic and Overseas cooperation platforms



\* No specific order for the ranking above.



# WORLD OF CONCRETE ASIA

**2025.8.13-15**

**Shanghai New International Expo Centre**

## **Concurrent Exhibitions**

Shanghai Flooring Industry Exhibition

Shanghai International Mortar & Gypsum Technology and  
Equipment Expo

## **Contact Us**

Exhibiting Inquiry

+86 21 6157 3939

michael.ma@informa.com

Visitor & Media

+86 21 6157 7251

ada.feng@informa.com

Website: [en.wocasiasia.cn](http://en.wocasiasia.cn)

