

# Press

Shanghai, Dec. 2017

## WOCA17 - Final Report

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### World of Concrete Asia 2017 Celebrates Successful Debut

- **43,000 square meters, a remarkable exhibition growth of 25% compared with last year**
- **712 exhibiting suppliers and brands from 18 countries and regions**
- **30,900 professional registrants, an increase of 20%**
- **International delegations from 63 countries and regions**
- **5 categories, 20 themes and over 80 sessions of educational programs provided**

World of Concrete Asia 2017 was held at Shanghai New International Exhibition Center from 4 to 6 December 2017, and celebrated a successful debut show in China after the joint venture with the China Flooring Expo and China Mortar Expo on last November. This year's World of Concrete Asia integrated and showcased the latest developments from across the globe on many aspects of concrete, flooring, building materials and construction technology that are applicable to the country and the region.

The launch of World of Concrete Asia took an exhibition area of 43,000 square meters with a remarkable growth of 25% compared with the total space of China Flooring Expo and China Mortar Expo last year. There were 712 exhibitors from 18 countries and regions presenting their latest technologies and new products covering concrete production, construction application and maintenance. The exhibiting companies included Akzo Nobel, Alborg Portland, Ardex, Bekaert, Blastrac, Carpoly, Chongqing Pengkai, Dalian Chemical, Jingjiang, Mapei, Polar Bear, PPG, Roadway, Shanghai Huiguang, Sika, Shanxi SanWei, Somero, SpecChem, South Highway, Sunbo, Supe, Topu, Wacker, Yangsen, Zhaojia, Zoomlion, and many more.

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WOCA 2017 attracted 30,900 visitors from 63 countries and regions, an increase of more than 20% comparing with last year. Many international delegations came to the show for the first time. The three-day show provided an outstanding opportunity to network, meet business partners, strengthen existing contacts and establish new ones.

### **“The only international event dedicated to the commercial concrete and masonry construction industries”**

Mr. Tom Cindric, Senior Vice President from Informa Exhibitions, and Even Sha, Managing Director of Informa Exhibitions China both offered a very positive summary of the successful inaugural WOCA, “We are honored to bring the WOC brand to Shanghai. World of Concrete Asia will be the must-attend event for the construction marketplace for the domestic China and wider Asian Pacific markets.”

### **“Contribute to the healthy development of the industry greatly “**

The first show is supported by local and international organizations including China Flooring Association, China Council for the Promotion of International Trade, Building Materials Sub-Council, China Bulk Cement Association of Popularization & Development Pre-Mixed Mortar Specialty Commission, China Construction Material Rental Contractor Association, Institute of Technical Information for Building Materials Industry, China Aggregates Net, Asian Concrete Construction Institute, Concrete Admixture Branch of China Building Materials Federation Building Materials Academy, National Ready Mixed Concrete Association of Malaysia, International Federation of Asian and Western Pacific Contractors' Associations, and ANMOPYC Spanish Manufacturers Association of Construction and Mining Equipment.

Liu Yuanxin, Secretary-General of China Flooring Association emphasized, “The flooring industry shows its great potential as the rising star in the construction industry in China. The introduction of the WOC brand further expands the upper and lower reaches of the flooring-related industries and enterprises, and tremendously upgrades and accelerates the development of local construction industry.”

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Mr. Jianyi Ding, Vice President and Secretary General of China Bulk Cement Association of Popularization & Development also commented that "World of Concrete Asia can be also recognized as the world-class event in the mortar industry. This year, the show attracted 180 mortar companies from over 10 countries. Meanwhile, the exhibition provides the platform to present the latest technologies, upstream and downstream industries as well as various educational programs, and contributes to the healthy development of the industry eriod."

### **"A significant platform connecting and enhancing the relationship and cooperation among nations"**

Exhibitors had nothing but positive feedback after a week at the trade fair. "We've been very pleased to that WOCA brand comes to China this year. There were more overseas companies attending the show. It served as a significant platform connecting and enhancing the relationships and cooperation among nations. It was exactly what we've expected." said Mr. Lance Holbrook, Vice President Sales of North America and International Sales from SOMERO.

### **"The number of visitors increased and the business types expanded"**

Mr. Patrick Kok, Managing Director of Mapei China was also impressed by the show, and he said that "The number of increased and the business types expand a lot comparing with the previous China Flooring Expo. Many visitors came from Middle Eastern countries visiting our booth were not only from flooring companies, but also from machinery, maintenance, concrete and raw materials companies. We availed ourselves of this opportunity to meet a lot of manufacturers and customers."

### **"A good platform to meet customers"**

Maryanne Shen, Senior Marketing Communication Manager of Sika (China) pointed out, "In China, it is the very first time to hold such a large-scale concrete exhibition. It was a very good platform for enterprises related to the various concrete industries to show their strength, and to meet customers here. With the show as a great

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platform, Sika China brings our professional elite team and the most popular products to the market.“

### **“Fringe programs were very helpful“**

Mr.Chaoqun Li, Deputy General Manager of SpecChem LLC confirmed,“ This year, many fringe programs were presented with not only speakers but also exhibitors, which were very helpful for presenting companies in attracting high quality customers, high quality end-users, as well as the related potential customers. There were many business deals closed onsite.”

### **“The rich educational programs benefited enterprises in expanding and deepening trade business“**

### **“A platform for associations to strengthen on cooperation and communication“**

In addition to the growing space of the exhibition, world-class educational programs were presented with speakers from China and all over the world. There were 5 categories, 20 themes, over 80 sessions presented onsite, and the show as expected was a platform for professionals to share the experiences and to exchange ideas from the region.

The seminars included Asia Concrete Summit, Asia Construction Summit, The Latest Concrete Development in USA, Going Global Image of China Concrete Admixtures Industry and Technical Seminars, Concrete Green Production Technology, 10th Year Anniversary of China Flooring Association and Technical Seminars, Concrete Floor Cracks, Round-table Conference on Terrazzo Projects, National Construction Materials Rental Contractor Industry Forum, China Aggregate Market Development Forum.

In addition, the first WOCA offered associations a platform to strengthen on cooperation and communication. Ms.Xia Zhao, Deputy Secretary-General of Concrete Admixture Branch of China Building Materials Federation Building Materials Academy pointed out that “The rich programs of WOCA, especially technical seminars, benefited admixture enterprises in expanding and deepening trade business.“

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Ms. Naiqiu Yu, President of China Construction Material Rental Contractor Association added that “With the help of the show organizer, we organized and presented a forum during the fair, and met Korea Temporary Equipment Association and related enterprise delegation. WOCA supported associations to strengthen cooperations and communications.”

Mr. Jicheng Sun, Director of Concrete Technology Development Center from Institute of Technical Information for Building Materials Industry emphasized, “WOCA created opportunities for both associations and exhibitors to communication with each other. In addition, education programs during the show contributed to the enhancement of communication and cooperation between upstream and downstream enterprises.”

### **“A worthwhile trip”**

This year, overseas visitors increased. The top five visiting countries and regions were Taiwan, Korea, Malaysia, America and Japan. Visiting delegations from Australia, Indonesia, Korea, Malaysia, Thailand and Singapore agreed that it was a worthwhile trip. It was a great opportunity to widen the network of professional cooperation among construction contractors and suppliers in the region.

World of Concrete Asia has been a great success this year. Shenzhen International Flooring and Mortar Expo will be held from 3 – 5 May 2018 at Shenzhen Convention & Exhibition Center. Based on the global resources of Informa Exhibitions, world-class educational programs will be presented, including Asian Concrete Academy (Shenzhen), China (Shenzhen) Flooring Tech Summit, Shenzhen Parking Garage Summit and so on. By following the implementation of reform and open-door policy, it is believed that the show will assist more construction enterprises in the provision of their technology and services to the neighboring countries of great business opportunities.

The 2nd World of Concrete Asia will be held from 19 to 21 November 2018 again at the Shanghai New International Expo Center. It will showcase the latest developments across the globe on many aspects of concrete, flooring, building materials and construction technology that are applicable to the country and the region. The

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show is the platform for the professionals to share the experiences and exchange ideas from the region. For more details, please visit [www.wocasias.com](http://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.