



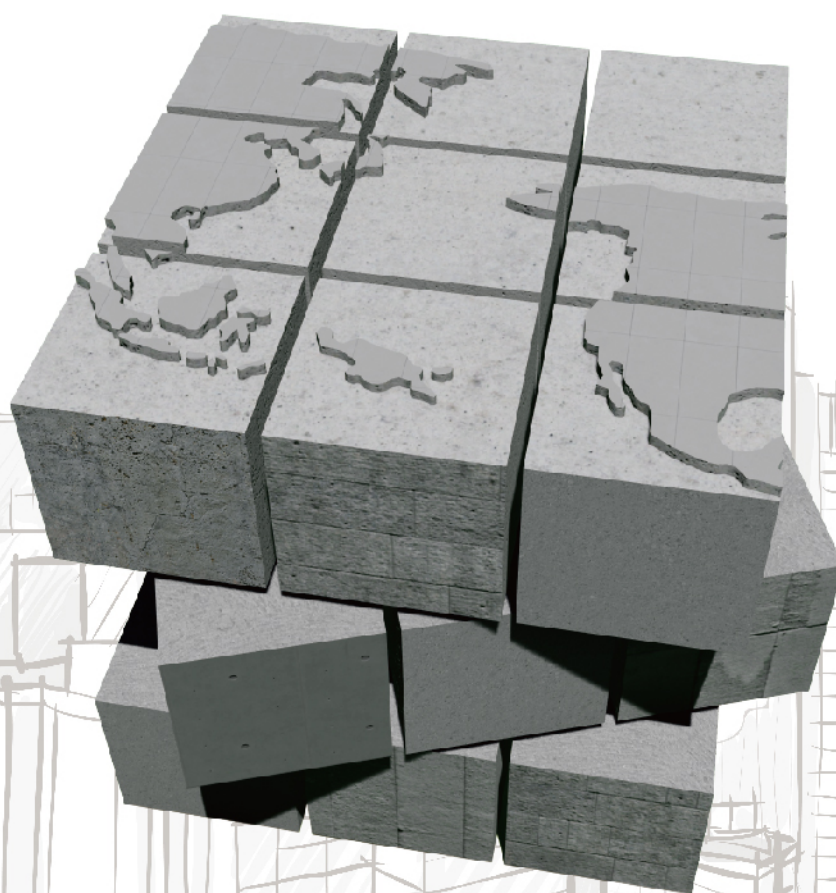
*Integrating the Whole Concrete and Masonry Industry
The Leading Concrete Exhibition in Asia*

WORLD OF CONCRETE ASIA

December 9-11, 2020

Shanghai New International Expo Center

www.wocasia.cn



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Organizer: Informa Markets

Co-organizer: China Flooring Association, Shanghai Concrete Industry Association

Shanghai Yingye Exhibition Co., Ltd.

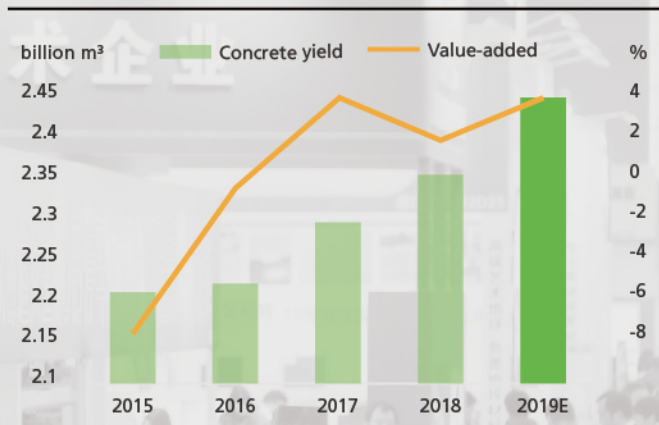
Co-support: American Concrete Institute



Market Review

World of Concrete Asia (WOCA) is a one-stop exhibition integrating the whole Masonry, Mortar and Concrete industry sectors.

2015-2019 Annual Concrete Output



Source: National Bureau of Statistics

In 2019, China's concrete production **exceeded 2.4 billion cubic meters, an increase of 3.46% year-on-year.**



Residence and housing



Commercial and Serviced Housing



Office building



Housing for scientific research, sports and recreation



Cultural, sports and recreational houses



Plants and buildings



Warehouse



Others

Proportion of completion area by type of housing

In the first three quarters of 2019, China's building construction area was about 12.3 billion square meters with more than 700,000 construction projects.

Source: China Floor Association

- ★ Urban infrastructure construction will become China's key development in 2020, and concrete raw materials such as cement, gravel and aggregate will usher in new growth.
- ★ China continues to be by far the largest Concrete Market in the world.

Market Forecast 2020

- ★ With the requirements from the 13th 5 year plan, we can expect the transformation of the concrete industry from a traditional processing and manufacturing development model to a green, environmentally friendly modern industrial structure.
- ★ Under the pressure of environmental protection and double standards in the high-end market is the better way to go by 2020 the proportion of urban green building should reach 50%.
- ★ China has announced a US\$7 trillion stimulus package in the Construction Sector with more than 22,000 projects to promote 2020 economic recovery.



About WOCA

The ONLY comprehensive exhibition platform for concrete, floor and mortar in Asia

2020

WHAT TO EXPECT IN 2020?



Exhibition Area

57,000+ (sqm)



No. of Exhibitors

720+



No. of Visitor

37,000+

*2020 Forecast

The 2020 World of Concrete Asia will be held from December 9 to 11 at the Shanghai New International Expo Center. In 2020, WOCA will showcase the latest technologies and exhibits related to concrete general, concrete surface, mortar & related masonry, non-concrete flooring and so on.

In partnership with the world's leading World of Concrete, WOCA is strategically located in the heart of the Asia Pacific region, the event offers a great opportunity to expand your presence in the emerging Asian markets and showcase your latest technologies and products.

Why exhibit?

- Showcase your products to an audience of over 34,085 quality trade visitors.
- Launch new products and technologies, meet potential clients face to face to understand their requirements and get qualified leads.
- Gain global exposure to visitors coming from 40+ countries and regions, mainly from east Asia.
- WOCA is your opportunity to build your brands at the fastest growing concrete market in the world!

Why visit?

- Source products from the flooring, mortar and concrete industries.
- Enjoy business matching opportunities with high quality suppliers.
- Discover and understand new industry trends at our highly curated conference and live demonstration events.

Range of Exhibition Products



Concrete General

- Concrete Machinery
- Concrete Reinforcement
- Concrete Admixture
- Concrete Construction Equipment
- Cutting/Crushing/Blasting Equipment
- Concrete Materials
- Concrete Detection Drive
- Construction Technology
- Precast
- Decorative Concrete
- Water Permeable Concrete Brick



Mortar & Related Masonry Zone

- Mortar
- Mortar Production and Spray Equipment
- Mortar Admixture
- Aggregate Production
- Aggregate
- Others



Flooring, Non-concrete

- Multiple Flooring
- Stone
- Sporting Facilities
- Flooring Materials
- Parking Facilities



Concrete Surface

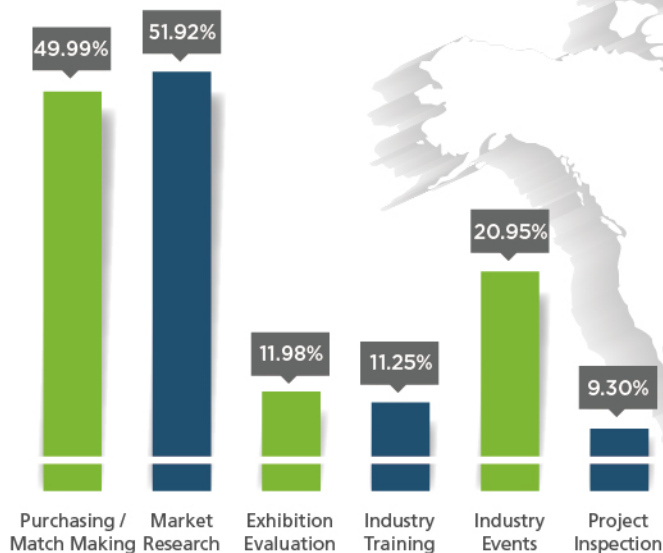
- Concrete Surface
- Preparation Equipment and Accessories
- Tools
- Cleaning Equipment



2019 Exhibition Figures

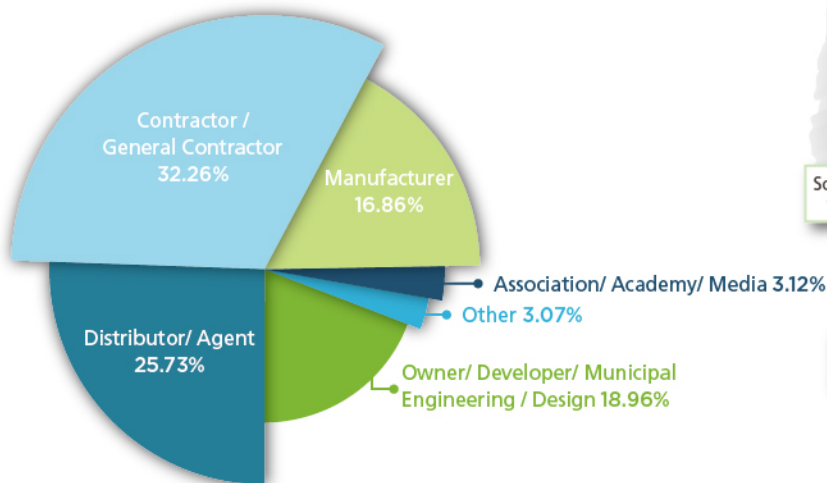
The three-days event attracted **34,085** domestic and international visitors from **43** countries and regions.

Visitors Analysis



★ **50% of visitors are interested in finding new products and technologies**

Visiting Purpose*



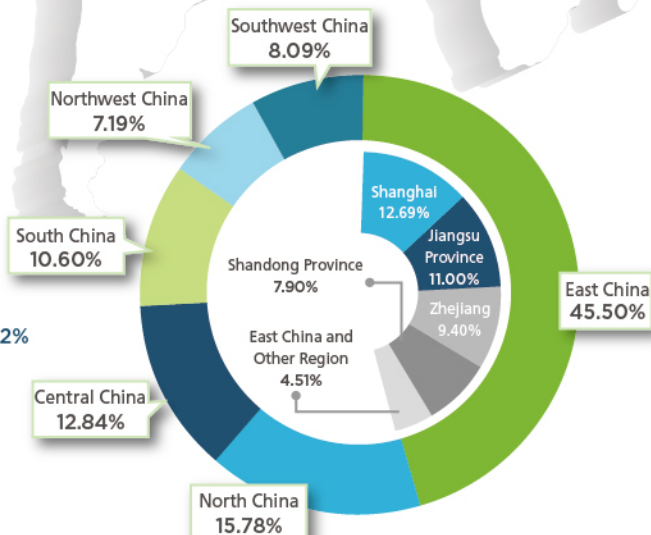
★ **Where all industries congregate**

Type of Visitors*

The top five countries*



The top five countries visitors came from the **United States, Cambodia, India, Japan, and Vietnam**. At the same time, WOCA also attracted a great number of visitors from countries and regions in East Asia, Southeast Asia, Europe and Africa.



★ **The annual exhibit welcomes visitors from all regions in China**

Visitors by Regions*

*Source: WOCA 2019 Visitor Survey

WOCA also attracts a great number of visitors from countries and regions in East Asia, Southeast Asia, Europe and Africa.

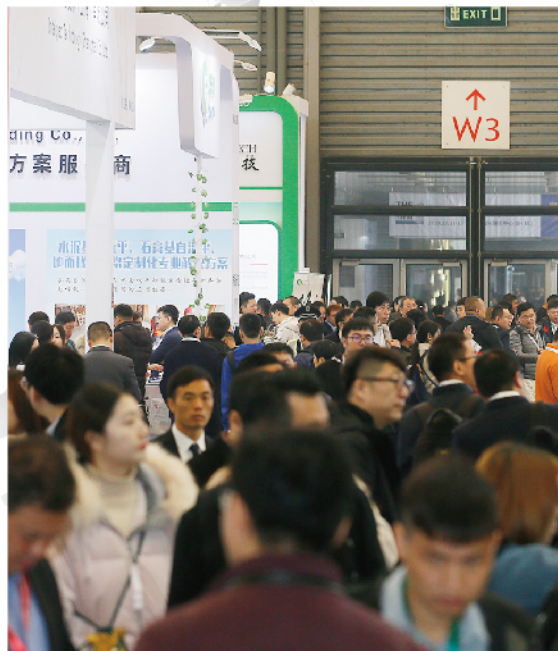
Manufacturer:	MIN FENG BUSINESS GROUP, OPTIMIX Group Limited, Asia Cement Corporation
Contractor:	ZHEJIANG RECLAIM CONSTRUCTION GROUP CO., LTD., Hubei ZMDX Construction Group Co., Ltd., CHINA COAL NO.68ENGINEERING COMPANY LTD., Shanghai Construction Group Co., Ltd.
General Contractor:	Sichuan Zhuzhong Construction Group Co., Ltd., Hangzhou Aetna Surface Engineering Co., Ltd., Langfang Road Construction Group Co., Ltd.,
Owner/Developer:	UNI-PRESIDENT CHINA HOLDINGS LTD., NIPPON PAPER GROUP, Shanghai Xinrong Real Estate Comprehensive Development Co., Ltd.
Municipal Engineering:	SiChuan ZhuZhong Construction Engineering Co., LTD, Chengdu Xincheng Municipal Engineering Co., Ltd., Shanghai Building Decoration Engineering Group Co., Ltd
Design:	Tianjin Jingye Engineering Survey Co., Ltd., SUZHOU INSTITUTE OF BUILDING SCIENCE GROUP CO.,LTD., Zhejiang Construction Science Design & Research Institute Co., Ltd.
Association:	Economy and Information Technology Department of Zhejiang, Zhenjiang Municipal Engineering Co., Ltd., Shanghai Zhuzhu Engineering Materials Co., Ltd.
Academy:	Tongji University, Zhejiang Sci-Tech University, Jiangsu University



Review of 2019

The exhibition space reached an area of 54,300 sqm with a 15% YOY growth, showcasing products from 654 exhibitors from China and 18 countries and regions including, Australia, Denmark, Germany, the Netherlands, Canada, Malaysia, Vietnam, Norway, United States, Japan, Thailand, etc.

Snapshot of Previous Exhibitors



Exhibitors Testimonials



Gary Zou Somero Enterprises, Inc, Marketing Manager

This year is the eighth time that our company exhibits at the World of Concrete Asia. This exhibition is not just an international event but also a comprehensive and advanced one. I think this exhibition gave us the chance to build a good platform to maintain the relationship with our old customers, seek new development opportunities, and brings us great help.



Wellang Dong Fujian South Highway Machinery Co., Ltd.

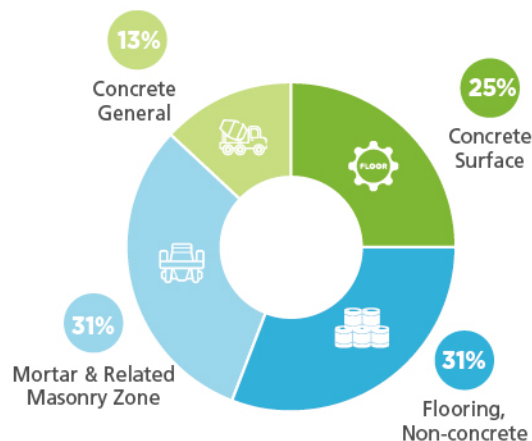
The main feeling we have every year we participate at WOCA is the diversity and quantity of their visitors. Which are not only from everywhere in China, but also many overseas buyers interested in our products. This is very beneficial for our company.



Mantlan Wu M-TEC China Co., Ltd

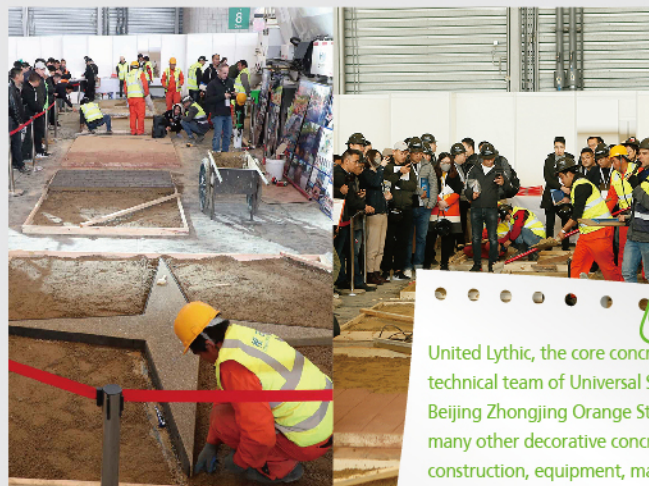
Our impression is that there are more visitors in this edition of WOCA, including our existing partners, and new potential ones.

2019 Exhibit Categories





Highlights and Concurrent Events



WOCA's combination of physical exhibitis and practical demonstrations offer a richer and more comprehensive visiting experience.

Focusing on industry hot trends and topics

	Tongji Concrete Technology Exchange Conference
	Special Mortar Industry Development Forum
	Industrial and Commercial Floor Application Case Forum
	International Symposium on New Formwork and Professional Contracting Technology
	IGREENBUY Yangtze River Delta Concrete Industry Trade Meeting
	Application of Epoxy Resin in Concrete
	Floor Crack Repair Technology Exchange Conference
	Green Concrete and Circular Economy Development Forum
	Salon of Public Space Design
	Decorative Concrete Seminar



Hand in hand with China Flooring Association, China Bulk Cement Association of Popularization & Development Pre-Mixed Mortar Specialty Commission China Foundation Building Materials Leasing Contract Association, China Epoxy Resin Industry Association, Shanghai Concrete Industry Association, Shanghai Circular Economy Association, Igreenbuy, School of Materials Science and Engineering Tongji University, Sand and Stone Aggregate Network and other industry authorities WOCA provides professional industry information.



Golden Trowels® Asia

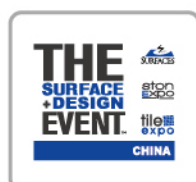
Golden Trowels®—It is a symbol of the honor of global concrete floor builders. This award was established in 1989 and is awarded annually by The Face Companies to recognize the builders of high-level and high-level concrete floor projects worldwide. In 2018, with the joint collaboration of The Face Companies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

The annual award ceremony of the GTA is held at the site of the WOCA. In 2019, The Golden Trowels® Asian awarded 9 awards to 8 construction companies in 5 countries.



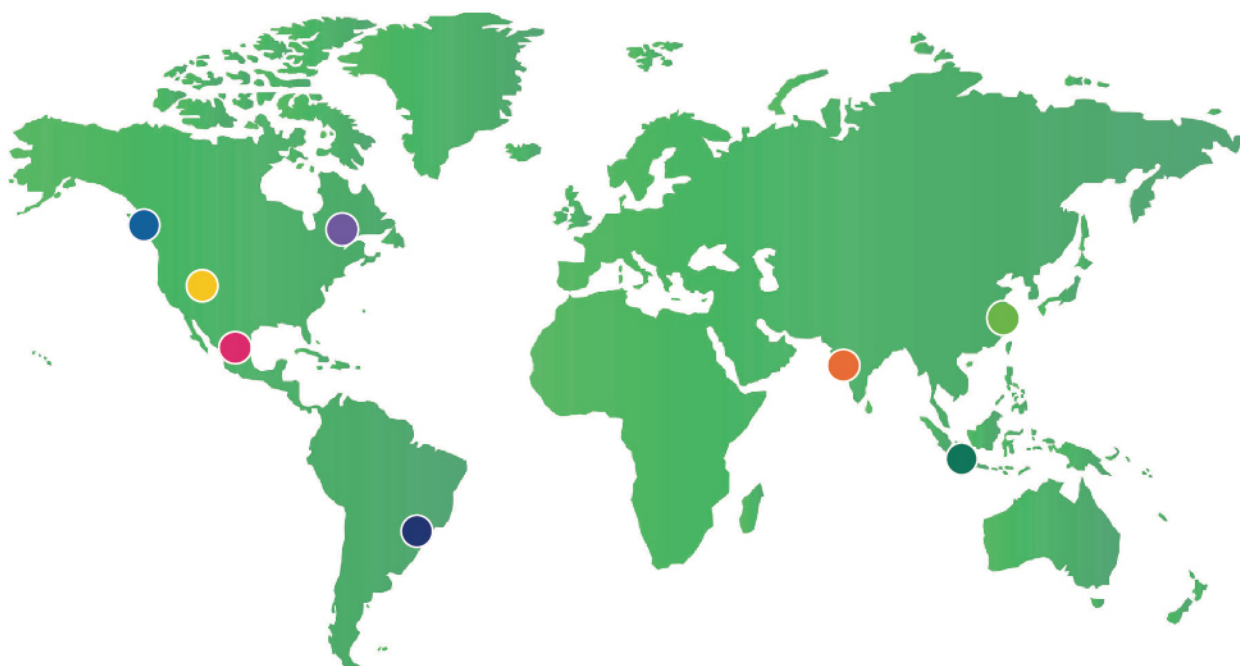
✓ Media and Exhibition

United domestic and foreign high-quality media, WeChat, website, print media, conference multi-dimensional promotion



Co-Located Event

YOUR TRUSTED PARTNER IN THE GLOBAL CONCRETE INDUSTRY.



WORLD OF CONCRETE ASIA
December 09-11, 2020
GTA Award Ceremony: December 12
Shanghai New International Expo Center, Shanghai China
www.wocasias.cn



WORLD OF CONCRETE
January 19-22, 2021
Seminars 18-22
Las Vegas Convention Center, Las Vegas, NV US
www.worldofconcrete.com



WORLD OF CONCRETE MEXICO PAVILION
EXPOCIHAC
September 15-18, 2021
Centro Citibanamex, Mexico City, Mexico
www.expocihac.com



WORLD OF CONCRETE VANCOUVER PAVILION
THE BUILDINGS SHOW
February 10-11, 2021
Vancouver Convention Centre West, Vancouver Canada
www.buildexvancouver.com



WORLD OF CONCRETE TORONTO PAVILION
THE BUILDINGS SHOW
October 14-16, 2020
Metro Toronto Convention Centre, Toronto Canada
www.thebuildingsshow.com



CONCRETE SHOW SOUTH EAST ASIA / INDONESIA
August 11-13, 2020
Jakarta International Expo, Indonesia
www.concreteshowsea.com



CONCRETE SHOW INDIA
December 3-5, 2020
Hall No 4, BEC, Goregaon, Mumbai, India
www.concreteshowindia.com



CONCRETE SHOW BRAZIL
November 24-26, 2020
Sao Paulo Expo, Sao Paulo Brazil
www.concreteshow.com.br

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