The international exhibition and conference for the concrete and building construction industry

21 22 23 September 2016
Hall 4, IMPACT Exhibition and Convention Center
Bangkok, Thailand
www.concrete-asia.com

Held alongside ASIAN CONSTRUCTION WEEK

Co-located:
ABOUT THE EXHIBITION

CONCRETE ASIA 2016 is the key industry international exhibition and conference targeting the concrete construction and masonry industry. It will be presenting the latest in concrete, concrete surfaces, decorative concrete, material handling, concrete production, cement building materials, testing instrumentation, equipment & machinery with the latest technologies and techniques to sustain and grow its business. It is held alongside the Asian Construction Week from 21 – 23 September 2016 at IMPACT Exhibition and Convention Center in Bangkok, Thailand.

Concrete Asia 2016 will feature key conferences & exhibitions on Underground construction and trenchless technology. The Asian market is slated to represent nearly 60 percent of global infrastructure spending by 2025, and underground infrastructure for transportation, utilities, and commercial purposes has become a priority in a rapidly urbanising Asia. The cement industry has seen massive growth as our world urbanized, and a number of projects include the joint Japan-Thai Project, Myanmar’s urban rail network, Indonesia’s light rail system, LRT, railroad, monorail, Malaysia’s MRT and LRT, and the Kuala Lumpur-Singapore High Speed Rail Terminus.

Asian Construction Week (19 – 23 September 2016) is comprised of a week-long series of exhibitions, conferences, seminars, networking events and site visits related to the building and construction industry featuring innovative products ranging from concrete, precast, material handling, concrete production, building construction & maintenance, green building & retrofits, renewable energy technology, water efficiency management, waste & water management, building construction equipment & systems, sustainable architecture services, facilities management, security, fire & safety, M&E maintenance, cleaning agents & chemicals, sanitation, waste disposal and more.

SHOW INFORMATION

Date & Time: 21 – 23 September 2016
Exhibition venue: IMPACT Exhibition and Convention Centre, Bangkok Thailand
Total exhibition area: Indoor :20,000 sqm   Outdoor: 5,000 sqm
Projected total visitorship: 15,000
Admission: By registration for trade and professional visitors only
Opening Hours: 1000 hours to 1800 hours

The Asian Construction Week: 4-in-1 Exhibition and Conference

The 4 in 1 exhibition and conference covers a total of 25,000 square metres of new innovative products showcased at Asian Construction Week’s indoor and outdoor areas. A whole series of activities have also been lined up such as:

- Hosted buyers program
- New product launches
- Training & upgrading : seminars, conferences, meetings, hands-on training, interactive workshops
- Networking receptions
- Site visits

A series of conferences, seminars and workshops will be held during the event. A major International Congress on High Performance Concrete is being planned in addition to other conference and seminars on topics covering the sustainable concrete, future of concrete, high performance concrete, trenchless technology, underground construction, Industrialized Building Systems (IBS) working closely with ACCI and the industry.

Find out what can boost your business and discover not just new ideas but innovative sustainable solutions as well: the diversity, quality and internationalism you can experience. Reach out to the enormous 600 million populated countries of ASEAN and beyond with a projected growth of US$4 trillion in 2020.
CEMENT SELF-SUFFICIENCY MEANS BUSINESS FOR DEVELOPING NATIONS

It is pertinent that many of the largest and fastest-growing cement industries are now in the developing world, but this should not come as a surprise. As the economy of a given country develops, cities become more prosperous than surrounding rural areas, leading to inward migration and urbanization. This inexorably leads to increased demand for building materials, including cement. Indeed, for many developing countries, self-reliance in cement production is a major industrial target as it reduces the reliance on imports, reduces the cost of construction, and facilitates further development of the economy through improved infrastructure. In the case of some countries it is even possible to show strong positive correlation between GDP and cement consumption over time.

With the majority of the 2.5 billion new urban inhabitants projected to be in Africa and Asia in the period to 2050, it is the countries in these continents, their regulations, and populations that will most strongly influence future cement demand, the efficiency of the production process, and the types of fuels used. It is not, therefore, a great leap to conclude that the global cement production curve will continue to rise in the coming years. So the real questions are how fast will the industry develop in the future and how will its appetite for coal and other fuels change?


FIGURE 1: Construction Spending Growth 2014-2019 (% per annum)

FIGURE 2: Possible global cement production scenarios to 2050
Increased urbanisation, investment, government spending, and consumer spending has set Asian economies on the right track to double in the next 10-15 years. This increase will trigger an increase in infrastructure development for the building & construction industry in the region.

Asia is developing rapidly, and emerging markets are opening their economies towards growth:

- ASEAN passed the benchmark of being a US$2 trillion economy in 2011, 9 years earlier than anticipated. By 2015, ASEAN will become an almost US$3 trillion economy, with growth to close to US$4 trillion in 2020.
- Thailand's infrastructure spending is expected to reach $58.5bn by 2025.
- Myanmar is opening its market to foreign investors in the construction industry for development.
- Vietnam is forecasted to increase its urbanisation from its current 27% to a 45.2% by 2020.
- China overtook US in 2010 and is currently the world's largest construction market, accounting for 36% of global construction in 2010.
- Malaysia is anticipated to have strong industry growth over the forecast period of 2013 – 2018 towards a CAGR of 9%. Growth would mainly be driven by the government’s increased expenditure on public infrastructure and residential housing.
- Indonesia’s infrastructure spending by 2025 is expected to exceed US$165 billion, with matching government spending of approximately 7% per year.
- Philippines saw the gross value in private sector construction projects grow by 10% to $14.455bn from 2014 to 2015, bringing the total including public sector activities to $31.889bn.
- Singapore is forecasted to have an average construction demand between $26 billion to $37 billion in 2018 and 2019 per annum in view of mega public sector infrastructure projects.
- Hong Kong, an attractive business hub due to its low tax rates, free economic structure and connectivity will see a positive growth in large-scale infrastructure projects and is expected to register a CAGR of 8.25% through 2017.
- Japan’s construction industry output is expected to increase at a CAGR of 3.19% over the forecast period (2013–2018) with a primary focus on public work infrastructure and civil engineering works.
- South Korea’s infrastructure is ranked 23rd in a list of 148 global economies and with 2018 Winter Olympic Games coming up, the industry is anticipated to post a forecast-period CAGR of 3.96% over 2014 to 2018.
- Taiwan’s construction industry will accelerate at a modest pace through to the end of forecasted period in 2024 with the government aiming for public transportation to have a market share of 30% by 2025.

While Asia’s pace of economic growth is expected to stabilize in the medium term, the region is also likely to maintain its position as global growth leader. To accommodate this shift in emphasis toward domestic demand, construction spending in Asia is expected to increase in both residential and infrastructure sectors going forward. Construction spending is forecasted to overtake the regional average of 4.4% in China, India, Vietnam, Bangladesh, Indonesia, and Thailand over the next five years (Figure 2). In addition, Philippines and Myanmar are also showing growth potential that firms can consider tapping on. (Aecom’s 2014 Asia Construction Outlook).
CONCRETE ASIA 2016 WILL BE HELD IN

Bangkok, Thailand... At the crossroads of development, Bangkok presents a central location and a gateway for regional networking for the Asian market providing solutions and technologies that meet the needs of trade visitors from around the region. At Concrete Asia 2016, suppliers and decision makers from the sectors’ major markets around the world will be setting the course for successful future business.

For visitors: Discover the trends that will be dominating the Asian construction industry. At Concrete Asia, you will find the wide range of products concentrated under one roof. Co-located with the BMAM 2016 / GBR 2016 / PULIRE 2016 and featuring Underground Construction and Trenchless technology, the product displays and conferences extend in depth and breadth for the whole construction sector allowing trade buyers to maximum their time in a conducive environment.

Thailand, strategically located as a gateway to Asia is today, the largest growing economic market. Thailand is an active member of the Association of Southeast Asian Nations (ASEAN) and ASEAN Economic Community (AEC) which provides easy access to a combined population of over 600 million people.

A few of Thailand’s major ongoing projects include the rapid development of mass transportation projects throughout Thailand, of which includes a high speed rail network that will connect north, south, east and west of Thailand, as well as to Southern China. This development would see Thailand getting closer than ever to China’s market of over 1.4 billion people.

WHY EXHIBIT?

The most comprehensive trade platform for manufacturers and suppliers to market themselves profitably, increase sales and brand image, create awareness, as well as network, collaborate, and extend customer base to tap on new opportunities in this growing market. Increase your company’s leads and meet targeted trade visitors who are searching for the latest innovations and products to complete their work faster, more efficiently, and more profitably.

- To be at the forefront of Asia’s growth, clinch deals, generate new leads and increase sales with the increase in infrastructure and construction spending
- To leverage on Thailand as a strategic business hub to the thriving neighbouring economies by using Concrete Asia as a platform to reach out to the Asian market.
- To showcase your company’s innovative products and services to targeted regional buyers of the building and construction industry.
- A one-stop platform to reach the Asian market with business matching services and business networking opportunities.
- To work together with Thai and Asian players to strengthen areas of collaboration to grow your businesses and tap on economic potentials to be more competitive in the market.
- To demonstrate the benefits and efficiencies of your company’s products to regional organisations looking to improve their processes in the construction industry.
- As a springboard to launch your new products into the Asian market, leveraging on the massive scale of the Asian Construction Week.
- To promote brand name awareness in Asia placing your company in the same league as top players and innovators in the industry to increase sales.

www.concrete-asia.com
The Asian Construction Week brings together the international construction community to congregate in Bangkok, Thailand with a 4-IN-1 co-located Exhibition and Conference for a week of productive networking, conferences, exhibitions, facility site tours, workshops, seminars and social events that are relevant to the building and construction industry. Renowned esteemed speakers will share experiences and insights on relevant issues and at the same time address new challenges and opportunities for the industry. The Asian Construction Week is the MUST-GO Event if you and your Company aspire to be where the professionals congregate.

CONCRETE ASIA 2016

The international exhibition and conference for the concrete and building construction industry. Showcasing leading industry suppliers featuring innovative products & technology in sustainable concrete, precast concrete, construction machinery & equipment targeting regional buyers and decision makers.

BMAM EXPO ASIA 2016

The 9th international exhibition and conference on building maintenance and facilities management. The leading platform for building maintenance, facilities management, and property management industries showcasing leading and latest products, services, and solutions.

GREEN BUILDING & RETROFITS ASIA 2016

The 6th international exhibition and conference on Green Building & Retrofits held in Thailand for the Asia market. Showcasing leading, latest, and new products, services, and solutions for the Green Building Construction and Facilities industries.

PULIRE ASIA Pacific 2016

PULIRE ASIA Pacific 2016 is a dedicated international exhibition industry platform showcasing the latest professional cleaning and hygiene technology, solutions and trends for the institutional and industrial cleaning sectors in the Asia Pacific region.

Country Pavilions

Networking Functions

Business Matching, Buyer-Seller Meetings, Hosted Buyer Programs

Thailand Facility Tours, Site Visits

Multiple Seminars, Workshops, Conferences

Country Pavilions
The vast range of activities lined up for the week will bring together buyers from various segments of the industry, allowing for fruitful networking sessions, exchange of ideas, and sales generation for exhibitors.
# KEY EXHIBIT PROFILE

## Concrete Technology
1. **Structural Concrete**, **Architectural Concrete** and **Pavement Concrete**
2. **Concrete Mixing**
3. **Transport of Concrete**
4. **Casting of Concrete** - with special features on hot climate concreting
5. **Testing and Quality Control**
6. **Sustainable Concrete Technology / Green Concrete**
7. **High Performance Concrete**
8. **Smart Technologies**
9. **Off Shore Concrete Platform Technology**

## Concrete

2.1. **Concrete Roofing Tiles**
2.2. **Facing Concrete**
2.3. **Railroad Tie Concrete**
2.4. **Porous Concrete**
2.5. **Fibre Reinforced Concrete**
2.6. **Self-Compacting Concrete**
2.7. **High-Strength Concrete**
2.8. **Ultra High-Strength Concrete**
2.9. **Polymer Concrete**
2.10. **Waterproof and Fireproof Concrete**
2.11. **Lightweight Concrete**
2.12. **Geopolymer Concrete**

## Precast Concrete

3.1. **Structural Precast**
3.2. **Architectural Precast**
3.3. **PC Roofing Systems**
3.4. **Building Automation Plant and Equipment**
3.5. **PC Moulds**
3.6. **Curing of PC Elements**
3.7. **Civil Engineering PC such as beams, PC tunnel segments, precast piles**
3.8. **The Big Canopy - Making Worksite Weatherproof**
3.9. **Hollowcore Slabs**
3.10. **Tunnel Linings/Segments**
3.11. **Prefabricated Prefinished Volumetric Construction (PPVC)**
3.12. **Prefabricated Bathroom Units (FSU)**
3.13. **Precast Accessories**
3.14. **Dry Mix Concrete**

## Concrete Chemicals & Additives

4.1. **Special Cement**
4.2. **Cement Plant**
5.3. **Cement Manufacturing Technology**
5.4. **Cement Transport and Storage**

## Cement

5.1. **Special Cement**
5.2. **Cement Plant**
5.3. **Cement Manufacturing Technology**
5.4. **Cement Transport and Storage**

## Testing and Quality Control of Concrete

6.1. **Concrete Chemicals & Additives**
6.2. **Testing and Quality Control**

## Formwork and Scaffolding

7.1. **Climbing / Slip Forms**
7.2. **System Formwork**

## Sand and Aggregates (Stones)

8.1. **Concrete Chemicals & Additives**
8.2. **Testing and Quality Control**
8.3. **Sand and Aggregates (Stones)**

## Architecture Concrete

9.1. **Arts in concrete**
9.2. **Façade**
9.3. **Concrete décor**

## Construction Equipment & Machinery

10.1. **Cranes**
10.2. **Batching Plant**
10.3. **Concrete Pumps and Trucks**
10.4. **Formwork**
10.5. **Scaffolding**
10.6. **Bulldozer**
10.7. **Excavator**
10.8. **Generator**

## Industrialised Building Systems

11.1. **Precast Concrete Framing, Panel and box**
11.2. **Formwork System**
11.3. **Prefabricated Steel Framing**
11.4. **Precast Timber Framing**
11.5. **Blockwork (Masonry blocks and lightweight blocks)**

## UnderGround Construction

12.1. **Tunnel Construction Equipment, Materials & Plant**
12.2. **Microtunneling and Trenchless Technologies**
12.3. **Communication, Safety and Security Systems**
13.1. **Pollution Control and Ventilation Equipment and System**
13.2. **Electrical and Lighting Systems**
13.3. **Fire Protection Systems**
13.4. **Consultancy & Design Services**
KEY VISITOR PROFILE

- Architects
- Brick and Block Producers
- Commercial Contractors
- Concrete Contractors
- Concrete Pumps
- Construction Managers
- Civil engineering
- Consulting and construction companies
- Dealers/Distributors
- Decorative Concrete Contractors
- Designers and Specifiers
- Engineers
- Education Institutions
- General Contractors
- Government Agencies
- Masonry Contractors
- Main line and urban rail infrastructure authorities
- Pipe and Block Producers
- Precast/Pre-Stressed Concrete Producers
- Property Developers
- Instrumentation Professionals
- Ready mixed Concrete Producer
- Regulators
- Rental Equipment Centre
- Repair Contractors
- Renovation Contractors
- Safety and security specialists
- Specialty Concrete Contractors
- Structural Maintenance Professionals
- Highway authorities
- Testing Laboratories
- Tunnel operations and maintenance organisations
- Building Consultants
- Plant Managers
- Public utilities
- Quantity Surveyors
- Contracts Manager
- Project Managers
## COST OF PARTICIPATION

### Option 1: Standard Shell Scheme (Minimum size: 12 sqm)

<table>
<thead>
<tr>
<th>Rate:</th>
<th>USD 350 per Sq.m.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimum size:</td>
<td>12 Sq.m.</td>
</tr>
</tbody>
</table>

Standard Shell Scheme includes the construction and rental of:
- System wall partition height of 2.5m, Carpeted Floor, Fascia with Company’s Name & Booth Number (Max. 24 Letters), 2 Fluorescent lights, 1 power socket 5 Amp, 1 reception desk, 2 chairs and 1 wastepaper basket.

### Option 2: Bare Space (Minimum size: 36 Sqm)

<table>
<thead>
<tr>
<th>Rate:</th>
<th>USD 300 per Sq.m.</th>
</tr>
</thead>
</table>

Customize your own ideal booth and showcase your products/services in the most suitable setting. This one-of-a-kind creation will surely be recognised and make your Company stand out.

### Option 3: Upgraded Shell Scheme (Min. 18 Sq.m.)

<table>
<thead>
<tr>
<th>Rate:</th>
<th>USD 420 per Sq.m.</th>
</tr>
</thead>
</table>

This upgraded shell scheme booth consists of the rental of: system partition walls at height of 2.5m, floor carpet, fascia with Company’s Name & Booth Number (Max. 24 Letters), 4 Fluorescent lights, two 5 amp power socket, one round table with 4 chairs, two shelves, two reception counter with 4 chairs, Company’s logo on fascia board and two wastepaper basket Price include general security & cleaning services.

### Option 4: Outdoor Space (Minimum size: 60 Sqm)

<table>
<thead>
<tr>
<th>Rate:</th>
<th>USD 150 per Sq.m.</th>
</tr>
</thead>
</table>

### Option 5: Sponsorship & Advertising

Sponsorship opportunities are available for companies to increase their exposure at Concrete Asia and customized packages are also available to be personalized to your company’s requirements. Kindly contact our sales team or email info@concrete-asia.com to find out more.

#### Sponsorship Packages Available

- Lanyard Sponsorship.............................................................. USD 3,000
- Show Bags Sponsorship......................................................... USD 3,000
- Show Banner Sponsorship..................................................... USD 2,500
  - Excludes production of banners and rigging costs
  - Location of banner subject to availability and approval
- Visitor Registration Counter.................................................... USD 5,000
- Directional signs sponsorship................................................. USD 3,000

#### Advertising Opportunities

- Show Directory: Half Page, Full Colour Advert (ROP)............ USD 1,500
- Show Directory: Full Page, Full Colour (ROP)....................... USD 2,500
- Show Directory: Inside Front Cover....................................... USD 3,200
- Show Directory: Inside Back Cover....................................... USD 3,200
- Show Directory: Outside Back Cover....................................... USD 3,800
- Show Directory: Logo advertising........................................... USD 150

*Note*
- Corner booth: add USD150 per corner for each open side.
- Price include general security & cleaning services
- Free standard company entry in show directory of up to 150 words & contact details Additional text will be charged at USD50 per set of 50 words.
- Price include only general hall security & cleaning service
- Marketing fee: USD250 per company: includes online web promotion, show directory listing, other online features and benefits, entries, website.
FREE Marketing Tools

FREE secure mailing – We will send personalized invitations on your behalf to your database, free of charge. We will also automatically send you 100 personalized invitations for you to distribute.

FREE e-invite – We will send you a content-rich html that you can personalise before sending to prospective and current clients to let them know they can come and meet you at the show.

FREE PR exposure – We have a dedicated PR team, who can help you get free editorial coverage on anything you wish to promote.

FREE telephone invitation – We will call and invite your top clients to the show on your behalf to visit you on your stand.

FREE personalised banners – Adding a banner or logo to your emails, website and adverts is a great way to promote your involvement at the show.

UNIQUE registration link & data build – Download the registration data of those who register via your free marketing tools for follow up at any time.

FREE secure mailing – We will send personalized invitations on your behalf to your database, free of charge. We will also automatically send you 100 personalized invitations for you to distribute.

FREE e-invite – We will send you a content-rich html that you can personalise before sending to prospective and current clients to let them know they can come and meet you at the show.

FREE PR exposure – We have a dedicated PR team, who can help you get free editorial coverage on anything you wish to promote.

FREE telephone invitation – We will call and invite your top clients to the show on your behalf to visit you on your stand.

FREE personalised banners – Adding a banner or logo to your emails, website and adverts is a great way to promote your involvement at the show.

UNIQUE registration link & data build – Download the registration data of those who register via your free marketing tools for follow up at any time.

Marketing Benefits for Exhibitors

- Company listing on Concrete Asia website
- Hyperlink to your company’s website
- E-product write-ups on Concrete Asia website (up to 3 products)
- Business Matching
- 1 networking reception pass
- 1 delegate pass to one of the conferences or seminars
- Show directory listing
Joint Organisers:

Managed by:

Supporting Organisations:

Concrete branch of the China Construction industry Association

Construction Institute of Thailand

National Ready-Mixed Concrete Association of Malaysia

Thailand Concrete Association

Ready-Mixed Association of Singapore

Thai Machinery Association

CONTACT US

Singapore & International Sales Enquiries

Globe International Events Consultancy Pte Ltd (GIEC)
Terisa Gan
Project Director
Tel: +65 6702 3005
Mobile: +65 9878 5987
Fax: +65 6702 3007
Email: theresa.gan@giec.biz

Local Thailand Enquiries

IMPACT Exhibition Management Co., Ltd. (IMPACT)
Watinee Saithong
Project Manager
Tel: +66 (0) 2833-5315
Mobile: +66 (0) 86-888-3448
Fax: +66 (0) 2833-5127-9
Email: watinees@impact.co.th