



International Building Industrialization of Construction Exhibition Asia

2017.10.30-11.01

NECC (Shanghai)

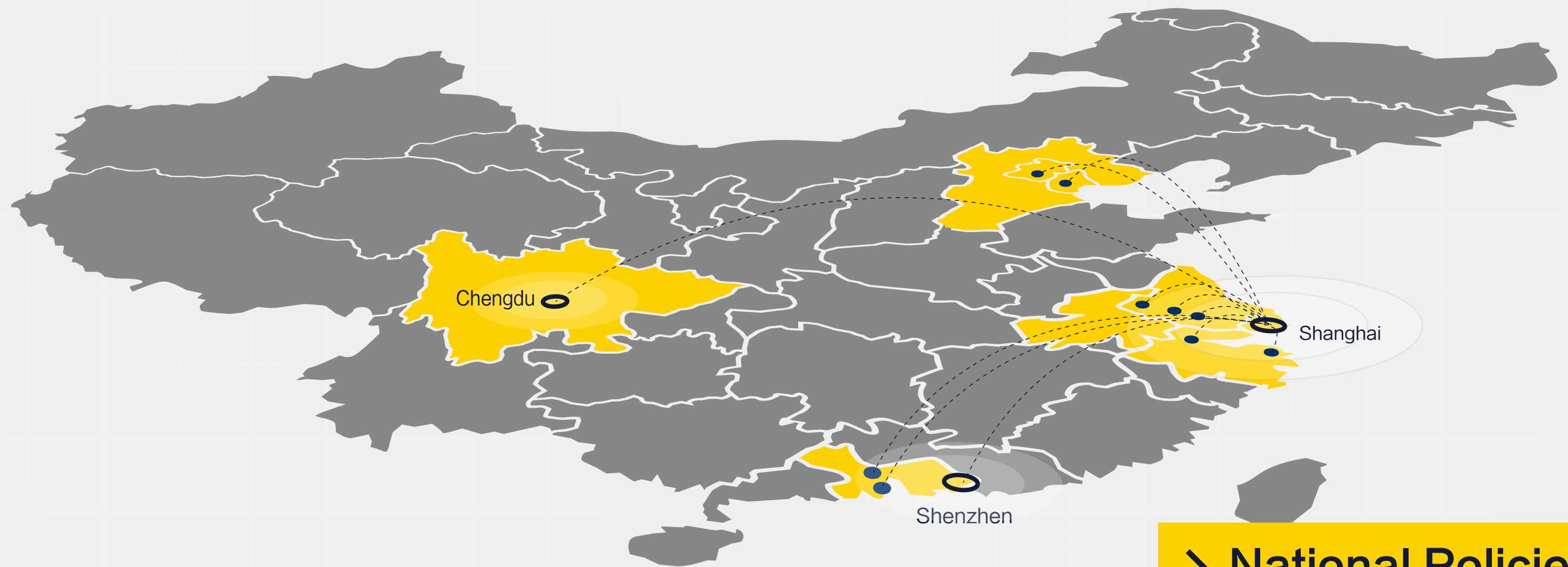
BETONTAGE
CONCRETE SOLUTIONS

Concurrent Events
BetonTage asia 2017
2017.10.31-11.01



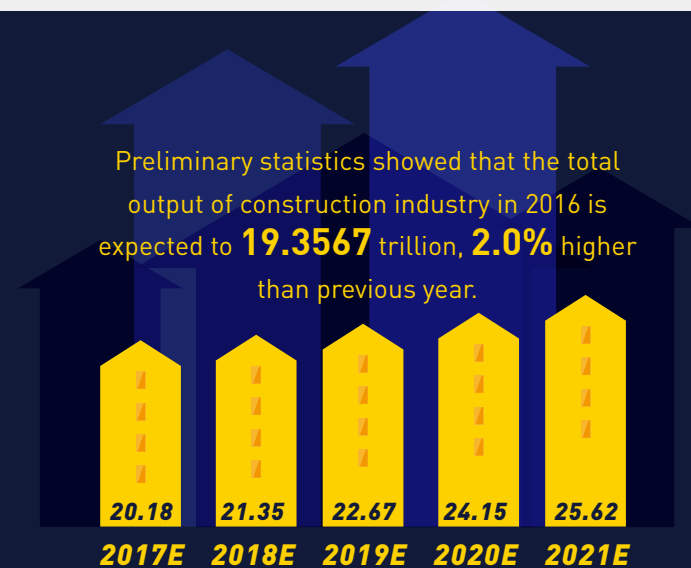
Gain Your Business from China





> National Policies

Forecast according to authoritative organization, the China's total output of construction Industry will be projected to grow at a CAGR (compound annual growth rate) of **6.15%** between 2017 and 2021 and finally reach **25.62** trillion in 2021.



China's Total Output of Construction Industry (Trillions)

Source: CIConsulting

According to the *Programme of Building Industrialization of Construction Development*,

- The prefabricated building will account for over **20%** of new construction building
- This proportion will be required to **30%** in provinces, province-level municipalities as well as cities with independent planning and **40%** for indemnificatory housing building. Moreover, the new resident building with fine decoration will account for over **30%**.
- The Proportion of the prefabricated building in new building should be raised to over **50%** by 2025.

> BIC 2017

45,000 Square Meters

3 Professional Exhibitions & International Conferences in Shanghai, Shenzhen and Chengdu

520 Exhibitors

200 Scholars & Experts

2 International Tours

10 Conferences & Forums during one year

Exhibitor Profile

- Architecture Design & BIM Consulting
- Prefabricated Production Circulation System and Equipment
- Fitting, Embedded Part & Accessories Concrete Chemicals and Chemical Products
- PC Elements
- Formwork & Scaffolding
- Building Envelope
- Prefabricated Steel Structure
- Modular Buildings
- Wood Structure
- Interior Decoration Industrialization

International Building Industrialization of Construction Exhibition Asia (BIC) will be policy-oriented and seize the related industry trend in 2017, with national strategic blueprint and worldwide viewpoint. BIC will make efforts to display the high-end technology and practical cases in Architectural Design & BIM Consulting, Prefabricated Structure, Building Envelope, Interior Decoration Industrialization and Municipal Construction.

Also in the upcoming 2017, BIC plan to arrange plentiful activities, such as international tour, national road-show, prestigious summit, iHouse Model Room (iHouse) etc, for the purpose of establishing a one-stop communicative platform to show our excellent services and accurate business-matching value, which can assist government to stipulate relevant standards and regulations, as well as help enterprises to search the target clients and clarify the purchase objective.

> Year-round Events BIC 2017

Building Industrialization of Construction Tour - Germany & Italy

Feb.12th-19th, 2017

- International communication opportunity
- Advanced technology and product on a global scale

Important Event: BetonTage

BETONTAGE
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International Building Industrialization of Construction Conference Asia - Chengdu

May 17th, 2017

- Prefabricated building development in Southwest area

Concurrent Event: The 16th Sichuan Urban and Rural Construction Expo in 2017

Venue: Chengdu Century City New International Convention and Exhibition Center

International Building Industrialization of Construction Exhibition Asia - Shenzhen

July 6th-8th, 2017

- Prefabricated building development in South China

Concurrent Event: 2017 International Building Industrialization of Construction Forum Asia

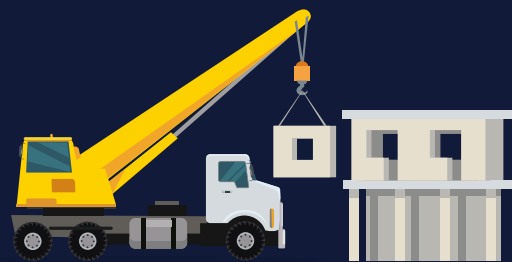
Venue: Shenzhen Convention & Exhibition Center

Building Industrialization of Construction Tour - Japan

August, 2017

- Explore advanced technology and product suitable for Asian climate and geology
- Asia-based with a global perspective

> Highlight BIC 2017



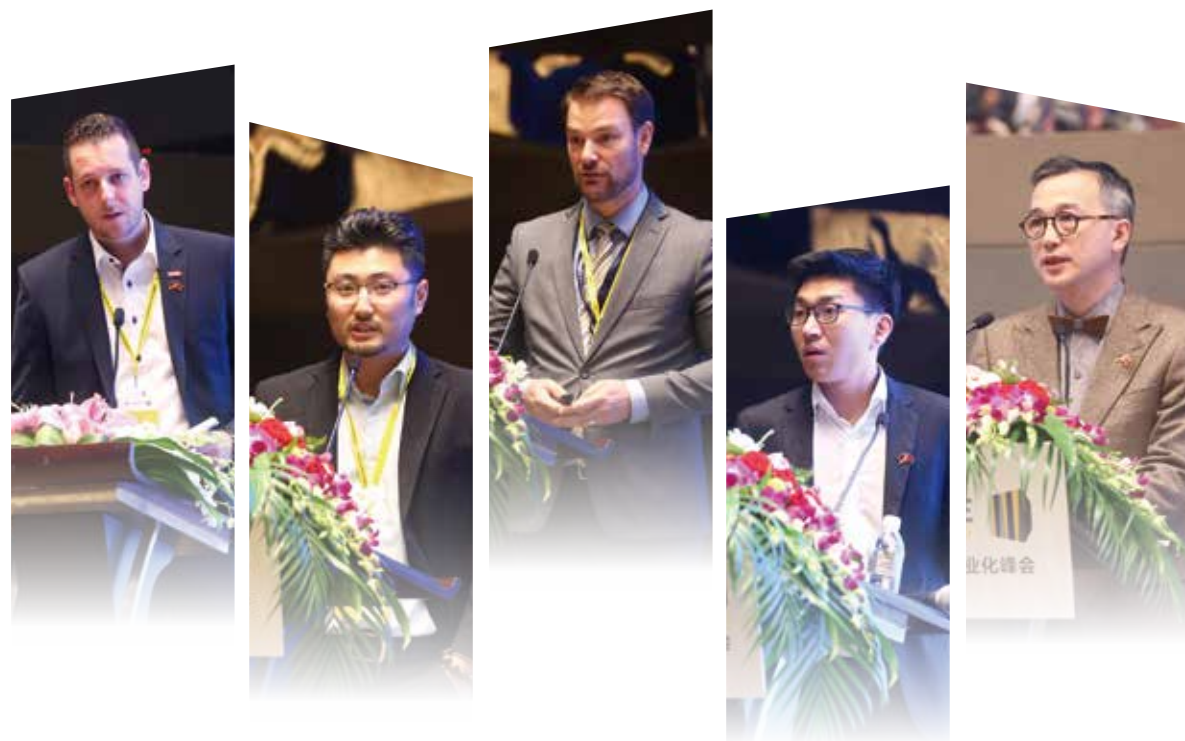
> BetonTage asia 2017



As one of the most influential annual events in European concrete industry, BetonTage has been successfully held for 61 sessions in Europe. BetonTage asia 2017 is its 4th session in Asia.

It's the most professional and the unique international conference in Asia attended by top Construction Groups, Architecture Design Institutes and the Owners of prefabricated construction industry.

It's also a great opportunity for you to take advantage of network and media partners, as well as get your business and products promoted.



> VIP Tour & Match Making

The VIP Tour participants included selected buyers from Construction Groups and Architecture Design Institutes. It's a great opportunity of meeting with those potential clients through the "Match Making" created by the organizers to meet your business needs.



> iHouse Model Room

iHouse Model Rooms will provide solutions of the current changes and enhance the technology communications to meet the new demand for development of building industrialization, energy-saving technology and the transition of the industry for relevant companies from whole construction industry chain.



China Institute of
Building Standard Design & Research

iHouse Model Room

UB Shanghai Building Technology Co.Ltd

Crowne Plaza Hotel's king room &
en-suite iHouse Model Room

> Exhibitor Analysis BIC 2017

> Exhibitors expressed their satisfaction with 2016 BIC.

(General evaluation: 9.185 out of 10 points)



84%

Exhibitors were satisfied or highly satisfied with 2016 BIC.



78%

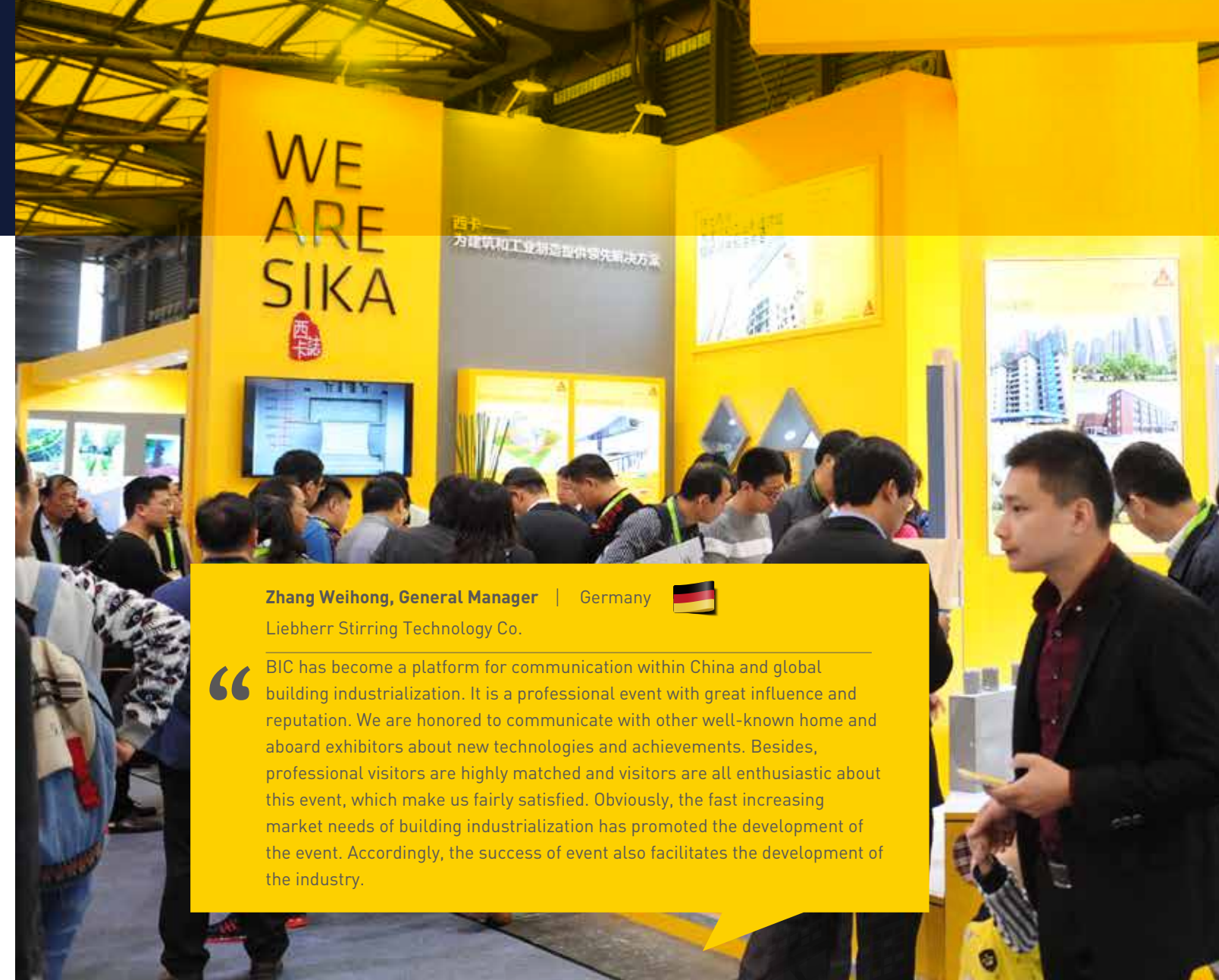
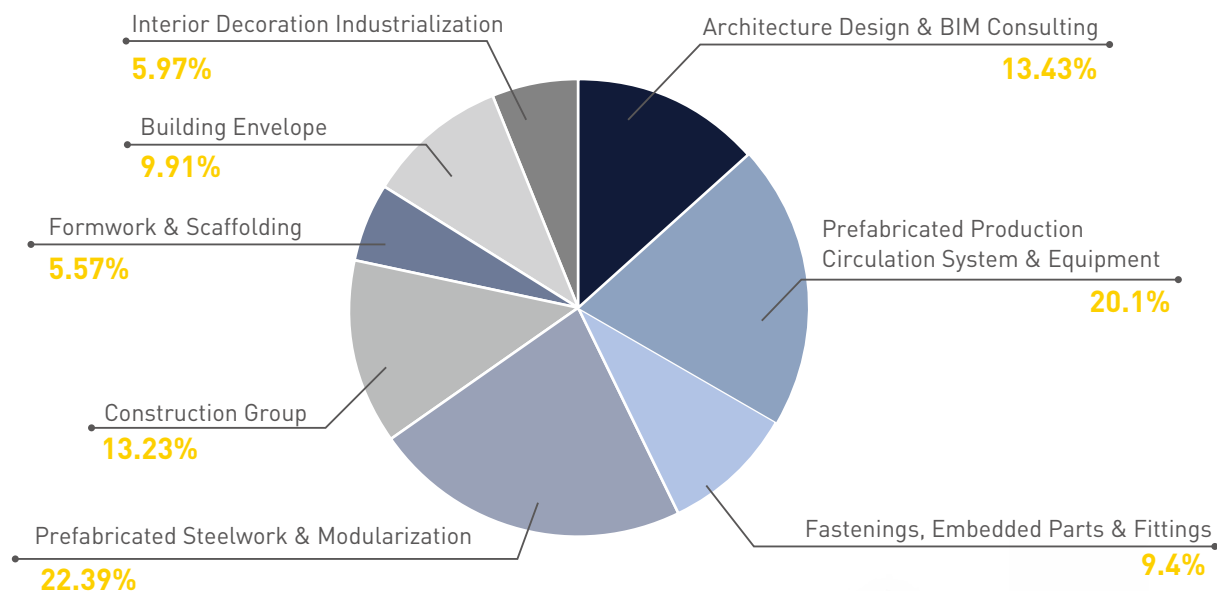
Exhibitors were willing to recommend BIC to their colleagues and industrial partners.



82%

Exhibitors were intended to attend BIC next year.

> Proportion of Items on Display



Zhang Weihong, General Manager | Germany



Liebherr Stirring Technology Co.

“BIC has become a platform for communication within China and global building industrialization. It is a professional event with great influence and reputation. We are honored to communicate with other well-known home and abroad exhibitors about new technologies and achievements. Besides, professional visitors are highly matched and visitors are all enthusiastic about this event, which make us fairly satisfied. Obviously, the fast increasing market needs of building industrialization has promoted the development of the event. Accordingly, the success of event also facilitates the development of the industry.”

> TOP Exhibiting Companies



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National Exhibition and Convention Center (Shanghai)

www.bicchina.com.cn



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