



# International Building Industrialization of Construction Exhibition Asia

**2017.10.31-11.02**

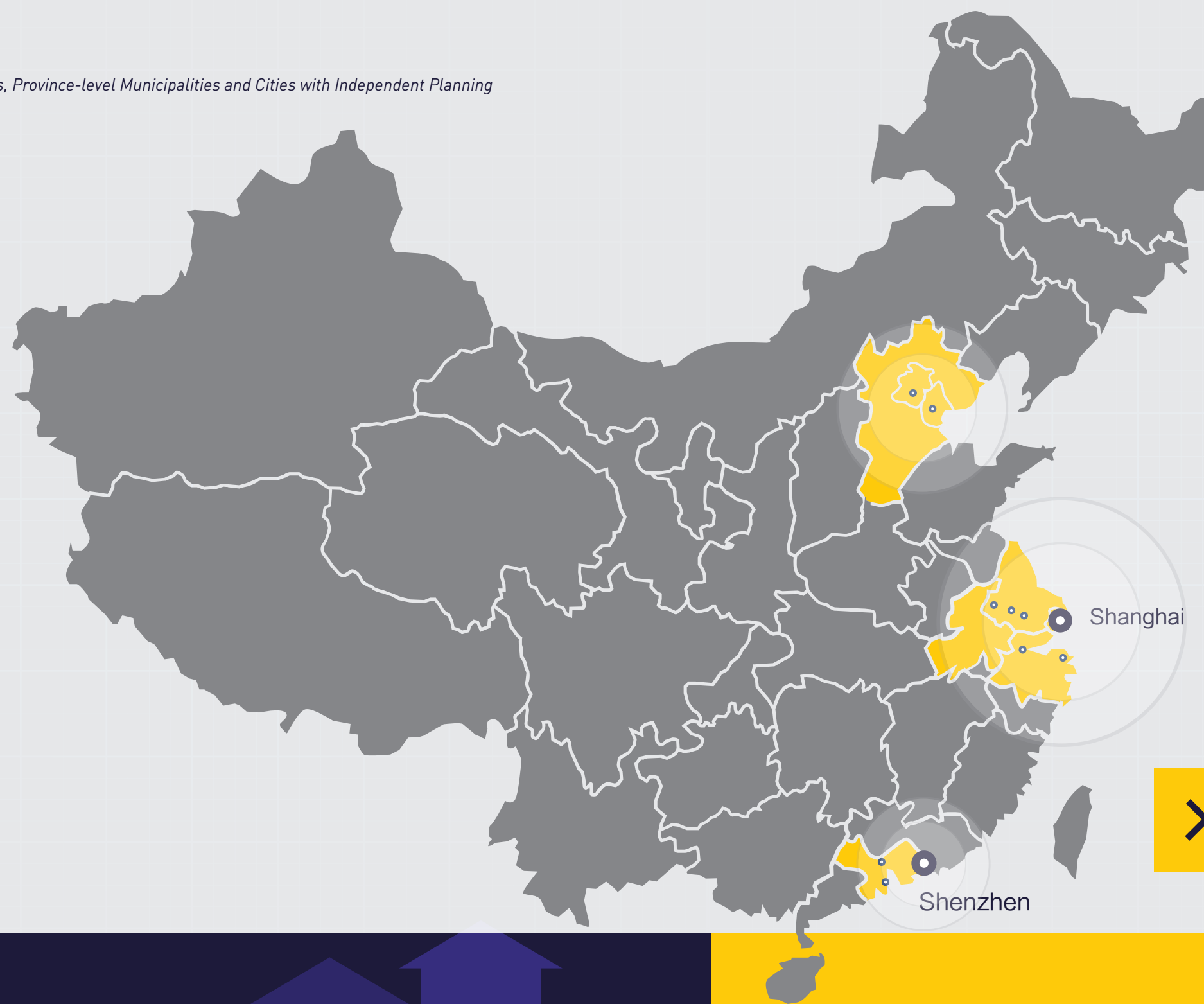
National Exhibition and  
Convention Center  
(Shanghai)

**BETONTAGE**  
CONCRETE SOLUTIONS

Concurrent Events  
**BetonTage asia 2017**  
2017.11.01-11.02

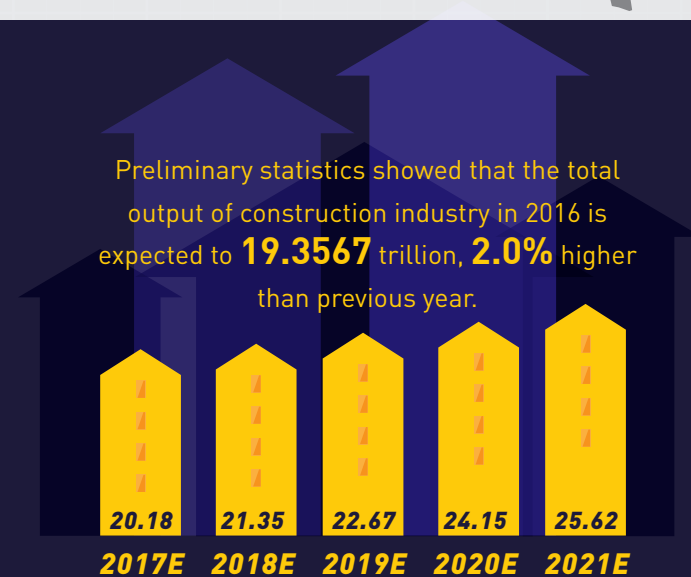


*Gain Your Business from China*



## > 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

**40,000** Square Meters

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

**300** 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



### Building Industrialization of Construction Tour - Japan



Jul.23th - 29th,2017

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



### International Building Industrialization of Construction Conference Asia



Oct.31th - Nov.02,2017

- leading fair for Building Industrialization in China

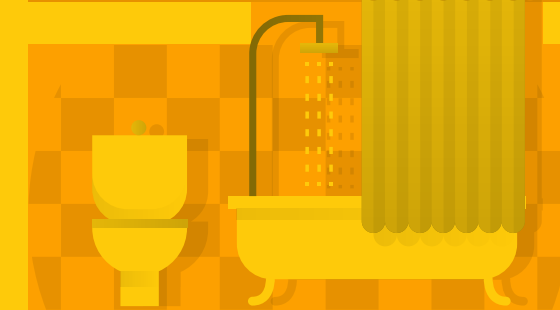
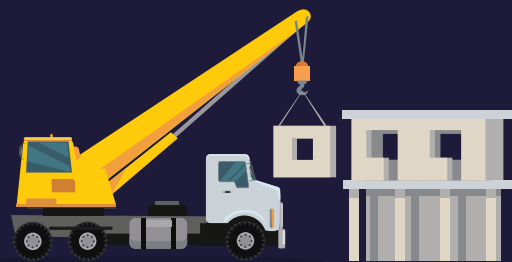
Important Event: BetonTage asia 2017 -- International Building Industrialization Congress



Venue: National Exhibition and Convention Center (Shanghai)



# > 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.





# > 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%**

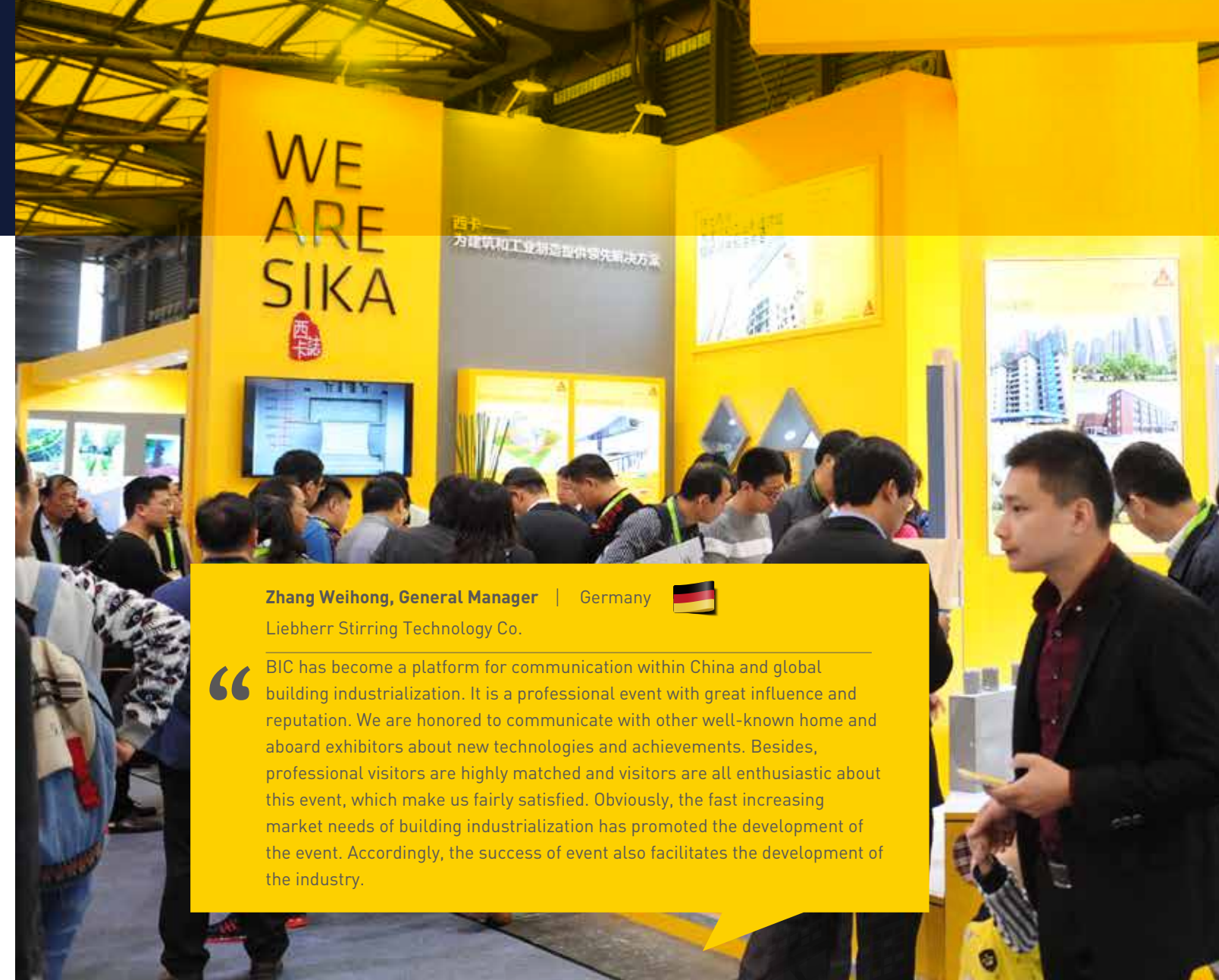
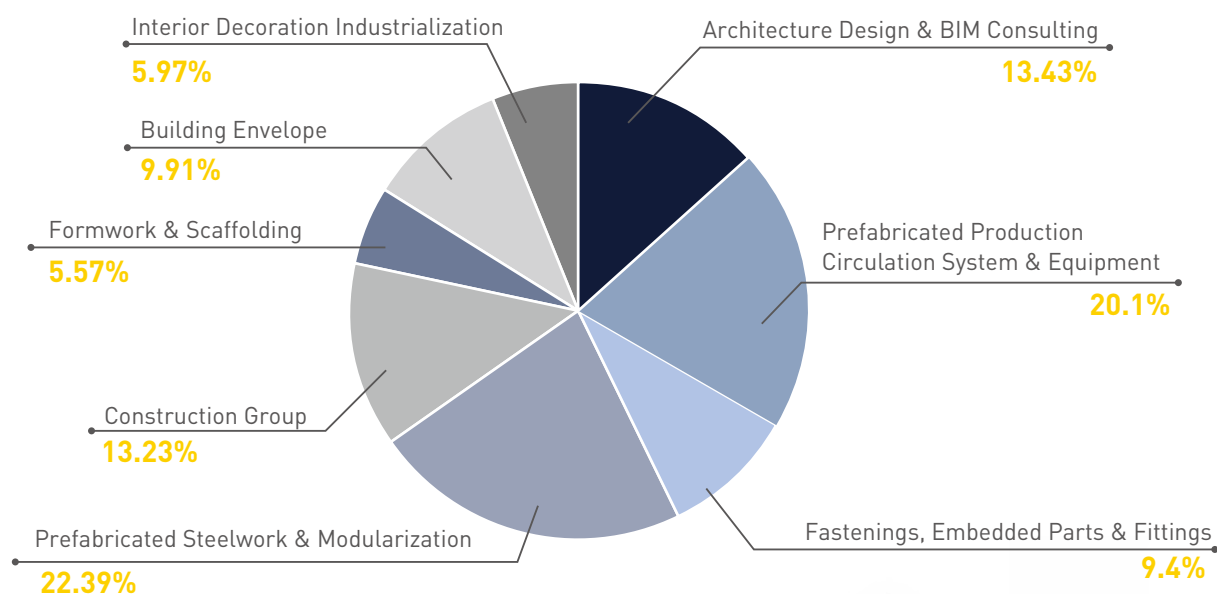
Exhibitors were willing to recommend BIC to their colleagues and industrial partners.



**82%**

Exhibitors were intended to attend BIC next year.

## > Proportion of Items on Display



**Zhang Weihong, General Manager** | Germany



Liebherr Stirling 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









# International Building Industrialization of Construction Exhibition Asia

**2017.10.31-11.02**

National Exhibition and Convention Center (Shanghai)

[www.bicchina.com.cn](http://www.bicchina.com.cn)



## CONTACT:

Project Manager:

**Mr. Anson Liu**

Mob: + 86 136 6161 9597

Tel: + 86 021 6195 6060

E-mail: [anson.liu@vnuexhibitions.com.cn](mailto:anson.liu@vnuexhibitions.com.cn)

Sales Manager:

**Mr. Michael Ma**

Mob: + 86 137 7421 1086

Tel: + 86 021 6195 6085

E-mail: [michael.ma@vnuexhibitions.com.cn](mailto:michael.ma@vnuexhibitions.com.cn)

Marketing Manager:

**Ms. Vivi Wei**

Mob: + 86 186 1631 3215

Tel: + 86 021 6195 6097

E-mail: [vivi.wei@vnuexhibitions.com.cn](mailto:vivi.wei@vnuexhibitions.com.cn)



**FBF Betondienst GmbH**

Gerhard-Koch-Str. 2+4,

D - 73760 Ostfildern, Germany

Tel: +49 711 3273 2300 Fax: +49 711 3273 2350

[www.betontage.de](http://www.betontage.de)



**VNU Exhibitions Asia Ltd.**

2F, Business Mansion, Shanghai Exhibition Center,  
No.1333 Nanjing Road (W), Shanghai 200040, China

Tel: +86 21 6195 6088

Fax: +86 21 6195 6099

[www.vnuexhibitionsasia.com](http://www.vnuexhibitionsasia.com)