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上海市住房和城乡建设管理委员会
Shanghai Municipal Committee
of Housing and Urban-Rural
Development
中国城市规划学会
Urban Planning Society of China
中国建筑学会
Architectural Society of China

■ 协办单位 / Co-organised By

上海世界城市日事务协调中心
World City Day Issues Coordinate
Center of Shanghai

■ 承办单位 / Organised By

上海市绿色建筑协会
Shanghai Green Building Council

■ 支持单位 / Supported By

上海市金属结构行业协会
Shanghai Metal Construction
Association

■ 执行单位 / Executed By

上海万耀企龙展览有限公司
VNU Exhibitions Asia



联系方式 Contact

■ 项目管理 Project Management

刘迪 先生 Anson Liu
☎ 86 21 6195 6060
✉ anson.liu@vnuexhibitions.com.cn

■ 市场及媒体合作 Marketing & Media Cooperation

魏玮 女士 Vivi Wei
☎ 86 21 6195 6097
✉ vivi.wei@vnuexhibitions.com.cn

■ 会议合作 Conference Cooperation

柴张帆 女士 Bonnie Chai
☎ 86 21 6195 6012
✉ bonnie.chai@vnuexhibitions.com.cn

■ 项目销售 Sales

冯娟 女士 Fiona Feng
☎ 86 21 6195 3506
✉ fiona.feng@vnuexhibitions.com.cn

郭文妍 女士 Grace Guo
☎ 86 21 6195 6074
✉ grace.guo@vnuexhibitions.com.cn

周薇 女士 Wei Zhou
☎ 86 21 6195 6083
✉ wei.zhou@vnuexhibitions.com.cn

上海万耀企龙展览有限公司
VNU Exhibition Asia Ltd.

上海市南京西路 1333 号 VNU 商务楼, 200040
Business Mansion, Shanghai Exhibition Center,
No. 1333, Nanjing Rd (W) Shanghai, PRC



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2018 年“世界城市日”主题活动
2018 上海国际城市与建筑博览会
SHANGHAI INTERNATIONAL CITY AND ARCHITECTURE EXPO 2018

系列展会



第六届 The 6th International Building Industrialization of Construction Exhibition Asia 亚洲国际建筑工业化展览会

2018.11.22 — 24 | 国家会展中心（上海）NECC

拥抱 ∞ 预建未来
Pre-build The Infinite Future



VNU 万耀企龙



2 万亿装配式建筑市场开启建筑工业化新时代

2 Trillion RMB Assembled Construction Market In China Opens A New Era Of Building Industrialization

未来 10 年，中国装配式建筑占新建建筑面积比例将达 **30%**

In The Next 10 Years, Proportion Of Prefabricated Buildings Of New Construction Area In China Up To **30%**

到 2020 年，绿色建材在装配式建筑中的应用比例将达到 **50%** 以上

Green Building Materials Of Prefabricated Buildings Of Application Over **50%** By 2020

2016 年 - 2030 年，“一带一路”基建需求预计超 **22.6** 万亿美元

From 2016 To 2030, "The Belt And Road" Infrastructure Project Expenditure Over **22.6** Trillion USD

80,000+ 平展出面积
sqm Exhibiting Space

600+ 家参展商
Total Exhibitors

80,000+ 名专业观众
Total Visitors

40+ 场会议活动
Conferences & Events

随着第四次工业革命的悄然而至，全球经济、技术、产品、服务以及商业模式正迅速发生着深刻变革，孕育着巨大的机遇。“一带一路”蓝图的构想，正在超乎想象地推动中国及国际市场的改变。

亚洲国际建筑工业化展览会（以下简称 BIC）自 2013 年举办以来，依托主办方上海万耀企龙展览有限公司的国际化背景，立足华东，辐射亚洲。历时 6 年，见证和陪伴了中国装配式建筑产业从 0 到 1，试错，迭代，成长及繁荣的过程。得益于装配式建筑领军企业的积极参与，BIC 紧跟行业政策，扩大区域影响，打通上下游产业链，推动行业发展，整合国内外优势资源，已成为亚洲建筑工业化行业的旗舰展！

BIC2018 秉承政策先导、市场驱动、贸易对接及买家导向的宗旨，精心设计一系列全年行业配套活动。1 场欧洲顶级行业峰会、40+ 场高端论坛、2 场国际考察、5 场展前预热活动、300+ 行业媒体助力企业全方位市场宣传，满足企业各阶段发展需求。BIC 必将成为您扩展业务版图的首选展示平台！

仲刚

仲刚 | 总裁
上海万耀企龙展览有限公司

With the advent of the fourth industrial revolution, the global economy, technologies, products, services, and business models are undergoing profound changes rapidly which contain not only challenges, but tremendous opportunities as well. "The Belt and Road" initiative is stimulating China and global market unimaginable ways.

Since 2013, International Building Industrialization of Construction Exhibition Asia (hereinafter abbreviated as BIC) relying on the international background of the organizer VNU Exhibition Asia Ltd. has originated in East China and influenced Asia. BIC has witnessed and accompanied the industry development by trial and error to prosperity in 6 years. Thanks to the active participation of leading brands, and closely followed national policies, expanded regional influence, connected upstream and downstream industries, promoted the development of entire industry, and integrated domestic and global advantageous resources, BIC has become the best platform of prefabricated building industry !

Adhering to the tenet of being policy-guiding, market-driven, match-making, and buyer-oriented, the organizers design a series of annual and concurrent industry-supporting events, including 1 BTA & BICC, over 40 high-end forums, 2 overseas study tours, 5 pre-show activities, and 300+ industry media, further meeting the development needs of each stage of the enterprise. BIC is your first choice to expand your business!

仲刚

David Zhong | President
VNU Exhibitions Asia



精准组织**泛亚太地区**专业观众

定向邀约**应用端**观众团组

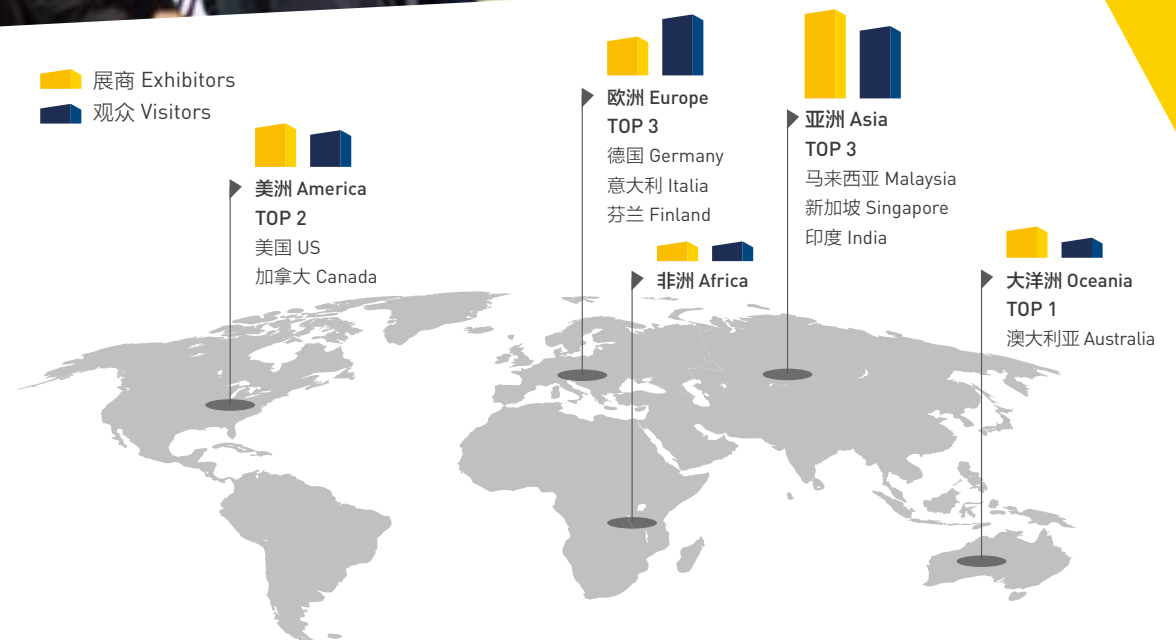
Professional Visitors And Buyer Groups In The Asia-Pacific Region

- 定向邀约包括旅游、养老、医院、酒店、商业地产、产业园及特色小镇七大领域专业观众
- 特邀长三角地区注册建筑师和注册建造师专业参观团组
- 借助海外行业协会及媒体资源，针对“一带一路”及东南亚市场进行持续市场推广
- Hosted Buyer 特邀买家计划助力邀约海外决策层采购商

- Inviting professional visitors from industries as tourism, senior care, hospitals, hotels, commercial property, industrial parks and featured towns
- Organizing registered architects and constructors from the Yangtze River Delta
- Promoting uninterruptedly on “The belt and Road” and Southeast Asian market
- Treating professional visitors by Hosted Buyer plan



展商 Exhibitors
观众 Visitors

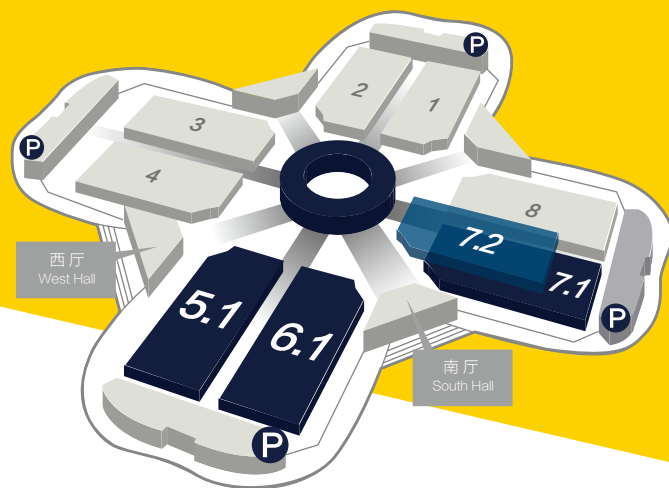


观众类型 Visitors Profile



打造以“一带一路”为桥头堡， 辐射全球的装配式建筑全产业链聚合平台

Adhere to "The Belt and Road" Initiative, Build A Platform Of
Whole Industry Chain In Prefabricated Construction



作为国内首个建筑工业化全产业链展示交流平台，BIC 在深耕传统行业的基础上，更大力拓展装配化装修、装配式设计、建筑机械、建筑外围护技术应用等创新领域，届时，将与全球 600+ 顶尖品牌与企业共襄盛举！

As the first exhibition of the whole industry chain in prefabricated construction in China, BIC endeavor to expand prefabricated decoration, architecture design, construction machinery, building envelope technology application, etc. Here you will meet 600+ top enterprises and get networking with them!

- **建筑设计** **Architecture Design**
 - 方案设计 Concept Design
 - 初设及施工图设计 Preliminary And Construction Design
 - 构件深化设计 Precast Elements Deepen Design
 - 设计软件 CAD Systems
 - AEC 软件 AEC Software
 - BIM 咨询 BIM Consulting
 - 数据处理系统 Data Processing Systems
- **建筑结构** **Architecture Structure**
 - 装配式混凝土结构 Precast Concrete Building
 - 装配式钢结构 Prefabricated Steel Building
 - 模块化建筑 Modular Building
 - 木结构 Wood Structure
- **建筑部品部件及构件生产设备** **Construction Parts & PC Production Equipment**
 - 预制构件生产设备 Prefabricated Production Equipment
 - 链接件、预埋件及配件 Fitting, Embedded Part & Accessories
 - 预制构件成品 PC Elements
- **混凝土制品及化学品** **Concrete Products And Chemicals**

- **模板及脚手架** **Formwork & Scaffolding**
- **工程机械** **Construction Machinery**
- **建筑外围护** **Building Envelope**
 - 隔热装饰 Integration Of Heat Preservation And Decoration
 - 建筑涂料 Building Coating And Painting
 - 节能门窗 Building Windows And Doors
 - 屋面体系 Roofing System
- **装配化装修** **Prefabricated Decoration**
 - 集成墙面 Integrated Wall
 - 轻质隔墙 Assembled Partition Wall
 - 集成卫浴 Integrated Bathroom
 - 集成厨房 Integrated Kitchen
 - 集成地暖 Integrated Floor Heating
 - 集成吊顶 Integrated Ceiling
 - 全屋定制 Full House Customization
 - 收纳系统 System Cabinet
- **装配式市政工程** **Prefabricated Municipal Engineering**



排名不分先后 All In Random Order

浙江绿筑集成科技有限公司

Zhejiang Green Building Integration Technologies Co., Ltd.

徐国军 | Guojun Xu
总经理 | General Manager

2017 年 BIC 上海国际城市与建筑博览会是精工绿筑第三次在这种大规模的展会上亮相，今年展会我司隆重推出了绿筑 PSC 住宅产品体系，并取得了圆满的成功，得到了专业观众的一致认可，在装配式建筑领域，我们将会继续努力，为装配式建筑的发展贡献社会责任。

It's the third time for Zhejiang Green Building Integration Technologies Co., Ltd. to show on BIC which was a large-scale exhibition in China. This year, we grandly launched PSC residential product system and achieved complete success with approval from professional visitors. We will persistently make our efforts to contribute to the social responsibility of the development of fabricated buildings.

上海开装建筑科技有限公司

Shanghai Conjoint Architecture Technology Ltd.

李季 | Ji Li
总经理 | General Manager

群英荟萃，少长咸集，同台竞技，精彩纷呈，业内标杆，行中翘楚！

The exhibition as the benchmark of the industry gathering talents, elites, different generations to have a healthy competition and chance to learn from each another, enlargedly enhance our industry development!

全年高端活动对话行业领袖，
整合优势资源，引领行业风潮
Leading Industry Trend By Year Round High-end Event
And Superior Resources Integration

3 场同期展会
Concurrent Exhibitions

“世界城市日”主题活动
"World Cities Day" Theme Activity



围绕包括城市规划设计、城市更新、城市停车、海绵城市与地下综合管廊、智慧城市、BIM 技术推广应用、城市园林绿化等议题进行集中成果展示与交流。

Achievement display and communication in urban planning and design, urban renewal, urban parking, sponge city, underground utility tunnel, smart city, BIM application, urban landscaping, etc.



4 场全年活动
Annual Events



2018 亚洲国际建筑工业化峰会（成都）
BetonTage Asia · International Green City Summit

本次论坛由成都市人民政府主办，以国际绿色城市为出发点，汇聚国内外专家深入探讨城市规划、建筑设计、建筑工业化以及智慧建筑与建筑节能领域的发展和应用。

With the consideration of International Green City, we invite domestic and overseas expert to discuss urban planning, architectural design, building industrialization, smart building and building energy efficiency, to provide an international communication platform.

雄安国际未来城市论坛
Xiong'an International Future City Forum

雄安新区如何抓住政策红利快速完成基础设施建设？未来发展如何解决城市规划与治理问题？在这里，与国际城市专家一起探寻解决之道。

How to seize the policy bonus to complete infrastructure rapidly? How to solve the problem of urban planning and management in the future? Here we will get the solutions.



2 月德意奥、7 月日本国际考察
Germany, Italy, Austria and Japan Tour

师夷长技，立足亚洲，面向全球，深入考察德国、意大利、奥地利及日本建筑工业化领先技术及产品方案，学习最具代表性的装配式建筑案例。

Studying global leading technologies, products and projects for building industrialization by visiting TOP brands in Germany, Italy, Austria and Japan.



40+ 同期论坛与活动
Concurrent Conferences & Events



上海国际建筑工业化峰会
BetonTage Asia & BICC

欧洲顶级预制建筑峰会亚洲站，以全球视野，对标中国市场，与华东建筑集团股份有限公司专家智库共同探索预制建筑之路。

Originated in Europe, top-level summit of prefabricated building in Asia. Focusing on China market with global vision, exploring prefabricated building development with ARCPLUS think tank.

亚洲国际内装工业化峰会
International Prefabricated Decoration Forum Asia

亚洲内装工业化峰会关注行业热点，集结国内外专家及领军企业，结合具体政策、标准及案例，探讨如何把握建筑装配化装修时代红利。

Focusing on industry hotspot, gathering international experts and leaders together, discussing the subject on prefabricated decoration policy, standard, technology and case study.



精准贸易配对
Matchmaking

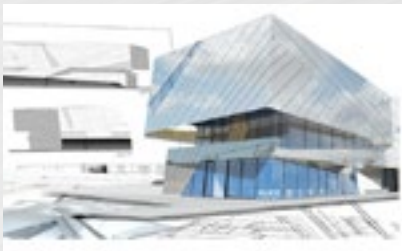
针对全球范围内优质买家半年内采购需求，提供高效贸易对接服务。涵盖施工总承包、构件厂和开发商业。总计超过 100 场现场洽谈会。

Aim at international high quality buyers purchasing plan, provide efficient trade docking service. Over 100 onsite meetings covering general construction contract or component factory and developer and owner.

Pre-Design 装配式设计论坛
Prefabricated Building Design Forum

融合全球领先装配式建筑与设计理念，构建设计师与业主及施工方的高端对话平台。

Integrating the world's leading prefabricated architectural design concepts and trends. Establishing a high-end platform for dialogue among designers, owners, developers, and constructors.



多维定向推广
提升参展体验
Multi-channel
Marketing Promotion

20,000+
社交媒体活跃粉丝
Social Media Followers

100,000+
SEM 搜索引擎点击
Official Website SEM

30,000+
手机短信
SMS

300+
全球行业媒体曝光
Industry Media

100,000+
呼叫中心邀约全球买家
Call Center

50,000+
电子邮件
EDM