



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

展后报告

POSTSHOW REPORT



展会概述

BIC 2018 IN FIGURE

78,350 平方米展会面积
sqm Exhibiting Space

同比增长 / yearly increased by
84.48%

86,032 观众
Total Visitors

同比增长 / yearly increased by
83.02%

37 同期活动
Conferences & Events

同比增长 / yearly increased by
42.30%

33 国家及地区
Participating Countries

同比增长 / yearly increased by
65.0%



429 参展企业
Total Exhibitors

同比增长 / yearly increased by
89.82%



第六届亚洲国际建筑工业化展览会（以下简称 BIC 2018），于 2018 年 11 月 24 日在国家会展中心（上海）圆满落幕！

The 6th International Building Industrialization of Construction Exhibition Asia (hereinafter abbreviated as BIC 2018) was successfully concluded on November 24, 2018 at NECC (Shanghai)!

BIC 秉承政策先导、市场驱动、贸易对接及买家导向的宗旨，在上海住房和城乡建设委员会的指导下，已连续成功举办 6 届，成为项目和资源对接平台，是亚洲建筑工业化行业的旗舰展！

BIC adheres to the tenet of being policy-guiding, market-driven, match-making and buyer-oriented. With the guidance of Shanghai municipal committee of housing and urban-rural development, BIC has been held six consecutive sessions successfully, becoming a platform for projects and resources. BIC has become the best platform of prefabricated building industry.

主办单位

Hosted by

联合国人居署

United Nations Human Settlements Programme

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

支持单位

Supported By

上海市金属结构行业协会

Shanghai Metal Construction Association

上海市发展和改革委员会

Shanghai Municipal Development & Reform Commission

上海经济和信息化委员会

Shanghai Municipal Commission of Economy and Informatization

上海市科学技术委员会

Science and Technology Commission Shanghai Municipal

上海市交通委员会

Shanghai Municipal Transportation Commission

上海市环境保护局

Shanghai Municipal Bureau of Ecology and Environment

上海市规划和国土资源管理局

Shanghai Municipal Planning and Land Resources Bureau

上海市水务局（上海市海洋局）

Shanghai Water Authority (Shanghai Municipal Oceanic Bureau)

上海市国有资产监督管理委员会

Shanghai Municipal State-owned Assets Supervision and Administration Commission

上海绿化和市容管理局

Shanghai Landscaping & City Appearance Administrative Bureau

上海市通信管理局

Shanghai Communications Administration

上海市房屋管理局

Shanghai Housing Administrative Bureau

上海市人民政府合作交流办公室

Shanghai Municipal People's Government Cooperation and Exchange Office

上海市民防办公室

Shanghai Municipal Civil Defense Office

中意青年会

ANG

意中建筑协会

ICAF

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

Organized By

上海市绿色建筑协会

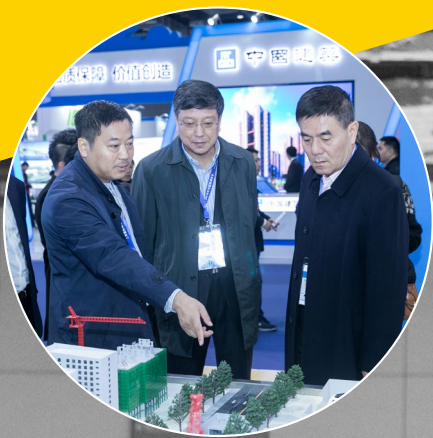
Shanghai Green Building Council

执行单位

Executed By

上海万耀企龙展览有限公司

VNU Exhibitions Asia



参展商

EXHIBITORS

21%

国际展商占比, 创历史最高
International Exhibitors

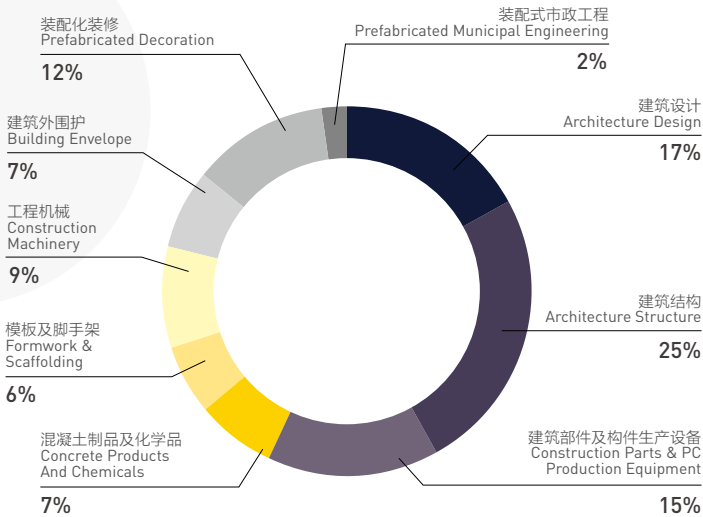
95%

展商认为参展效果好至非常好
Concluded exhibition result from
good to perfect



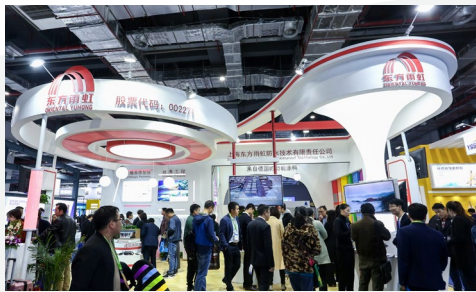
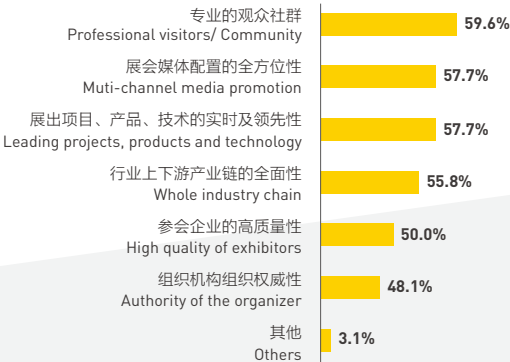
展品分类及占比

Product Sector



最吸引参展商的亮点(多选)

The Most Attractive Features For Exhibitors (Multiple Choices)



国内部分展商 / Partial Domestic Exhibitors



国际部分展商 / Partial International Exhibitors



排名不分先后 / All In Random Order

上海欧本钢结构有限公司

Shanghai Open Steel Structure Co., Ltd.

董事长 陈明

Chairman / Ming Chen

欧本的展台每天都人头攒动，观众认为欧本的创新是这次展会的亮点之一，感谢支持创新的朋友，我们知道，大家来看展览，是希望看到新的东西。

We had many visitors every day. Innovation was the highlight of Open in the show. We knew people came for the innovation. Thanks for supporting innovation.

Nordimpianti System Srl

Sales Area Manager / Tommy Yeoh

今年是我们公司首次参与 BIC，是我们在开拓国内市场的重要伙伴。这次的展会为我们带来的非同凡响的效果，让更多国内客户了解到欧洲的主要预应力引用。希望藉这个重要平台，可以跟我司达到共赢的效果，来年越办越好。

It was the first time that we exhibited in BIC who is the important partner for us to expand Chinese market. BIC brought the very good effect for us that many domestic customers know this prestressing technology from Europe. We hope BIC will be better and we can also have a win-win partnership with BIC.

上海品宅装饰科技有限公司

Shanghai Pinza Decoration & Design Technology Co., Ltd.

创始人兼首席研发官 马红军

COO / Oliver Ma

此次 BIC 是品宅第一次在国际型的展会中亮相。在主办方的大力支持下，品宅的装配式内装技术体系及成果在展会现场赢得了同行及各界的高度认可。同时，现场的交流互动也让更多人真正认识到品宅装配式内装的核心价值。未来我们将在装配式内装领域不断开拓前行，为推进内装工业化贡献一份力量。

It was the first time that Pinza exhibited in BIC, a trade show of international influence. With the great support from the organizer, the technical system of prefabricated decoration and the core value of Pinza were both highly recognized by the visitors via communications. We will keep moving and contributing in prefabricated decoration industry in the future.

上海君道住宅工业有限公司

Shanghai Jun Dao Housing Industry Co., Ltd.

副总裁 宋培

Vice president / Pei Song

君道住工很荣幸受邀参加这次展会，感谢主办方授予我们展示的外墙内装一体化产品最佳创新奖。以产品推动设计，研发新型建造体系，君道团队将继续努力，任重道远。

We are honored to be invited to participate in this exhibition and we appreciate the organizers for awarding us the best innovation award for Jundao's new products. The Jundao team will continue to work hard to promote design with products and develop new construction systems in a consistent fashion.



观众

VISITORS

超强 EPC 及商业地产观众阵容，汇聚建筑工业化行业盛会！

The EPC and Commercial Propertyreal Visitors Gathered in the Building Industrialization Construction Exhibition!

35.7% 为公司高层及采购管理人士

35.7% Decision-making person and purchasing managers

61% 专业观众有采购需求

61% Came with procurement demand

53% 专业观众为寻求合作伙伴

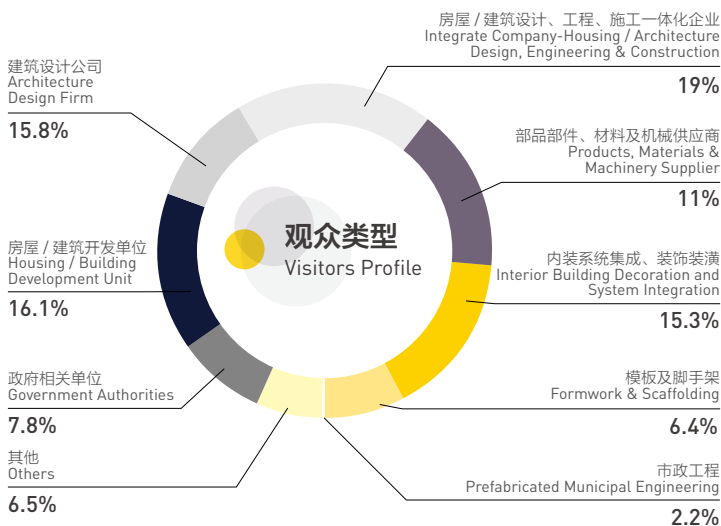
53% Met with partners

35.8% 观众参加同期会议、活动及项目考察

35.8% Attended concurrent conference and tour

44.3% 观众为了解新技术 / 产品参会

44.3% Collected new technology and products



观众感兴趣的展品

Visitors Interested Product Sectors

17% 建筑设计 / Architecture Design

25% 建筑结构 / Architecture Structure

15% 建筑部件及构件生产设备 / Construction Parts & PC Production Equipment

7% 混凝土制品及化学品 / Concrete Products And Chemicals

6% 模板及脚手架 / Formwork & Scaffolding

9% 工程机械 / Construction Machinery

7% 建筑外围护 / Building Envelope

12% 装配化装修 / Prefabricated Decoration

2% 装配式市政工程 / Prefabricated Municipal Engineering

定向邀约应用端观众团组

Professional Visitors and Hosted Buyer Groups

11% 医院养老 / Hospitals and Senior Care

9% 长租公寓 / Long Term Rental Apartments

5% 旅游 / Tourism

8% 特色小镇 / Featured Towns

8% 酒店 / Hotels

11% 产业园 / Industrial Parks

41% 商业地产 / Commercial Property

4% 基础建设 / Infrastructure

3% 其他 / other

境外 Overseas

TOP 3

美国 / America
巴西 / Brazil
智利 / Chile

TOP 3

南非 / South Africa
摩洛哥 / Morocco
突尼斯 / Tunisia

TOP 3

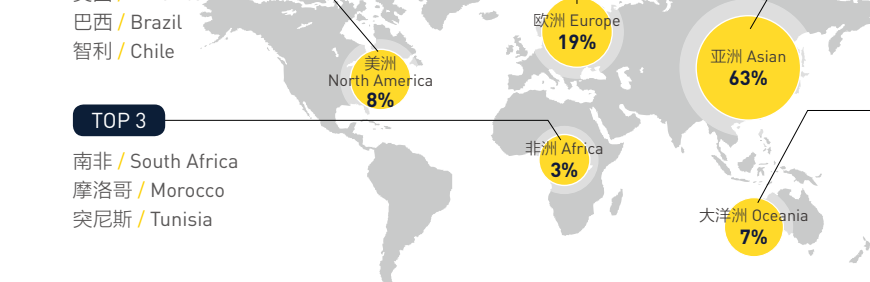
荷兰 / Netherlands
英国 / Britain
俄罗斯 / Russia

TOP 3

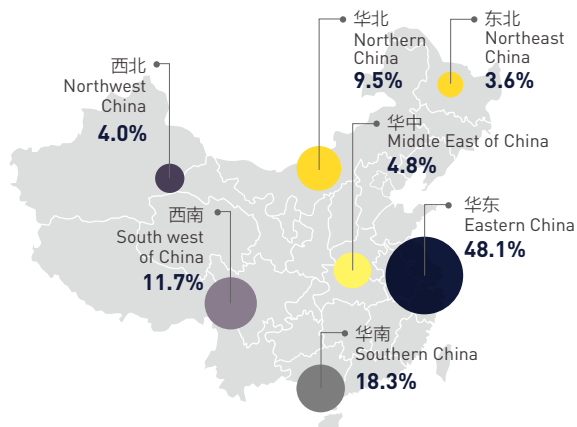
中国港澳台地区 / Hong Kong
Macao and Taiwan, China
马来西亚 / Malaysia
印度 / India

TOP 2

澳大利亚 / Australia
新西兰 / New Zealand



国内 Domestic



龙湖集团沪苏公司 Longhu Group

工程管理中心负责人 Head of Engineering Management Center

本次参加 BIC 交流会，集团领导颇为满意，展会举办方给予了较大的支持，跟各参展单位的总经理约谈，展会期间的总对总的交流的配合都安排的较为到位，在展会前相关单位的信息拉通及展会之后的交流连接都给予了极大的支持，感谢主办方的组织！

The leaders from group company were very satisfied with BIC. Thanks for the pre-show arrangement and supporting on site from the organizer. We had very good business communication with the general managers of exhibitors. A warm thank you to the BIC organizer.

全装联

Full Decoration

副秘书长 闵洁 / Deputy Secretary General Jie Min

我们 2017 与 BIC 结缘，2018 与 VNU 牵手，本次联合 VNU 共同主办亚洲内装工业化论坛，引起业内热烈反响。通过此次论坛让我重新认识自己任重而道远，我们必须为行业发展建立良好的沟通交流渠道和平台。一切美好从相遇开始，期待通过 BIC 这个平台，未来能有更多合作机会在此结缘！

We got to know BIC in 2017, became partner with VNU in 2018. We held the International Prefabricated Decoration Summit with VNU during BIC 2018 which caused the strong response from the industry. We recognized that we must work hard for building the communication channel and platform for the industry development. We are looking forward to more opportunity for cooperation through BIC in the future.

上海市金属结构行业协会

Shanghai Metal Construction Association

副秘书长 叶佳人 / Deputy Secretary General Jaren Ye

2018 年亚洲建筑工业化展会是我协会连续第三次参与的大型展会，在展会期间重点宣传了改革开放 40 年来上海钢结构行业所取得的成就。今后我们将更紧密的与主办方一起为推动钢结构行业的发展而努力。

We have been participating BIC for three years. We shared the achievements of Shanghai steel structure industry in the past 40 years of reform and opening up during BIC 2018. We will continue to work hard with the organizer for development of steel structure industry in the future.

同期系列活动

CONCURRENT EVENTS OVERVIEW

年度行业盛会，全球意见领袖共议热点话题

Annual Industry Fairs, Hot Topics for Global Opinion Leaders

37 场会议及活动

37 Conferences and Events

3,000+ 参会嘉宾

3000+ Delegates

300+ 演讲嘉宾及主题发言

300+ Speakers and Speeches

5 条项目考察路线

5 Site Tour Routes



BETONTAGE
CONCRETE SOLUTIONS usite

SIBICS

2018 上海国际建筑工业化峰会

Shanghai International Building Industrialization of Construction Summit 2018

Fri 11.23 — 11.24 Sat

上海 虹桥新华联索菲特大酒店
Sofitel Shanghai Hongqiao

 华建集团
ARCPLUS

BETONTAGE
CONCRETE SOLUTIONS usite

VNU 万耀企龙

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AGC

ELEMATIC

HALFEN

SENLIN 森临



2

场主论坛
Main Conference

3

条考察路线
Site Tour Routes

516

位参会嘉宾
Delegates

3

场技术分论坛
Featured Forums

30

位国内外嘉宾
Speakers

部分演讲嘉宾及议题

Partial Speakers and Speeches



Dr. Ulrich Lotz

首席执行官 FBF 混凝土服务有限公司
CEO FBF Betondienst GmbH

议题：德国的经济适用预制构件建筑
Affordable Building with Precast Elements in Germany



Claus Bering

主席 欧洲预制混凝土工业联合会 BIBM
President European Precast Concrete Federation BIBM in Brussels
总经理 CRH 老城堡集团，丹麦
Head of CRH company in Denmark

议题：多功能预制混凝土施工：一体化、低成本、可持续
Multifunctional Precast Concrete Construction: Integrated, cost efficient and sustainable



张桦 Hua Zhang

总裁 华东建筑集团股份有限公司
President Arcplus Group PLC

议题：装配式建筑的集成美学
Integrated aesthetics of prefabricated buildings



陈宁 Ning Chen

处长 建筑节能和建筑材料监管处
Director Construction Energy Conservation & Building Material Supervision
上海市住房和城乡建设管理委员会
Shanghai Municipal Commission of Housing and Urban-Rural Development

议题：上海地区建筑工业化发展趋势
Development Trend of Building Industrialization in Shanghai



王俊 Jun Wang

党委书记、董事长
President
中国建筑科学研究院有限公司
China Academy of Building Research

议题：我国建筑工业化发展现状与思考
Industrialization Building Development Situation and Thinking in China



薛伟辰 Weichen Xue

教授
Professor
同济大学
Tongji University

议题：装配式混凝土结构技术研发新进展
Recent Progress of Studies on Precast Concrete Structures



同期系列活动

CONCURRENT EVENTS OVERVIEW

3 条装配式建筑项目考察路线

3 Site Tour Routes

线路一

1 Factory Tour

预制混凝土构件厂：上海建工材料工程有限公司第一构件厂
Prefabricated Component Factory, First Component Factory of Shanghai Construction Materials Engineering Co. LTD.

线路二

2 Project Tour

在建装配式项目：嘉定区宇寰实业工业建筑项目
Under-Construction Prefabricated Project, Jiading District Yuhuan Industrial Construction Project

线路三

3 Project Tour

装配式保障房项目：上海地产集团浦江镇保障房项目
Completed Prefabricated Housing Project, Shanghai Land (Group) Co., Ltd



2018 亚洲国际内装工业化峰会

暨长租公寓 & 医养、装配化供应链论坛

International Prefabricated Decoration Summit Asia 2018

Fri 11.23 — 11.24 Sat | 国家会展中心（上海）
NECC

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BRAVAT 贝朗
BY DIETSCHE 1873

TECE



部分演讲嘉宾及议题

Partial Speakers and Speeches



刘冰 Bing Liu

总经理
General manager
景瑞地产设计
Jinrui Real Estate

议题：景瑞上海城中公园项目经验分享
Experience Sharing of Jingrui Shanghai City Park Project



马红军 Oliver Ma

创始人兼首席研发官
COO
上海品宅装饰科技有限公司
Shanghai Pinza Decoration & Design Technology Co., Ltd.

议题：装配式内装对长租公寓的影响
Impact of Prefabricated Decoration on Long-Rent Apartments



陆军 Jun Lu

成本合约总经理
General Manager
湾流国际
Harbour Home

议题：通过设计优化提高公寓品牌溢价
Improving Apartment Brand Premium through Design Optimization



李季 Ji Li

总经理
General Manager
上海开装建筑科技有限公司
Conjoint

议题：开装内装工业化体系全力助推建筑工业化
Conjoint Prefabricated Decoration System Promotes Construction Industrialization



张乃子 Naizi Zhang

上海交通大学老年产业研究所
Institute of Aged industry, Shanghai Jiaotong University

议题：医院养老行业发展趋势
Development Trend of Hospital Old-age Care Industry



蒋宜翔 Yixiang Jiang

绿地集团设计院
Greenland Group Design Institute

议题：医养项目装配式装修讨论
Discussion on Prefabricated Decoration of Medical Care Projects

2 条内装工业化项目考察路线

2 Site Tour Routes

线路一

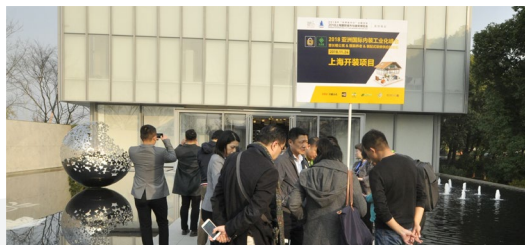
Route 1

开装 100% 装配化装修项目——绿城明月兰庭售楼中心
100% Prefabricated Decoration Project-Green City Mingyue Lanting Sales Center

线路二

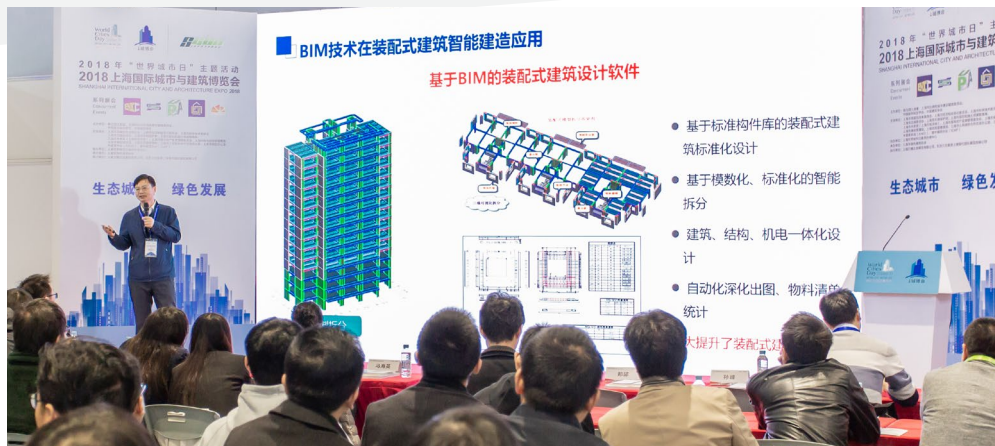
Route 2

上海朗诗寓——森兰店
Shanghai Longshi Apartment-Senland Store



同期系列活动

CONCURRENT EVENTS OVERVIEW



信息化手段在装配式建筑中的应用研讨会

Informatization Application in prefabricated Building Forum

未来建筑 - 设计与科技论坛暨 101 建筑人才盛典

ArchFuture-Design & Technology Forum and “101 To-Be-Built” Gala



改革开放 40 年 上海钢结构发展成就 暨上海市金属结构行业协会 成立 30 周年纪念活动

Steel Structure Development Celebration in 40 Anniversary
of Reform and Opening-Up
and 30th Anniversary of
Shanghai Metal Construction Association



中国建筑节能协会年会及系列论坛

China Association of Building Energy Efficiency Series Conferences



同期系列活动

CONCURRENT EVENTS OVERVIEW

贸易配对

Matchmaking

- 特邀房地产企业买家参与
Invited real estate developers



- 现场共计 **49.5** 亿人民币装配式建筑项目相关采购需求
Total of 4.95 billion RMB purchasing requirements of construction prefabricated projects

- 开设结构专场、部品部件专场、内装专场及机械专场贸易配对会
Special matchmaking meeting: structure, products, prefabricated decoration and machinery

- **29** 家展商参与一对一精准匹配
29 Suppliers from exhibitors

- 总计超过 **56** 场贸易配对
56 Matchmaking meeting onsite

- 项目与资源的高效对接平台
An efficient platform for projects and resources





■ 9 家业内顶尖品牌

9 Top brands

■ 21 场创新产品发布会

21 Innovaction launches

■ 获奖企业——锦萧建筑科技有限公司及上海君道住宅工业有限公司

Winning Companies—Jinxiao Construction Technology Co., Ltd. & Shanghai Jundao Housing Industry Co., Ltd.

参与展商 / Exhibitors



上海建工材料工程有限公司
SHANGHAI CONSTRUCTION MATERIAL CO., LTD.

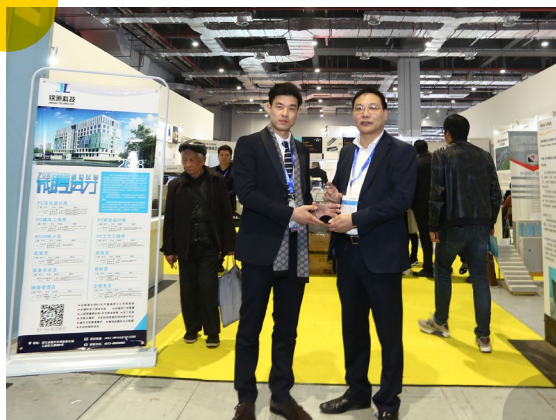
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TransWall

君道住工
JUN DAO



浙江三杰
SANJI·PC





第七届亚洲国际建筑工业化（广州）展览会

The 7th International Building Industrialization of Construction Exhibition Asia (Guangzhou)

2019.08.25-27 | 广州广交会琶洲展馆 B 区

第八届亚洲国际建筑工业化展览会

The 8th International Building Industrialization of Construction Exhibition Asia

2019.11.21-23 | 国家会展中心（上海）NECC

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