International Building Industrialization of Construction Exhibition Asia

2017.10.30-11.01
NECC (Shanghai)

Concurrent Events
BetonTage asia 2017
2017.10.31-11.01

Gain Your Business from China

www.bicchina.com.cn
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.

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.
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.
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

UB Shanghai Building Technology Co.,Ltd

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

- Architecture Design & BIM Consulting: 13.43%
- Prefabricated Production: 20.1%
- Circulation System & Equipment: 9.41%
- Formwork & Scaffolding: 5.57%
- Prefabricated Steelwork & Modularization: 22.39%
- Construction Group: 13.23%
- Building Envelope: 9.91%
- Interior Decoration Industrialization: 5.97%

TOP Exhibiting Companies

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 aboard 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.
Visitor Profile

International Visitors by Continent

Focus Sectors

BIC 2017 will continually provide a brand-new experience to both exhibitors and visitors in advantage of enrich industry sources, professional service and diversified marketing tools.

Media Promotion

Media promoting service - Enlarge the publicity and influence of the exhibitors’ brand
Cooperating with 50+ mainstream media
Deeply collaborating with 300+ professional media
Releasing news in 500+ industrial official website

Media Partners:

Database Marketing

Database Marketing Service-Gather core buyers
200,000+ visitor database
As the organizer, by analyzing of visitor’s industry and function, BIC will select quality data to offer precision marketing via multi-channels.

Lead Marketing

Customized promoting service-Showcase the high-level service from the organizer
Leveraging professional methods, such as customized invitation and poster, BIC will provide efficient one-to-one pre-fair promoting in align with enterprises database.
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CONTACT:

Project Manager:
Mr. Anson Liu
Mob: + 86 136 6161 9597
Tel: + 86 021 6195 6060
E-mail: 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

Marketing Manager:
Ms. Theresa Wang
Mob: + 86 139 1780 0620
Tel: + 86 021 6195 6097
E-mail: theresa.wang@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

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