

POST SHOW REPORT 2018

SHOW PROFILE

The third edition of CONCRETE Asia – International exhibition for the ASIAN concrete sector, showcased an extensive range of concrete products and services. The 3-day exhibition provided a platform for productive business discussions, associations' gatherings and networking events.

Date	6 – 8 September 2018
Venue	IMPACT Exhibition and convention Center
Organizer	COMEXPOSIUM 
Co-host	
Exhibiting Companies and brands	300
Visitors	5,000
Visiting Countries	43
Exhibiting Countries	18
Business-matched meetings	450

*Together with INTERMAT ASEAN

Hear from the Exhibitors

- “We've met our target audience here at Concrete Asia, who were seeking to build concrete plants or to replace their current machinery. We will be following up with these leads after the show to discuss further. Overall, I think Concrete Asia is a great show for us to meet the right target customers and also to promote our brand.”

Mr. Chaiphat Thanasupakorn
BHS – Sonthofen GMBH

- “There are no other comparable exhibitions in Thailand due to the niche industry focus on concrete. We chose to exhibit in Concrete Asia because the exhibition offers the right target audience for the concrete industry. I'm interested to join the next edition, as Concrete Asia is the only concrete-focused exhibition that can deliver.”

Ms. Yasinee Kampunthong,
Managing Director, Concrete Décor Thailand

VISITOR SUMMARY

5,000 Visitors from 43 countries
20% International visitors

Top 10 Visiting countries in Concrete Asia

Thailand, Malaysia, China, Myanmar, Singapore,
India, Philippines, Japan, South Korea, Indonesia

Visitors' satisfaction rate



78% of visitors were satisfied with the exhibition

81% of visitors will visit the show again

95% considered it important that they attend

Achieved as a result of visiting



98% sourced new products / suppliers

98% gathered market information

EXHIBITOR SUMMARY

300 Exhibiting brands & companies from 18 countries
64% International exhibitors

Top 10 Exhibiting countries in Concrete Asia

Thailand, China, Singapore, Germany, Italy, South Korea,
Austria, India, Malaysia, France

Exhibitors' satisfaction



72% of exhibitors were satisfied with the exhibition

80% of exhibitors will consider exhibiting next year

81% considered it important they exhibit

Achieved as a result of visiting



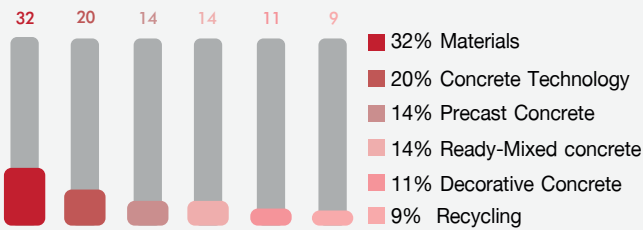
96% met with existing customers

92% generated new enquiries/
sales leads

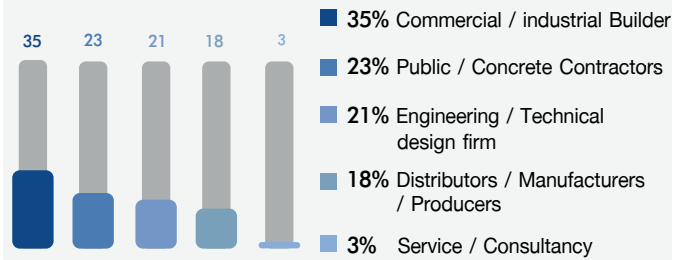
43% met with buyers through the
business matching program

VISITOR AUDIENCE

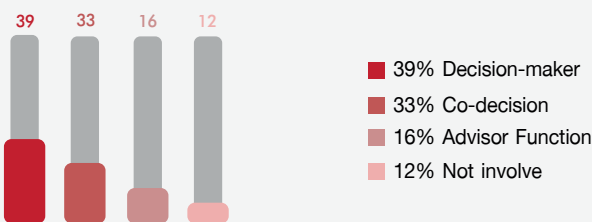
Area of Interest



Business Activity



Decision-making power



Top 5 main objectives

- Find new products and technology
- Observe new trends and developments
- Find new suppliers
- Purchase / place the orders
- Meet current suppliers

LEADING BRANDS

Concrete Asia succeeded in bringing together renowned brands from both the international and Thai market. The exhibitors showcased a wide range of innovative products, technologies and equipment such as concrete batching plants, decorative concrete, polishing concrete and many more.

Gold Sponsor



Silver Sponsor



Bronze Sponsors



Top 5 reasons for exhibiting

- Raise awareness of products
- Expand business in Thailand
- Enter the Thai marketplace
- Generate new enquiries / sale leads
- Take orders

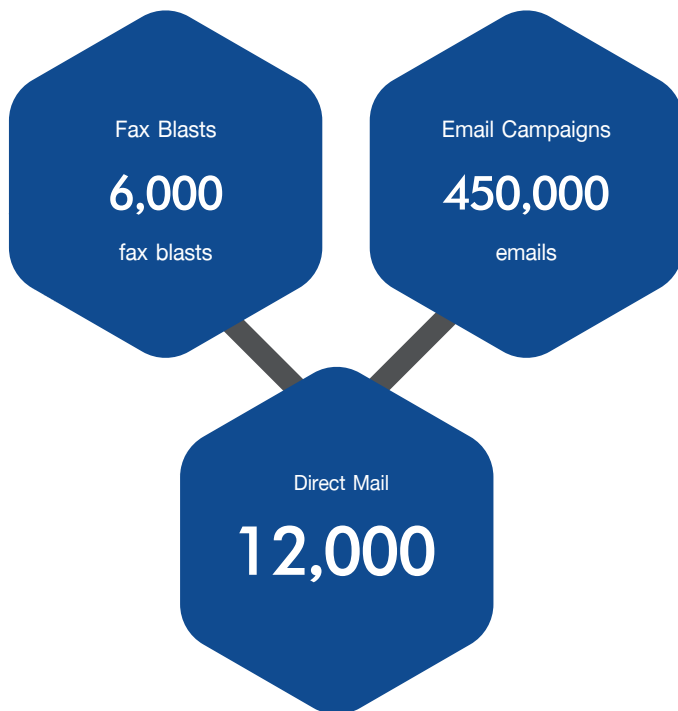
45% of INTERMAT ASEAN and CONCRETE ASIA exhibitors will generate at least USD 500,000 as a result of exhibiting

SUPPORTING ASSOCIATIONS – STRONG INDUSTRY SUPPORT



MARKETING AND PROMOTION

A comprehensive visitor marketing campaign was executed in the year leading up to the event, using a full range of media channels, including direct mail, email, PR, print media, online advertising, billboard and social media.



Email

Thai, English, Chinese, Cantonese
French, Vietnamese, Khmer
Bahasa, Lao, Burmese and Malay

Direct Mail

Direct mail pieces were sent to Concrete Asia's database, supporting associations, sponsors and exhibitors' database.

Media Partners

International and regional trade media partners provided coverage in an extensive range of publications, magazines, online platforms, blogs, and electronic mailings.

Including partners from:

Australia, France, Germany, Hong Kong, India, Indonesia, Italy, Japan, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand, United Arab Emirates, UK, Ukraine,



Public Relations

170 pieces of editorial promotion including TV channels, newspaper clippings
Local and international press coverage at www.concrete-asia.com/new-clippings

Mass Media Advertising and PR campaign include

Newspaper



Billboards

RAMA 9, Ratchadapisek, Asoke, Bangkok Place,
ASTERA Sathorn, Landmark, Dindeang and Ratchaprarob

Social media

More than 7,103 Followers



SHOW HIGHLIGHTS

Outdoor Demonstration Area **1,500** sqm

Special Exhibition Showcases

More than 500 sqm from the Department of Highways (DOH); Department of Public Works and Town & Country Planning (DPT); Expressway Authority of Thailand (EXAT); the Royal Irrigation Department (RID); and State of Railways Thailand.

Concrete Asia Seminars 2018

Speakers include representatives from The Association of Thai Concrete Produce Industry; Safety and Health at Work Promotion Association (Thailand); Department of Primary Industries and Mines; and Council of Engineers.

VIP-guided tours

Guided tours conducted by the organizers, The Association of the Thai Concrete Product Industry, and many more

Business Matching Program

450 business-matched meetings
with top buyers

Exhibitor Activities

Over 19 sessions and hands-on workshops
during 3 days of the show.



SAVE THE DATE



International exhibition for the
ASIAN concrete sector

5|6|7 September 2019
Hall 10 | IMPACT Exhibition and Convention Centre
Bangkok, Thailand



www.concrete-asia.com