WORLD OF CONCRETE® EUROPE
PARIS
23-28 APRIL 2018
INTERNATIONAL EXHIBITION FOR THE CONCRETE INDUSTRY
CONNECTING THE CONCRETE INDUSTRY
COME AND JOIN YOUR COMMUNITY!
ON WORLDOFCONCRETEEUROPE.COM
#woce
CO-LOCATED WITH
INTERMAT
Centre des Arts et de la Culture Fernand Léger, Douchy Les Mines (59) Architecte Rudy Ricciotti - ©Agence Rudy Ricciotti
*Fédérer la filière béton

DEVELOP YOUR BUSINESS AND VISIBILITY

REPRESENTING THE ENTIRE CONCRETE INDUSTRY

A separate event in its own right, World of Concrete Europe will constitute a hub of expertise dedicated to concrete at the very heart of INTERMAT.

INTERMAT + WORLD OF CONCRETE EUROPE

MATERIALS	CONCRETE, CEMENT AND MORTAR PRODUCERS	MATERIAL LAYING	SERVICES AND MAINTENANCE
◆ Admixtures ◆ Aggregates ◆ Cements ◆ Fibres ◆ Pigments ◆ Protective products	◆ Concrete manufacturers ◆ Concrete repair and maintenance ◆ Mobile concrete mixers for public works ◆ Pre-cast concrete ◆ Ready-mixed concrete ◆ Special concrete	◆ Building contractors ◆ Concrete treatment ◆ Formwork and scaffolding ◆ Layers ◆ Prime contracting ◆ Pump firms ◆ Transportation	◆ Demolition & recycling ◆ Diagnostic aids ◆ Engineering ◆ Equipment, laboratories and testing ◆ Lifting & handling ◆ New technology

EQUIPMENT, FACILITIES/TOOLS

THE CONCRETE SECTOR AND ITS EXHIBITORS COME TOGETHER BEHIND WOC EUROPE

KEY FACTS[1]

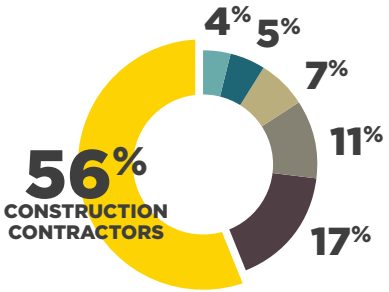
92% of exhibitors **approve of the gathering of the concrete industry** at WOC Europe

84% of exhibitors present are **representative of the industry**

76% of exhibitors believe that the combination of **exhibition, demonstrations and education** rounds out and reinforces the event

1 IN 2 VISITORS WORKS FOR A CONSTRUCTION CONTRACTOR[2]

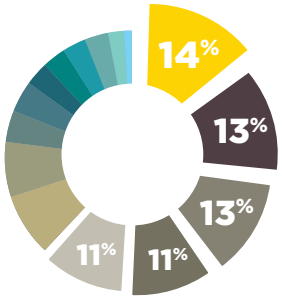
VISITORS BY SECTOR OF ACTIVITY



- **INDUSTRY 17%** (manufacturers, mine and quarry operators, concrete producers, etc.)
- **TRADING 11%** (distributors, dealers, importers, etc.)
- **SERVICES 7%** (design/research consultancy, technical centre/laboratory, transport, etc.)
- **CONTRACTING AUTHORITIES, OWNERS 5%** (architects, surveyors, town planners, landscapers, local councils, etc.)
- **RENTAL INDUSTRY 4%**

183,000 visitors including **35% non-French**

YOUR CUSTOMERS WILL BE THERE[2]



- 14% COMMERCIAL/INDUSTRIAL/ RESIDENTIAL CONSTRUCTION
- 13% GENERAL BUILDING CONTRACTOR
- 13% DESIGN/RESEARCH CONSULTANCY
- 11% CONCRETE MANUFACTURING
- 11% STONEWORK
- 8% ARCHITECTS/TOWN PLANNERS/ LANDSCAPERS
- 7% MATERIALS PROVIDER (CEMENT, AGGREGATE, MIXTURES, REINFORCING STEELS)
- 4% DISTRIBUTOR (CONCRETE & MASONRY SUPPLIERS)
- 4% CONCRETE & SPECIALITY CONCRETE CONTRACTOR
- 3% DECORATIVE CONCRETE CONTRACTOR
- 3% CONCRETE PUMPING CONTRACTOR
- 3% READY MIX CONCRETE PRODUCER
- 3% CONCRETE SURFACING CONTRACTOR
- 2% CONCRETE CUTTING CONTRACTOR
- 1% PRECAST CONCRETE PRODUCER

(1) Sources: visitor / exhibitor statistics and surveys, WOC Europe 2015. (2) Sources: visitor statistics and surveys, INTERMAT 2015.

THE ENTIRE CONCRETE INDUSTRY MAKES A STAND!

KEY FIGURES[1]

1,500
exhibitors

70 %
non-French

40
countries

INTERMAT
BUILDINGS & CONCRETE INDUSTRY

WORLD OF CONCRETE EUROPE CONCRETE INDUSTRY	BUILDINGS
◆ Concrete industry, other equipment and machinery ◆ Facilities and machinery for concrete production ◆ Facilities and machinery for pre-cast concrete ◆ Materials for concrete ◆ Equipment and machinery for special and decorative concrete ◆ Equipment, delivery and laying of ready-mixed concrete ◆ New technology, services and engineering for concrete	◆ Accessories, components and parts for building work ◆ Formwork, scaffolding and shoring ◆ Site equipment and tooling ◆ Materials for buildings and construction ◆ New technology for buildings

THE OTHER 3 SECTORS OF ACTIVITY ON SHOW IN INTERMAT

INTERMAT
ROADS, MINERALS & FOUNDATIONS

INTERMAT
LIFTING, HANDLING & TRANSPORTATION

INTERMAT
EARTHMOVING & DEMOLITION

A FORUM

A place to exchange, inform and network
Focussing on the subject **"The contribution to new collective challenges"**

6 SPECIFIC THEMES OFFERING RESPONSES TO THE CHALLENGES IN THE SECTOR:

- Concrete sector: circular economy and contribution to local development
- Low carbon construction and climate change prevention through concrete solutions
- Innovation to enhance collective well-being with the concrete industry
- Concrete aspects and textures: how aesthetics can benefit a region's wellbeing and planning
- Concrete maintenance and repair for ever-increasing durability
- Connected concretes

A LIVE DEMONSTRATIONS ZONE

An outdoor
"Concrete Demos" zone

Non-stop special features dedicated to the applications of concrete products (decorative concrete, demonstrations of tools, equipment, know-how and innovation, etc.)

(1) Sources: exhibitor statistics and surveys, INTERMAT 2015.

TAKE ADVANTAGE OF INTERMAT'S FLAGSHIP EVENTS

INTERMAT PRE-INTERMAT

PRE-INTERMAT: UNIQUE VISIBILITY 3 MONTHS BEFORE THE SHOW!

18-19 January 2018
Maison de la Mutualité – Paris

- **2 days** of exclusive networking between exhibitors and the international media **at the heart of Paris**
- **150** journalists
- **100** exhibitors
- A **gala dinner**
- The **winners of the INTERMAT Innovation Awards** announced

PRESENT YOUR "CONCRETE" INNOVATIONS

The special "World of Concrete Europe" Innovation Award singles out a cutting-edge solution, application, piece of equipment or material from the concrete industry.

INTERMAT INNOVATION AWARDS

- **Enter your innovations** in the **INTERMAT Innovation Awards**
- **Undisputed references** in the profession
- **A European judging panel**
  Equipment Directors, Technical directors, Research & Development directors,...
- **Unrivalled visibility**
  before and during the show, when innovation will be given centre stage through a forum displaying the industry's latest technological innovations.

YOUR STAND REGISTRATION 100% ONLINE

BOOK YOUR STAND TODAY ONLINE AT:
SERVICES.INTERMATCONSTRUCTION.COM

EARLY-BIRD DISCOUNT until 31 March 2017 **-4%***
*on bare stand surface area, excl. VAT

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