

# POST SHOW Report 2019

## SHOW PROFILE

The fourth edition of Concrete Asia – the international exhibition for the ASIAN concrete sector, showcased an extensive range of concrete products and technologies, concluded in great success as the key meeting place for the concrete industry in Thailand and the region. The 3-day exhibition provided a platform for productive business discussions, associations' gatherings and networking events.

Organized by:



Date:	5 - 7 September 2019
Venue:	Hall 10, IMPACT Exhibition and Convention Center
Exhibiting companies and brands:	300
Exhibiting Countries:	17
Visitors:	5,760
Visiting Countries:	37

(Together with INTERMAT ASEAN)

## VISITOR SUMMARY

**5,760**  
VISITORS

**37**  
COUNTRIES

**13%**  
INTERNATIONAL VISITORS

## TOP 10 VISITING COUNTRIES



## VISITOR

### BUSINESS ACTIVITY



### AREA OF INTEREST



### DECISION-MAKING POWER



### VISITORS' SATISFACTION RATE



- 98% of visitors were satisfied with the exhibition.
- 98% of visitors will visit the show again.
- 94% considered it important that they attend.

## TOP 5 OBJECTIVES OF VISITING

- Find new products and technology
- Find partners/subcontractors /agencies/distributors/dealers
- Observe new trends and developments
- Find new suppliers
- Find new customers



# HEAR FROM THE VISITORS

CONCRETE ASIA is the place where I can see what's going on in the world market to keep ourselves updated, maintain the quality and improve in the future. It has been a fruitful event for us, as we have learned and met a very interesting company in the industry.

Mr. Diego Galan,  
House of Precast, Philippines

CONCRETE ASIA is an important event for the concrete industry professionals, I had a great experience and was very impressed with the new technologies and innovations which I am excited to apply to my company.

Mr. Khammanh Phaiyasane,  
Vietiane Capital Chamber of  
Commerce industry, Laos

## EXHIBITOR SUMMARY

INTERMAT ASEAN succeeded in bringing together renowned brands from both the international and Thai markets. The exhibitors showcased a wide range of innovative products, technologies and equipment such as tower cranes, transportation machinery, tractors, spare parts, and many more.

300  
BRANDS AND  
COMPANIES

17  
COUNTRIES

53%  
INTERNATIONAL  
EXHIBITORS

## COUNTRIES REPRESENTED



Thailand



China



Germany



Singapore



Japan



South Korea



USA



Austria



Austria



Indonesia

LOCAL  
47%

EXHIBITOR

INTERNATIONAL  
53%

Gold Sponsor :



Bronze Sponsors :



## EXHIBITORS' SATISFACTION



- 91% of visitors were satisfied with the exhibition.
- 77% of exhibitors will consider exhibiting next year
- 91% considered it important they exhibit

## ACHIEVED AS A RESULT OF VISITING



- 80% Created relationships with business partners / buyers
- 71% % met with buyers through our business matching program
- 51% generated new enquiries / sales leads

## TOP 5 REASON OF EXHIBITING

- Generate new enquiries / sales leads
- Raise awareness of our products
- Expand business in Thailand
- Enter the thai marketplace
- Find/recruit new distributors



## A collage of three construction-related images. The top left shows a long, brightly lit concrete tunnel with a perspective view. The top right shows two construction workers in safety gear working on a steel structure. The bottom image is a close-up of a concrete beam being worked on. The collage is framed by a blue and red geometric design.

**Mr. Supachai Smittiprechawong,**  
**Managing Director, Tun Engineering Co., Ltd**

**Mr.Chatchai Rungsripaibol,Managing Director,  
REP FLOOR Co., Ltd / REENTECH Co., Ltd**

**Mr. Somchai Mitprasertporn, Managing Director,  
J R M Jaroenmitr Group Co., Ltd  
/ MARTON (Thailand) Co., Ltd**

### Supporting Organisation



**19** leading international and regional trade media partners, providing coverage in an extensive range of publications, magazines, online platforms, blogs, electronic mailings and etc. Including partners from : Hong Kong, India, Japan, Malaysia.Singapore, Thailand, U.A.E, U.S.A, U.K. and Ukraine.



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

**500,000**  
**Email**  
**Campaign**



# PUBLIC RELATIONS

**170 pieces** of editorial promotion including TV and newspaper clippings.  
Local and international press coverage at <https://concrete-asia.com/new-clippings>.

## MASS MEDIA ADVERTISING AND PR CAMPAIGN INCLUDE

## Online Media / Magazine



## Newspaper



### Bilboard 8 locations

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

# SHOW HIGHLIGHTS

## 12 SEMINAR SESSIONS

By the Thai Structural Engineers Association;  
Alcotec Company Limited; Thailand Green  
Road;BULK ONE GROUP; L.P.N. Development  
Public Co., Ltd; State Railway of Thailand;  
Department of Rail Transport and King  
Mongkut's University Of Technology North  
Bangkok.

## SPECIAL EXHIBITION SHOWCASES

By the Department of Public Works and Town & Country Planning; Royal Irrigation Department and State Railway of Thailand.



## BUSINESS MATCHING PROGRAMME

460 business-matched meetings with top buyers  
(Together with INTERMAT ASEAN)



**9|10|11**  
**Sept 2020**  
**Hall 10** IMPACT EXHIBITION and Convention  
Centre Bangkok, Thailand

# SAVE THE DATE!!



Co-located with :



## CONTACT THE TEAM :

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