PARIS
23-28 APRIL 2018
INTERNATIONAL EXHIBITION
FOR THE CONCRETE INDUSTRY

CONNECTING THE CONCRETE INDUSTRY

COME AND JOIN YOUR COMMUNITY!
ON WORLDOFCONCRETEEUROPE.COM

CO-LOCATED WITH
INTERMAT
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.

<table>
<thead>
<tr>
<th>MATERIALS</th>
<th>CONCRETE, CEMENT AND MORTAR PRODUCERS</th>
<th>MATERIAL LAYING</th>
<th>SERVICES AND MAINTENANCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>● Admixtures</td>
<td>● Concrete manufacturers</td>
<td>● Building contractors</td>
<td>● Demolition &amp; recycling</td>
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<tr>
<td>● Aggregates</td>
<td>● Concrete repair and maintenance</td>
<td>● Concrete treatment</td>
<td>● Diagnostic aids</td>
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<tr>
<td>● Cements</td>
<td>● Mobile concrete mixers for public works</td>
<td>● Formwork and scaffolding</td>
<td>● Engineering</td>
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<tr>
<td>● Fibres</td>
<td>● Pre-cast concrete</td>
<td>● Layers</td>
<td>● Equipment, laboratories and testing</td>
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<tr>
<td>● Pigments</td>
<td>● Ready-mixed concrete</td>
<td>● Prime contracting</td>
<td>● Lifting &amp; handling</td>
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<td>● Protective products</td>
<td>● Special concrete</td>
<td>● Pump firms</td>
<td>● New technology</td>
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</tbody>
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EQUIPMENT, FACILITIES/TOOLS

1 IN 2 VISITORS WORKS FOR A CONSTRUCTION CONTRACTOR

183,000 visitors including 35% non-French

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

THE CONCRETE SECTOR AND ITS EXHIBITORS COME TOGETHER BEHIND WOC EUROPE

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

VISITORS BY SECTOR OF ACTIVITY

YOUR CUSTOMERS WILL BE THERE

14% COMMERCIAL/INDUSTRIAL/RESIDENTIAL CONSTRUCTION
13% GENERAL BUILDING CONTRACTOR
13% DESIGN/RESEARCH CONSULTANCY
11% CONCRETE MANUFACTURING
11% STONWORK
8% ARCHITECTS/TOWN PLANNERS/LANDSCAPERS
7% MATERIALS PROVIDER (CEMENT, AGGREGATE, MIXTURES, REINFORCING STEELS)
4% DISTRIBUTOR (CONCRETE & MASONRY SUPPLIERS)
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1% CONTRACTOR

183,000 visitors including 35% non-French

(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**
- 1,500 exhibitors
- 70% non-French
- 40 countries

**A FORUM**
A place to exchange, inform and network. Focusing on the subject “The contribution to new collective challenges”

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<th>6 SPECIFIC THEMES OFFERING RESPONSES TO THE CHALLENGES IN THE SECTOR:</th>
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<td>- Concrete sector: circular economy and contribution to local development</td>
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<tr>
<td>- Low carbon construction and climate change prevention through concrete solutions</td>
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<tr>
<td>- Innovation to enhance collective well-being with the concrete industry</td>
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<tr>
<td>- Concrete aspects and textures: how aesthetics can benefit a region’s wellbeing and planning</td>
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<tr>
<td>- Concrete maintenance and repair for ever-increasing durability</td>
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<td>- Connected concretes</td>
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**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.)

**BUILDINGS**
- 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**
- Roads, minerals & foundations
- Lifting, handling & transportation
- Earthmoving & demolition

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(1) Sources: exhibitor statistics and surveys, INTERMAT 2015.
TAKE ADVANTAGE OF INTERMAT’S FLAGSHIP EVENTS

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.

- 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.
- Enter your innovations in the INTERMAT Innovation Awards
- Undisputed references in the profession

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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