

ENABLING A  
**SMART & SUSTAINABLE**  
CONSTRUCTION INFRASTRUCTURE





# Concrete Show India 2019 – A Recap



The 7th edition of Concrete Show India presented over 150 top-of-the-line Indian and global manufacturers and suppliers who catered to the construction and infrastructure Industry. The three day event was held at Hall no 3, Bombay Convention and Exhibition Centre, Goregaon (E), Mumbai from 16-18 May 2019.

The event was exclusively focused towards the key Construction and Infrastructure assets covering key areas including roads & highways, housing, airports, ports, power, rail, dams & bridges.

The expo was inaugurated by Chief Guest -- Shri Nagendra Nath Sinha (IAS), Chairman, National Highway Authority of India along with key dignitaries – Dr. Keshav C Tayade, Head Quality Assurance, Jt General Manager, Maharashtra Metro Rail Corporation Ltd; Mr S M Ramchandani, Retd, Jt Managing Director, MSRDC & Chairman, Concrete Show Advisory Board; Dr.

Himanshu Rajee - Indian Concrete Institute Chairman - Mumbai Chapter and Mr. N. Sridhar, Director & Advisor, Hiranandani Communities

Professionals from across the construction value chain including Engineering, Procurement & Construction (EPC's), Commercial & Residential Building Construction, Government & Civil Infrastructure, specialized Architects, Consultants and Contractors visited the event. They came from diverse cross functional teams including Procurement, Planning & Design, Quality Control, Project Management, Building maintenance, Site maintenance, Materials management and Engineering teams.

Prominent industry manufacturers & suppliers like JSW Cement, Ajax Engineering, JCB India, Masa Concrete Plants India Pvt. Ltd., Elematic India Private Limited, KYB Conmat, Columbia Machine Engineering (I) Pvt. Ltd., Prism RMC, Putzmeister India, Aimil Ltd., RDC Concrete (India) Pvt. Ltd., SURIE POLEX, J.K.Cement & Ashtech India to name a few marked their presence at this turnkey event.

The show had international participation from US, Italy, Germany, South Korea, Ukraine and country pavilion from China and an array of brands and products from States such as Maharashtra, Goa, Gujarat, Delhi, Punjab, Tamil Nadu, Odisha & Karnataka etc.

The event well-received by the industry with support from key organisations and Associations such as Tunnelling Association of India (TAI), Ready Mixed Concrete Manufacturers' Association (RMCMA), Indian Chapter Of American Concrete Institute (ICACI), The Council of Scientific & Industrial Research (CSIR), Construction Equipment Rental Association (CERA), Indian Concrete Institute (ICI), Institute of Indian Interior Designers (IIID) and American Society Civil Engineering (ASCE) to name a few.

The theme for the conference was 'Concrete & Construction – A 360 degree approach'. Helmed by industry thought leaders, the first day of the conference covered topics of discussion pertaining to 'Lessons learned from Landmark Concrete Construction Projects', 'Best Practices in Overseas Projects', 'Smart Cities and Infrastructure: An Integrated Approach and Future technologies in Concrete Construction', The second day witnessed a focus on Precast Technology In Construction encompassing a wide range of applications in Industrial, residential and Infrastructure projects in India. There was also a unique focus on equipments for Pre-cast, Pre-fab technologies as well as a unique focus on Three-dimensional Modular Precast Solutions.

In addition to this, a variety of engagement platforms including the Innovation Zone, Student Incubation Cell, Start-up Zones and Business to Business & Business to Government enabled a strong interaction and participation from all stakeholders in the industry. Having delivered a successful 2019 edition the event is set on getting some exciting platforms into focus for the 2020 edition.





# Enabling a Smart & Sustainable India



India's economy is big and getting bigger. The construction industry is the second largest industry in India after agriculture. Nearly all of the infrastructure sectors present excellent opportunities, with roads and highways, ports and airports, railways and power standing out as particular bright spots, with staggering sums of investment planned. Liberalization of government regulations and a deliberate strategy on the part of the Indian Government to promote infrastructure spells opportunity for engineering and construction companies.

There are various reasons to invest in India. For example, India is one of the world's fastest growing economies – and growth expected to continue at 7-7.5% despite the global downturn, few restrictions on foreign direct investment (FDI) for infrastructure projects, Tax holidays for developers of most types of infrastructure projects, some of which are of limited duration, opening up of the infrastructure sector through PPPs

With government's increased focus on programs like smart city mission, Pradhan Mantri Awas Yojana, Industrial Corridors, Golden Quadrilateral Road Project the growth may exceed expectations.

As per recent article by research and markets, the construction industry in value terms is expected to record a CAGR of 15.7% to reach US\$ 738.5 billion by 2022.

## Industry Projections:

- By 2025, Construction market in India is expected to emerge as the third largest globally
- By 2025, Construction output is expected to grow on average by 7.1% each year
- By 2022, Construction equipment industry's revenue is estimated to reach \$ 5 bn
- 100% FDI under automatic route is permitted in completed projects for operations and management of townships, malls/shopping complexes, and business constructions.
- 100% FDI is allowed under the automatic route for urban infrastructures such as urban transport, water supply and sewerage and sewage treatment.

## Growth Drivers:



**Smart cities:**  
100 smart cities to be developed by 2020



**Industrial corridors:**  
Five industrial corridors planned



**Railway stations / lines:**  
25 railway stations re-development besides 3,500 km line addition



**Mega ports:**  
6 mega ports planned



**Increasing demand for commercial space:**  
Construction of office spaces, v retail, entertainment units.

Source: Invest India; Equipment India, Jan'19





## A pure focus on Concrete, Construction and Infrastructure technologies

Concrete Show India is a part of a greater International Informa portfolio. The event is a part of the Infroma “World Of Concrete” brand which is held across Europe, the Americas and Asia. The event provides a standalone platform to corporations to showcase their latest innovations, updated Technologies, Practices, Processes and Policies. Since its inception the event has seen tremendous growth Year on Year in terms of both Exhibiting Technologies and Visitor profiles. The event is rapidly becoming the cornerstone in the Indian Infrastructure Industry.

The variety of combinations of deliverables makes Concrete Show India a perfect destination to commence new business, and partnerships through insightful interactions with the entire value chain of the Concrete & Infrastructure industry.

### Why Concrete Show India?

Concrete Show India promotes a solution-oriented approach which enables suppliers to engage with the construction and infrastructure value chain.



### Innovation Gallery

Promote your product innovations on the show floor and our marketing channels to the stalwarts of the industry. Gain focused access to industry end users, influencers and buyers to gain visibility and revenue opportunities for your business.

### B2B speed meetings

Gain a chance to search for high profile and large buyers who would be visiting the venue. Pre book your appointments with end users, buyers and industry influencers at your booth before you miss them on the show days. Obtain greater visibility of visitors & higher productivity for your sales force at Concrete Show India.



### Industry workshops

The industry faces a unique challenge in terms of skills development and knowledge of existing products & technologies. This platform gives you a chance to promote your unique product features through dedicated workshops where you can discuss case studies, theories, techniques and technologies to your prospective target audiences.





## Concrete Man Arena

In an exhibition there is a huge requirement to stand out of the crowd in a very unique and engaging manner. The Concrete Man Arena takes the customer engagement to the next level. Designed in a game format around your product, the Concrete Man Arena encourages users to interact with your product live. The platform is known to enhance the possibilities of closing commercial offers.



## A Global Window of Opportunity

A variety of events focusing on the construction and Infrastructure sector are organized across Europe, the America's and South-East Asia. Get a chance to visit these international opportunities.

## A PAN India reach

UBM India sources buyers, distributors, influencers and end users from across India. The 2018 edition saw visitors arrive from over 20 states and 2 union territories.

## A focused Platform for the Construction Sector

Concrete Show India provides your brand the best platform to showcase technologies across a variety of industry verticals in the construction sector. Concrete Show India is the only show of its kind that focuses on Core Concrete & Infrastructure technologies in India. No other platform offers such focus to the construction industry.



## Concrete & Building Materials & Precast

Building material covers natural and synthetic materials and processes to construct an array of Construction assets. Our platform covers the most comprehensive range of core building materials from Concrete Bricks to Pre-cast and more.

## Construction Equipments /Tools / Instruments / Formwork / Scaffolding

Construction equipment segment covers a focused range of heavy-duty vehicles, specially designed for executing core construction tasks, most frequently ones involving earthwork operations. The category covers heavy machines, Brick making machines, Cranes, Concrete Mixers, Paver block machines, and more.





## Construction Chemicals

Construction Chemicals & Additives have a variety of applications ranging from construction to civil repair. This segment consists of chemicals used to help enhance concrete strength and quality, provide water-tightness and protect concrete structures from atmospheric degradation. Our platforms brings forth an indepth range of chemical, paint and additive applications for the Construction Applications.



## Construction Design & Management Software

This segment covers a wide range of software publishers addressing the needs of the construction and infrastructure industry. The system covers construction management, project scheduling, project management, financial management, Customer management and service management suites. These systems can be used via cloud-based or hardware centric platforms or mobile device.



## Construction Safety Equipment

There is a requirement of Construction Safety Equipment (PPE) at construction or renovation sites. With India's construction sites moving to a safety centric culture, there are newer opportunities created for manufacturers supplying safety equipments for the Construction Industry. Our exhibitor categories range from manufacturers and suppliers of High visibility safety vests, to fall protection, fire safety equipment and more.



## Commercial & Industrial Flooring

This category includes preparation and installation solutions for all types of flooring solutions, including water based, pump screeds, epoxy resin and polyurethane flooring to retail, industrial and commercial structure.







## Attendee Stats 2019

Attendees:

**6000+**

Speakers:

**40+**

Delegates:

**100+**

Exhibitors:

**150**

**75%**

visitors came to  
the expo with the intent  
to place orders

**78%**

visitors came to  
the expo to find  
new suppliers

**88%**

visitors came to  
collect information

### Visitor Profiles by Industry for the 7th edition of Concrete Show India

**20%**



Distributors & Investors

**24%**



Commercial &  
Residential Contractors

**20%**



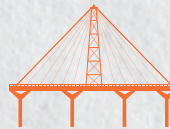
Commercial and  
Residential Developers

**5%**



Government Authorities  
& Agencies

**12%**



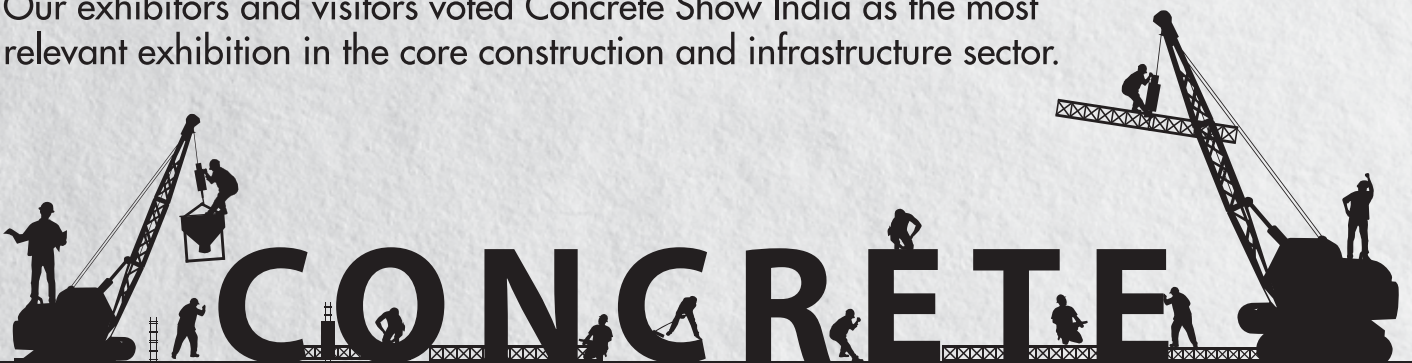
Engineering, Procurement  
& Construction

**19%**



Project Management  
Consultants

Our exhibitors and visitors voted Concrete Show India as the most relevant exhibition in the core construction and infrastructure sector.







## Exhibitors speak:

I see that there are many national & International buyers, technical people coming to this show. Marketing our product in this exhibition is a great advantage to my company hence I shifted from visitor to exhibitor. My objectives are to explore new markets that I have not explored before, meeting new clients & Potential buyers understanding the industry's capacity.

**Keyur Khatiwala,**  
Director  
K2P Industries India.

Our participation with this event has been over 3-4 years and I am happy to share that our scale has improved and we have also had a positive response in the footfalls from customers and the relevant set of customers have been coming to our stalls and we have had a good exposure in the market. I would say it is well organized and appreciate the efforts put by the organizers.

**Deepak Vadehra**  
Sales and Marketing  
AJAX Engineering Pvt Ltd.

Actually this is not our first time here. We like the great arrangement here. the visitors have been good we have received potential customers. We are happy here and will be back again and again in the coming years.

**Mao Baoya**  
Sales Manager  
Sichuan Tongzhou Chemical  
technologu Co Ltd, (China)

## Visitors speak

Infrastructure sector is quiet bullish. Infrastructure industry is related to economy as a whole. As economy is growing so the Infrastructure spending & Concrete sector is also growing. Concrete Show India is a platform where people from different sectors get together. They exchange their knowledge and experience in areas of technology, application, equipments, skills. Platforms like Concrete Show India give you the status of the industry, technology. It is a very important platform where large no. Of people from various walks of life come together and they exchange their views which leads to advancements of industry and sector as a whole.

**Shri Nagendranath Sinha,**  
Chairman, NHAI

This show has been doing well from last 7 years and creating an impact in the industry by connecting all the stakeholders under one roof. Everywhere we're able to find new players of the industry participating here, which has helped us in growing our business over the years. Great effort by whole team of UBM and terrific show that should be attended who wants to grow with and in this industry.

**Dr. Keshav Tayade,**  
Head Quality Assurance , Jt General manager ,  
Maharashtra Metro Rail Corporation Ltd

One of the main significant benefits is that you have a large number of different types of products, people technical knowledge pace companies that are coming together which would not typically no happen in other conferences or shows. There is a comprehensive focus as even within the concrete section have a different types of companies coming together.

**Yogini Deshpande,**  
Director, Renuka Consultants





## Glimpses





# VISITOR CATEGORIES

A unified approach covering 3 important construction segments that generate revenue for your business

## EPC's

Professionals from across the Engineering, Procurement and Construction contractors handling major projects in the Civil & Commercial Infrastructure projects including Power plants, Bridges, Highways, Ports, Tunnels, Industrial complexes, Metro, Railway, Dams etc.

## Real estate

Professionals from Real estate companies handling large and small residential and commercial projects

## Government

Professionals from various government machineries managing large civil machineries including Metro, Railways, Ports, Roadways, Bridges, Buildings, Industrial complexes, Tunnels, Defence assets, Dams, etc.

Chief Engineers  
Procurement  
Projects  
QA & QC

Engineering  
Materials Management  
Design & Planning  
Maintenance

Architects  
Civil Engineers  
Structural consultants  
Contractors

# MARKETING & PROMOTION

## SMS



## On-Ground Activations



## Invites



## Newspaper Ads



## Trade Magazines



## EDM



## Tele Calling



## Social Media



## In-land letter





## SUPPORTING ASSOCIATIONS



## PARTNERS -2019

Construction Chemical &  
Additives Partner



Plant & Machineries for  
Building Materials Partner



Building Material Partner



AAC Block Partner



RMC Partner



Featured Exhibitor



Material Handling Partner



Silver Partner

SOUJANYA



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