



**World of Concrete Europe, the exhibition for the Concrete Sector
"Connecting the Concrete Sector"**

**From 23 to 28 April, colocated with INTERMAT Paris
Paris-Nord Villepinte Exhibition Centre (Hall 6)
Open from 9am to 6pm**

Press release, 27 February 2018 - **The Concrete Sector lies at the heart of major economic and social issues. From upstream to downstream, it must fulfil growing requirements for the construction of housing and infrastructure whilst being increasingly attentive to the environment. It is on this backdrop that World of Concrete Europe will be playing host to all of the industry's players within the tradeshow INTERMAT Paris.**

An exhibition for the entire concrete sector, the full length of the supply chain

World of Concrete Europe (WOC Europe), **the reference event dedicated to the European concrete market** will be held within the exhibition **INTERMAT Paris** from 23 to 28 April 2018. Launched in 2015 in association with INFORMA EXHIBITIONS, its aim is to accommodate all the stakeholders in the concrete and building sector (from the specifier to the final layer) established in EMEA zone countries (Europe, Middle East and Africa). WOC Europe will thus bring together more than 200 exhibitors displaying a product range stretching from the upstream stages in the cycle (materials, products and additives) to the end of the cycle (decorative concrete, coverings, coatings, engineering and services) of the concrete sector.

8 sectors to guide visitors

Lying at the heart of responses to new and emerging construction issues, the Concrete Sector contributes to the new collective challenges of a fast-changing society: population movement and growth, climate change and urbanisation. Concrete is the most widely-used material in the world for a large

number of applications (building, renovation, public works and decoration). **WOC Europe will thus provide a global view of the entire supply chain with a glimpse of the latest trends in concrete technology** through a series of exclusive talks and round tables and eight sectors incorporated within INTERMAT's "Buildings and Concrete Sector" hub:

- Materials for concrete
- Machinery for delivering and placing ready mixed concrete/ Plant and equipment for concrete production
- Concrete industry, other equipment and machinery / Plant and equipment for prefabricated concrete
- Plant and equipment for concrete production
- Formwork, scaffolding and props
- Topography
- New technology for buildings and concrete
- Worksite equipment and tools, accessories, components and parts for building

"Concrete Demos": nonstop action!

Located outdoors, the "Concrete Demos" zone **will showcase concrete laying methods and the demonstration of tools and equipment**. It will host non-stop features dedicated to the application of concrete products (decorative concrete, polished concrete, Bush hammered concrete, printed concrete, etc.). Firms such as Blastrac, Chryso, Moderne Methode, Theam and Tyrolit, will be in attendance, contributing to projects for the benefit of territorial development.

"WOC Europe Forum": a series of talks dedicated to "the contribution of concrete to new collective challenges"

This unique seminar, featuring experts from the profession, will shine a light on the concrete sector in the form of a series of **about fifteen talks and practical workshops dealing with key issues in the sector** (innovation, the future and assets of concrete, environmental subjects, concrete and the circular economy, incorporation of concrete products and solutions in the BIM process, a focus on concrete fundamentals, durability, maintenance, repairs, etc.).

Six major themes will be addressed by experts from the construction, public works and building community members of construction federations and large European contractors from the sector:

- Concrete sector and contribution to the circular economy, the example of Grand Paris
- Low carbon construction and dealing with climate hazards and change through concrete solution
- New uses and functions of concrete, for the benefit of society
- Modularity and flexibility of concrete: an architectural choice for better living conditions
- Built to last: specifying concrete for greater durability
- Concrete and the digital transition



The exhibition will feature the presence of two winners of INTERMAT Innovation Awards (presented on 18 January):

- The start-up **360 Smart Connect** (connected concrete) received the “Components and Accessories” Award. By transforming concrete to become an interface towards data and services associated with the structure, 360 Smart Connect enables all players to create added value for themselves or for their successors in the chain.
- **Sika France** (concrete 3D printing process) received the special "World of Concrete Europe". Combining robotic innovation applied to the concrete industry, Sika offers the opportunity to manufacture a concrete item rapidly in an original shape or design. The fundamental advantage of 3-D printing in concrete lies in its outstanding flexibility.

[PRESS ACCREDITATION on the website](#)

Before 17 April

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World of Concrete Europe, the European trade show for the Concrete Sector – from 23 to 28 April 2018 in Paris (Paris-Nord Villepinte Exhibition Centre), held within the international exhibition for construction and infrastructure, INTERMAT Paris.

About the organisers

S.E. INTERMAT brings together the trade organisations of equipment manufacturers and importers:

CISMA, the French association of equipment manufacturers for construction, infrastructure, steel and handling equipment industries;

SEIMAT, the French association of international civil engineering, mining, construction and hoisting equipment industries;

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¹[Forum schedule](#)

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