



# 2018 第六届亚洲国际建筑工业化展览会

## The 6th International Building Industrialization of Construction Exhibition Asia

### 联系方式 Contact

#### ■ 项目管理 Project Management

刘迪 先生 Anson Liu  
 ☎ 86 21 6195 6060  
 ✉ anson.liu@vnuexhibitions.com.cn

#### ■ 市场及媒体合作 Marketing & Media Cooperation

魏玮 女士 Vivi Wei  
 ☎ 86 21 6195 6097  
 ✉ vivi.wei@vnuexhibitions.com.cn

#### ■ 会议合作 Conference Cooperation

柴张帆 女士 Bonnie Chai  
 ☎ 86 21 6195 6012  
 ✉ bonnie.chai@vnuexhibitions.com.cn

#### ■ 项目销售 Sales

冯娟 女士 Fiona Feng  
 ☎ 86 21 6195 3506  
 ✉ fiona.feng@vnuexhibitions.com.cn

张巧娟 女士 Merry Zhang  
 ☎ 86 21 6195 6083  
 ✉ merry.zhang@vnuexhibitions.com.cn

郭文妍 女士 Grace Guo  
 ☎ 86 21 6195 6074  
 ✉ grace.guo@vnuexhibitions.com.cn

上海万耀企龙展览有限公司  
 VNU Exhibition Asia Ltd.

上海市南京西路 1333 号 VNU 商务楼  
 Business Mansion, Shanghai Exhibition Center,  
 No. 1333, Nanjing Rd (W) Shanghai, PRC



### Join us 加入我们

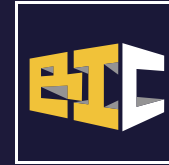
建筑工业化资讯精准推送  
 BIC2017 展后报告及时送达

www.bicchina.com.cn



2017 年“世界城市日”主题活动  
**2017 上海国际城市与建筑博览会**  
 SHANGHAI INTERNATIONAL CITY AND ARCHITECTURE EXPO 2017

系列展会



# 第五届亚洲国际建筑工业化展览会

## The 5th International Building Industrialization of Construction Exhibition Asia

2017.10.31-11.2 | Oct.31-Nov.2, 2017

国家会展中心（上海）| NECC

2017 展会规模增幅  
 Increase in Exhibition Scale  
**55%**

### 展后报告 POSTSHOW REPORT



# 展会概述

BIC 2017 PROFILE

**42,470** 平方米展会面积  
sqm Exhibiting Space

**26** 会议活动  
Conferences & Events

**355** 参展商  
Total Exhibitors

**226** 本地及海外买家团组  
Local and Overseas Buyer Delegations

**47,007** 观众  
Total Visitors

**20** 国家  
Participating Countries

份有限公司  
anufacture Co., LTD



# “世界城市日”主题活动 2017上海国际城市与建筑博览会 SHANGHAI INTERNATIONAL CITY AND ARCHITECTURE EXPO 2017

## 开幕式

10/31-11/2  
国家会展中心(上海)  
上海市崧泽大道333号



### 主办单位 Hosted by

联合国人居署  
United Nations Human Settlements Programme

上海市住房和城乡建设管理委员会  
Shanghai Municipal Committee of Housing and Urban-Rural Development

中国城市规划学会  
Urban Planning Society of China

中国建筑学会  
Architectural Society of China

### 协办单位 Co-organised by

上海世界城市日事务协调中心  
World City Day Issues Coordinate Center of Shanghai

### 承办单位 Organised by

上海市绿色建筑协会  
Shanghai Green Building Council

### 执行单位 Executed by

上海万耀企龙展览有限公司  
VNU Exhibitions Asia



# 参展商 EXHIBITORS

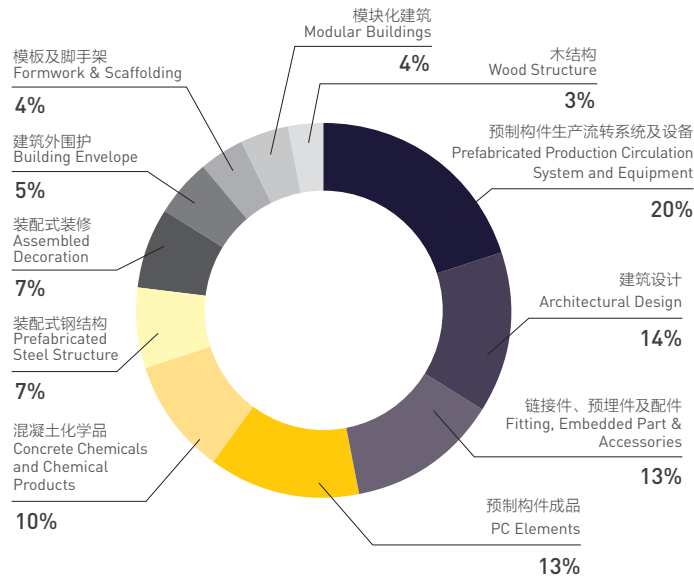
施工总承包  
参展商占比 **23%**  
Over 23% General Contractor Exhibitors

国际展商占比 **20%**  
Over 20% International Exhibitors

现场续订率达 **51%**  
51% Onsite Rebooking

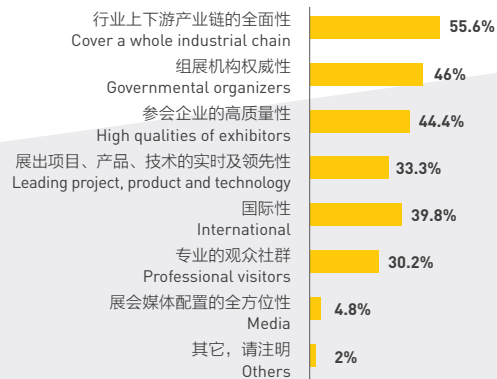


## 展品分类及占比 Product Sector



## BIC 2017 最吸引参展商的亮点 (多选)

The Most Attractive Features For Exhibitors (Multiple Choices)



## 展商满意度

Satisfaction In Exhibiting Objectives

- **69.8%** 获得新客户及新的市场机会  
To meet with new customers/distributors/agents
- **87.3%** 展商认为参展效果满意至非常好  
Concluded exhibition result from good to perfect
- **84.1%** 计划参加 BIC 2018  
To rebook BIC 2018



排名不分先后 All In Random Order

### 上海毅匹玺建筑科技有限公司 Shanghai EPC Construction Technology Co., LTD

高宏杰 Hongjie Gao  
产业研究院院长 Dean of Industry Research Institute

2017年 BIC 亚洲国际建筑工业化展览会, 是毅匹玺建科第一次在这种大规模展会上亮相。在主办方的大力支持下, 我们这次的建筑产业化模型展示非常成功! 同时我们也深刻地意识到, 在装配式建筑这个领域, 同行在进步, 行业在前进, 我们还要继续努力。

This is the first time for EPC to participate in BIC 2017 which is a big scale show in Asia. With the strong supports from the organizers, our building industrialization model has been very successful! Meanwhile, we profoundly realized that we must be making progress because the industry is moving forward in the field of fabricated buildings.

### 浙江绿筑集成科技有限公司 Zhejiang Green Building Integration Technologies Co., Ltd.

徐国军 Guojun Xu  
总经理 General Manager

2017年 BIC 上海国际城市与建筑博览会是精工绿筑第三次在这种大规模的展会上亮相, 今年展会我司隆重推出了绿筑 PSC 住宅产品体系, 并取得了圆满的成功, 得到了专业观众的一直认可, 我装配式建筑领域, 我们将会继续努力, 为装配式建筑的发展贡献社会责任。

It's the third time for Zhejiang Green Building Integration Technologies Co., Ltd. to show on BIC which was a large-scale exhibition in China. This year, we grandly launched PSC residential product system and achieved complete success with approval from professional visitors. We will persistently make our efforts to contribute to the social responsibility of the development of fabricated buildings.

### 上海开装建筑科技有限公司 Shanghai Conjoint Architecture Technology Ltd.

李季 Ji Li  
总经理 General Manager

群英荟萃, 少长贤集, 同台竞技, 精彩纷呈, 业内标杆, 行中翘楚!  
The exhibition as the benchmark of the industry gathering talents, elites, different generations to have a healthy competition and chance to learn from each another, enlargedly enhance our industry development!



# 观众 VISITORS

2017年“世界城市日”主题活动  
2017上海国际城市与建筑博览会  
SHANGHAI INTERNATIONAL CITY AND ARCHITECTURE EXPO 2017

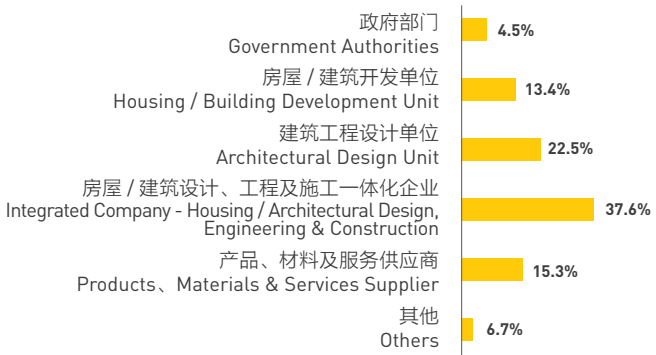
## 2017年度超强房地产开发商及总承包单位观众阵容!

The Region's Largest Building Industrialization Of Construction Event With More Real Estate Developers And General Contractor Than Ever Before!

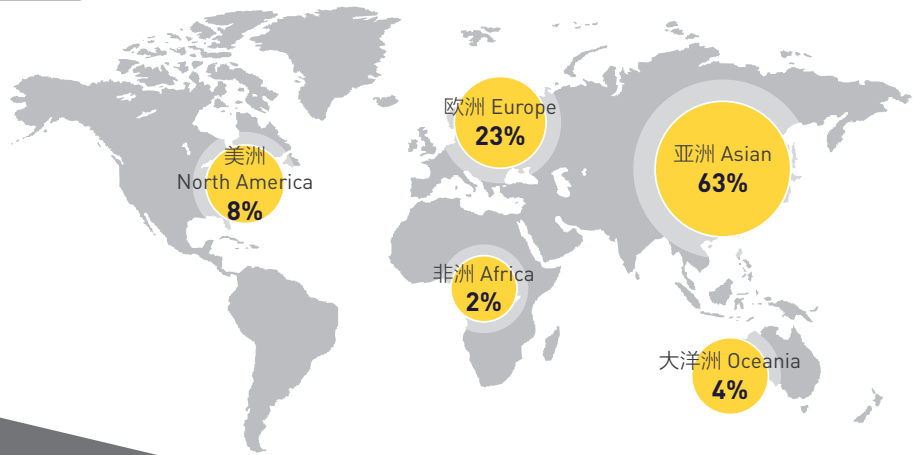


观众重复参观率 **86%**  
Revisits After Day One

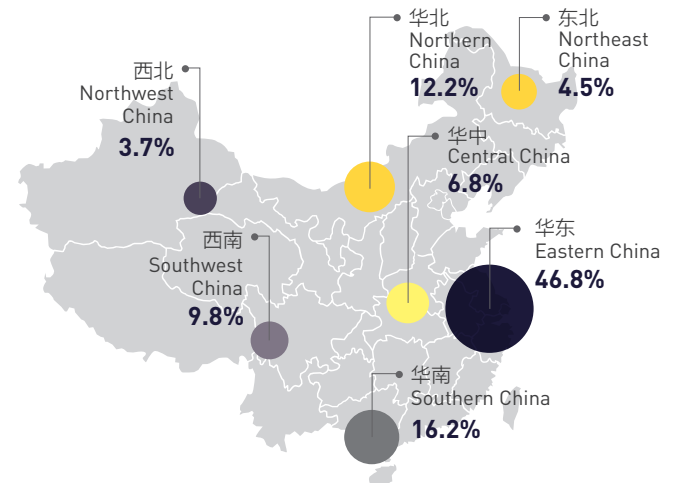
### 观众类型 Visitors Profile



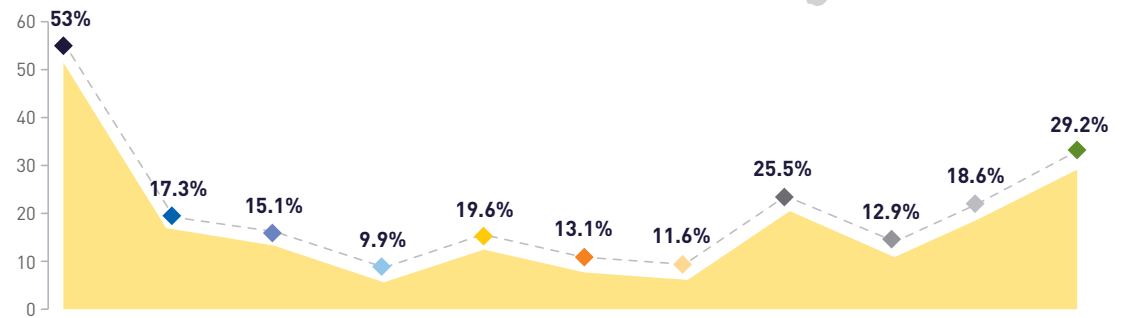
### 海外 Overseas



### 国内 Domestic



### 观众感兴趣的展品 Visitors Interested Product Sectors



- 装配式建筑设计 Architectural Design
- 混凝土化学品 Concrete Chemicals and Chemical Products
- 装配式钢结构 Prefabricated Steel Structure
- 木结构 Wood Structure
- 模块化建筑 Modular Buildings
- 装配式装修 Assembled Infill
- 连接件、预埋件及配件 Fitting, Embedded Part & Accessories
- 建筑模板及脚手架系统 Formwork & Scaffolding
- 建筑外围护 Building Envelope
- 预制构件生产流转系统及设备 Prefabricated Production Circulation System and Equipment
- 预制构件成品 PC Elements

### 观众参观目的及目标达成率 Visitor's Objectives and Achievement Ratio

- 98%** 收集市场信息, 了解行业动态 Collected industry trend and market information
- 92%** 采购新产品 Sourced new products or service
- 95%** 寻求合作伙伴 Met with suppliers
- 90%** 参加同期会议、活动及项目考察等 Attended concurrent conference and tour

江苏力威驰新型建材有限公司  
Jiangsu Liweichi New Type Construction Materials Ltd.

这是我第二天来参观展会, 昨天主要关注了装配式企业, 今天特地来看移动车库。这种重量级的展会对建筑体系各行各业都有很大的帮助, 也是我们开阔视野的平台。

I came back to visit BIC for mobile garage on day two. Yesterday, I was looking for fabricated products. BIC is an influential platform for architectural industry, and perfect place to learn more for me.

王兴 Xing Wang  
副总经理 Vice-president

# 同期系列峰会

## CONCURRENT CONFERENCE OVERVIEW

**26** 场会议及活动  
26 Conferences & Events

**2,500+** 参会嘉宾  
2500+ Delegates

**250+** 演讲嘉宾及主题发言  
250+ Speakers & Speeches

**3** 条项目考察路线  
3 Site Tour Routes



### 部分发言嘉宾

#### Partial Speakers



**Dr. Ulrich LOTZ**

**大会主席 Chairman**  
首席执行官  
FBF 混凝土服务有限公司  
CEO, FBF Betondienst GmbH



**Martin Kronimus**

副总裁, 德国巴登-符腾堡州预制混凝土协会  
董事会成员、前总裁, 德国预制混凝土协会  
Vice-President of the German Precast Concrete Association of Baden-Württemberg  
Board Member and Past President of the German Precast. Concrete Association for road, garden and landscaping products



**陈宁 CHEN Ning**

建筑节能和建筑材料监管处处长  
上海市住房和城乡建设管理委员会  
Director, Construction Energy Conservation & Building Material Supervision  
Shanghai Municipal Commission of Housing and Urban-Rural Development



**夏冰 XIA Bing**

副总裁, 华东建筑集团股份有限公司  
Vice President, Arcplus Group PLC



**修龙 XIU Long**

董事长, 中国建设科技集团  
Chairman, China Construction Technology Consulting



**李栋 LI Dong**

执行总经理, 中国建设科技集团  
Executive General Manager, China Construction Science & Technology Group Co., Ltd.



## 上海国际建筑工业化峰会

### Shanghai International Building Industrialization of Construction Congress 2017



Betontageasia & BICC 2017

Wed 11.1 — 11.2 Thu | 上海 虹桥新华联索菲特大酒店  
Sofitel Shanghai Hongqiao

源于德国、享誉全球 61 年的 BetonTage 大会在入住 BIC 的第四年, 以全新定义 Betontageasia & BICC 2017 上海国际建筑工业化峰会亮相申城, FBF 混凝土服务有限公司、华建集团、上海万耀企龙展览有限公司及工商联房地产商会共同打造全方位建筑行业饕餮盛宴, 两天会议包含 **2** 场主论坛、**3** 场技术分论坛、**1** 场卫星会及 **3** 条项目考察路线, **40** 位国内外特邀演讲嘉宾带来行业内顶尖论坛。现场与会人数突破 500 人。

BetonTage, which originated from Germany since 1956 with high reputation, showed up in a new image "Betontageasia & BICC 2017" in Shanghai, China on its 4th anniversary. FBF Betondienst GmbH, Arcplus Group PLC, Shanghai Real Estate Chamber of Commerce and VNU Exhibitions Asia made a great architecture congress together, including 2 Main Conference, 3 Featured Forums, 1 Satellite Conference and 3 Site Tour Routes. 40 guest speakers brought the latest industry technology and trend, meanwhile, onsite delegates up to 500.



部分发言嘉宾  
Partial Speakers



夏锋 XIA Feng

上海公司总经理  
宝业集团  
General Manager,  
Shanghai, Baoye Group



王晓锋 WANG Xiaofeng

标准规范处副处长  
中国建筑科学研究院  
Deputy Commissioner, Specification  
Standard Department  
China Academy of Building Research



Dietmar Stephan

教授  
柏林科技大学  
Professor  
Technical University of Berlin



薛伟辰 XUE Weichen

教授  
同济大学  
Professor  
Shanghai Tongji University

峰会主题：装配式建筑的集成与创新

Integration and Innovation Practice of Prefabricated Construction Technology

精彩议题  
Forums Speeches



- 上海地区建筑工业化发展趋势及政策解读  
Shanghai Building Industrialization of Construction  
Policy Interpretation and Development Trends
- 螺栓连接预制混凝土结构抗震性能研究  
Studies on Seismic Performance of Bolted Connected  
Precast Concrete Structures
- 混凝土在装配式建筑的创新应用：具有附加属性的薄壁  
混凝土板  
Innovation and Application of Concrete in Prefabricated  
Construction
- 装配式混凝土建筑适宜结构体系与标准规范发展思考  
Thoughts on The Development of Suitable Structural  
Systems and Standards for Prefabricated Concrete  
Buildings
- 新型装配式 PEC 短肢剪力墙抗震性能试验研究  
Experimental Study on Seismic Behaviors of New  
Prefabricated Partially Encased Composite Shear Wall
- 智能装备为建筑产业赋能  
Intelligent Equipments that Empower Energy to  
Construction Industry
- 预制装配式桥梁全产业链探索与思考  
Exploration and Reflection on the Whole Industrial  
Chain of Prefabricated Bridges
- 装配式公共建筑模块化设计创新实践  
Innovation Practice of Prefabricated Public Construction  
Modular Design



精彩议题  
Forums Speeches

- 互动探讨：装配式建筑对于开发企业精益管理的挑战  
Interactive Discussion: Tackling Challenges of  
Prefabricated Construction to Real Estate Developers'  
Lean Management
- 欧洲装配式多高层木结构建筑的发展及技术应用  
Development and Technical Application of European  
Prefabricated Multi-High-Rise Wooden Structure  
Construction
- 钢-混凝土组合结构装配式集成建筑系统  
Steel Concrete Composite Structure in Prefabricated  
Integrated Construction System
- 装配式建筑外围护与结构体系的集成与创新  
Integration and Innovation of External Envelope  
Structure System for Prefabricated Construction

3 条装配式建筑项目考察路线  
3 Prefabricated Building Construction  
Site Tour Routes

- 线路一  
Route One 旭辉莘庄中心（在建）  
Office Park
- 线路二  
Route Two 宝业住工青浦预制构件厂  
Baoye Fabricated Component Factory
- 线路三  
Route Three 宝业中心  
Baoye Corporation Office Headquarters Building



## 2017 亚洲国际内装工业化峰会 International Interior Decoration Industrialization Summit Asia 2017

作为亚洲国际建筑工业化展览会的核心系列活动，亚洲国际内装工业化峰会以“集成室内装修，从设计到施工”为主题，聚焦内装工业化，分别从政策及标准、施工工艺、工程案例、VR 应用信息等多个角度，综合分析中国的发展现状和产业化的趋势，帮助企业更好地理解装配式建筑与装配式装修的实现和应用。

As the main concurrent conference of BIC 2017, IAIC with the theme of "Assembled Interior Decoration, From Design To Construction", focused on assembled infill and interior decoration industrialization, including policies and standards explanation, construction techniques, project cases, and VR application, a comprehensive analysis on China's development status and industrialization trends. It helps enterprises understand the assembled building and assembled infill and decoration better.



## 装配式建筑设计要点及 BIM 应用研讨会 Fabricated Architectural Design Features and BIM Application Forum 2017

由预制建筑网及上海万耀企龙展览有限公司共同举办的“装配式建筑设计要点及 BIM 应用研讨会”，围绕“装配式建筑设计要点和装配式建筑 BIM 应用”两个专题，从混凝土结构设计、框架结构设计、PC 深化设计到建筑施工阶段 BIM 应用和 4.0- 建筑工业化全流程信息化，全方位解读装配式建筑的重要设计环节。

Fabricated Architectural Design Features and BIM Application Forum 2017, hosted by VNU Exhibitions Asia Ltd. and precast.com.cn, focus on concrete construction design, frame structure design, PC deepened design, BIM application in construction and 4.0- informatization on the whole process of construction industrialization, omni-directional interpreted the important design link in fabricated architecture.



## “一带一路”建设引导下钢结构 发展机遇与挑战论坛 Steel Structure Development Opportunity and Challenge under "the Belt and Road"

论坛主旨在“一带一路”建设的引导下，大胆将中国钢结构推向海外市场，探索“一带一路”建设的实践途径。上海市金属结构行业协会会长张立新先生、上海市商务委员会对外经济合作处沈青女士、中国建筑第八工程局有限公司钢结构工程公司董事长梁建军先生以及上海丰标信息技术有限公司总经理陈智华先生分别带来精彩发言。

With the guidance of "the Belt and Road", the conference focuses on steel structure overseas market and practical method. Zhang Lixin, the Chairman of Shanghai Metal Structure Industry Association, Shen Qing from Shanghai Business Council Foreign Economic Cooperation Department, Liang Jianjun, the Board Chairman of China Construction Eighth Engineering Bureau Co., LTD. Steel Structure Engineering Company and Chen Zhihua, the General Manager of Shanghai Allmark Technology Service Co., LTD brought excellent presentations.

## 同期活动 CONCURRENT EVENTS



贸易配对区

Matchmaking Area

### 贸易配对 Matchmaking

- 针对买家半年内采购需求提前调研，高效对接  
Survey on the buyers' purchasing plan in the following half a year
- **30+** 家，涵盖施工总承包、构件厂和开发商业主  
30+ Buyers including general contractor, component factory, property developers and owners group etc.
- **50+** 企业配对，一对一交流  
50+ Suppliers from exhibitors
- 总计超过 **100** 场现场洽谈会  
100+ Matchmaking face to face meeting onsite
- 达成超 **40** 个合作意向  
40+ Cooperation intentions

## 2017 年度模块化建筑 TOP20 颁奖仪式



### BIC- 集成汇 2017 年度模块化建筑 TOP20 颁奖仪式 Modular Building TOP20 Award Ceremony

经主办方与装配式建筑产业链服务平台精心策划，由专家评选和网络投票产生，最具公信力的 20 家装配式建筑企业斩获大奖。其中包括钢之杰、苏州科逸、江苏同明、筑建集成、龙记科德平和湖南荣大等知名企业。

Orchestrated by BIC organizer and jichenghui.com, Modular Building TOP20 Award Ceremony was successfully held on Nov. 2nd 2017. Voted jointly by experts and Internet, the most credibility Modular Building TOP 20 companies including Beststeel, Cozy and Tongming New Materials etc. won the award.

