



India's premier international B2B exhibition dedicated entirely to the building and architecture industries

Post Show Analysis

Supported by government officials, key industry associations and leading suppliers across the building construction spectrum.



20 – 22 April 2017

Bombay Exhibition Center,
Mumbai, India

www.worldbuild-india.com

SHOW OVERVIEW

WorldBuild India launched in 2017 with great success and feedback from the industry. Created to cater purely for the B2B construction and architecture trade, the exhibition was supported by government officials, key industry associations and leading suppliers across the building construction spectrum.

The exhibition saw 18,600 people attend and 220 exhibitors. For a first edition we are extremely pleased. **71%** of visitors agree they were satisfied with the event with **82%** likely to return next year.

With Indian construction only at the early stages of growth, it is clear to see why international suppliers are investing in the market.

TOTAL VISITOR NUMBERS



The 2017 exhibition was attended by **18,600** people



The exhibition delivered a high percentage of unique visits per day with only 19% of visitors attending 2 or more days.

TOTAL EXHIBITOR NUMBERS



220 exhibitors from **25** countries

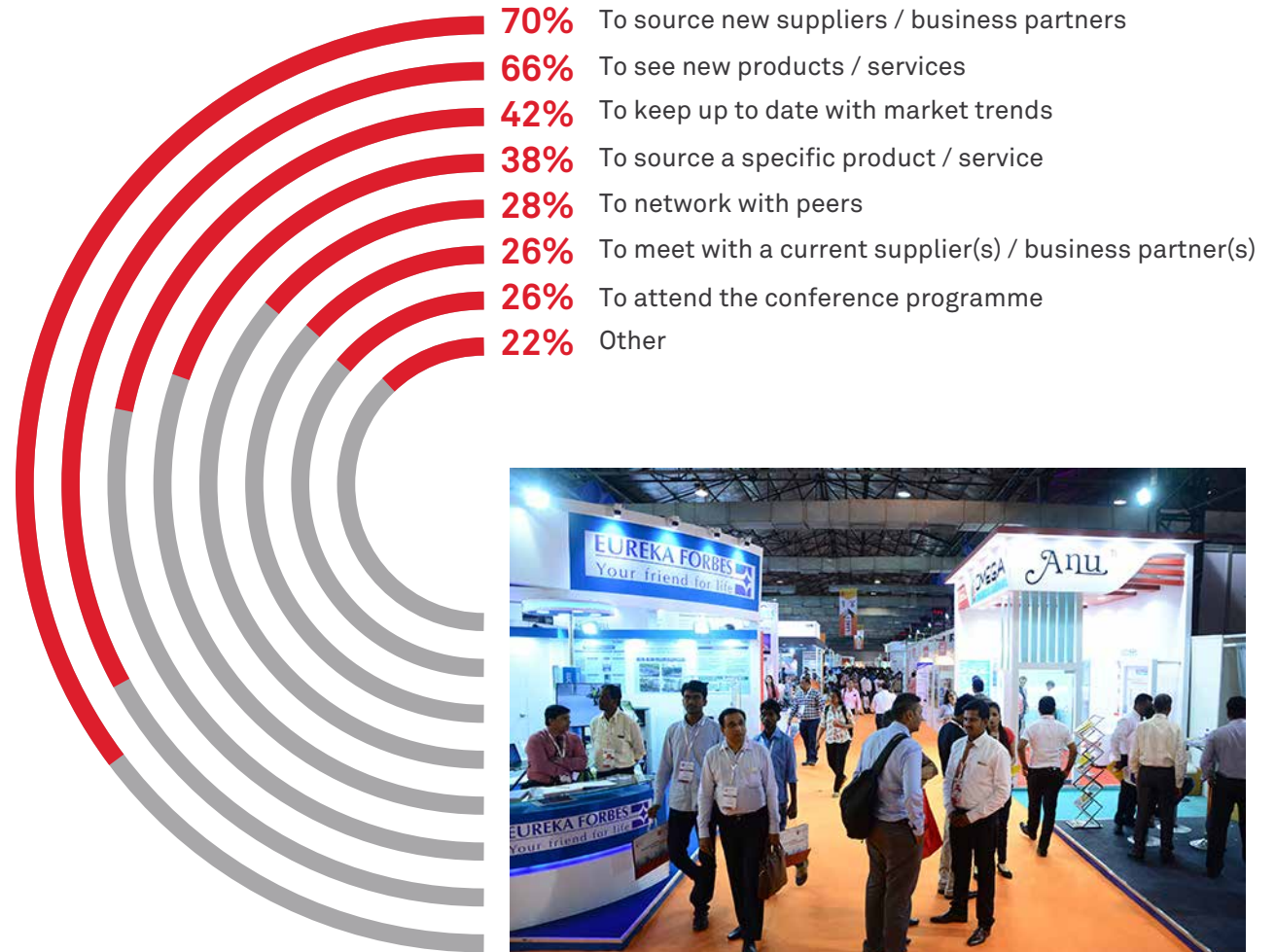


VISITORS BY REASONS FOR ATTENDING

70% of visitors attended to source new suppliers with **66%** attending to see new products and services.

65% agree WorldBuild India is important to their business/organisation

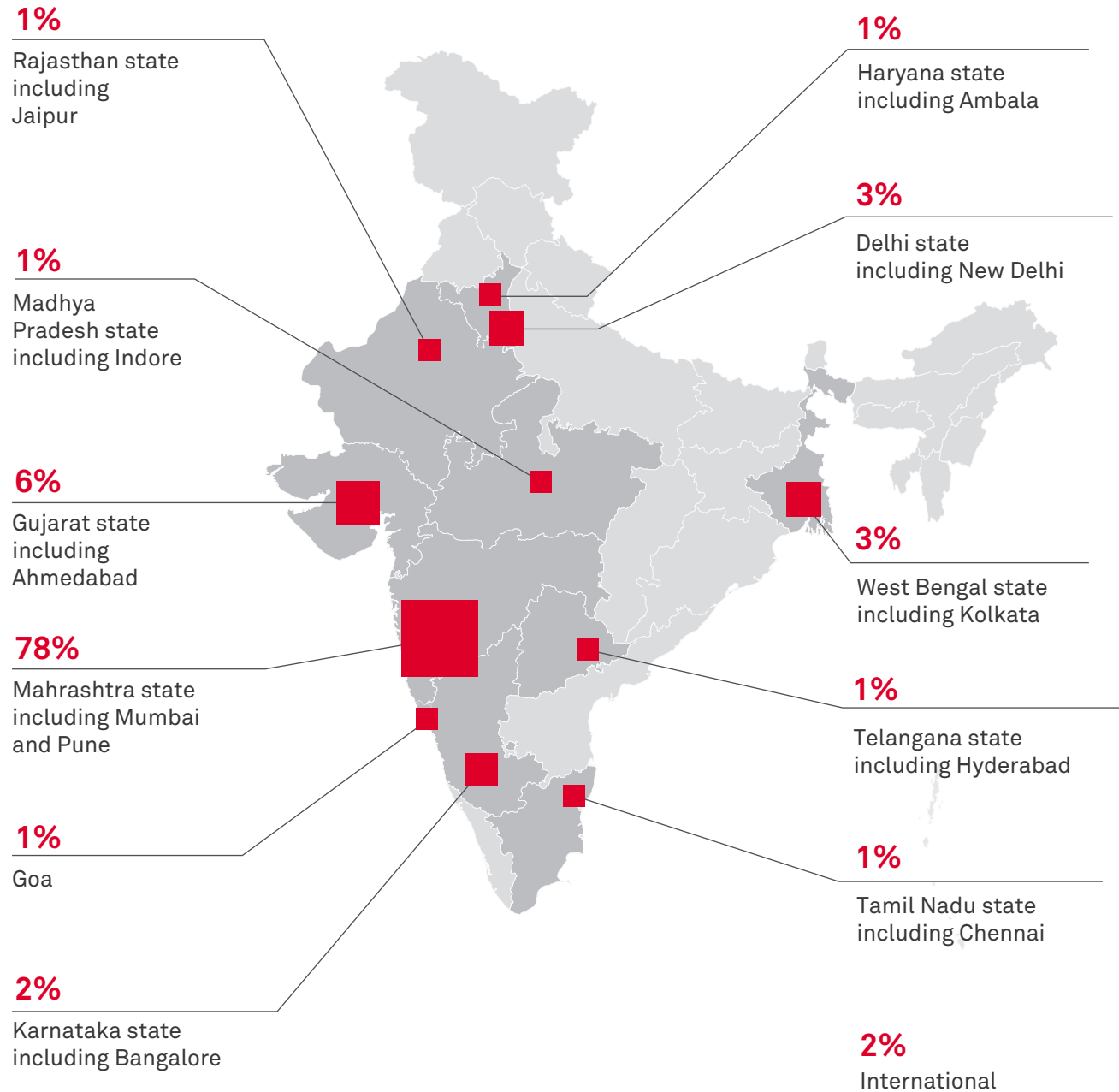
62% of visitors don't attend any other building trade shows in India



GEOGRAPHY OF VISITORS

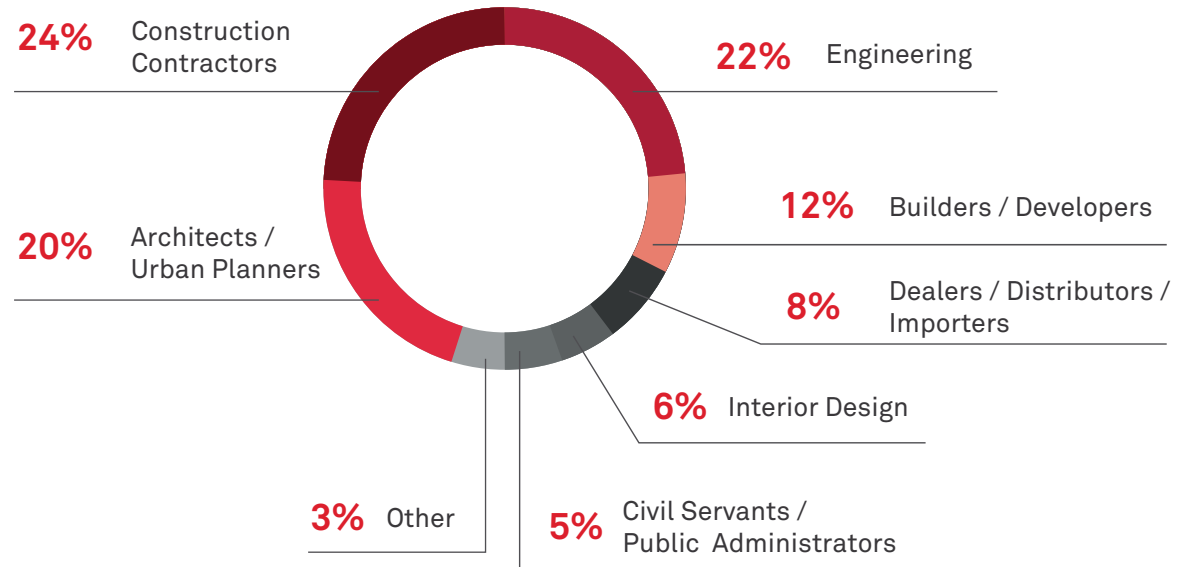
The number of visitors from India was **18,228** with a majority from Maharashtra as well as **21** other Indian states and union territories including Punjab, Uttar Pradesh, Odisha.

International visitors attended from **16** other countries including UAE, Nepal, China, Latvia, Vietnam.



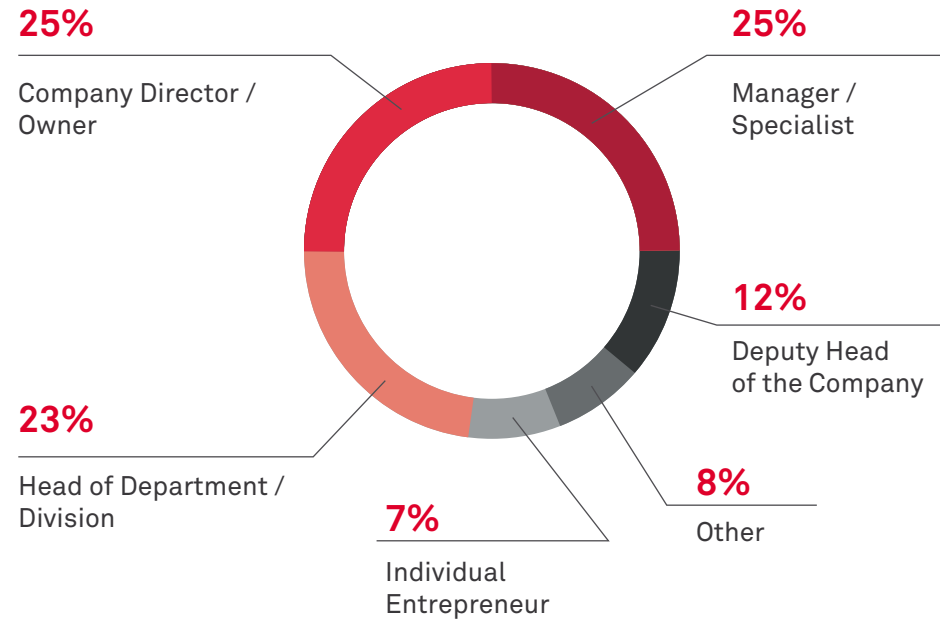
VISITORS BY TYPE OF COMPANY

The majority of visitors were from construction, architectural and engineering businesses.



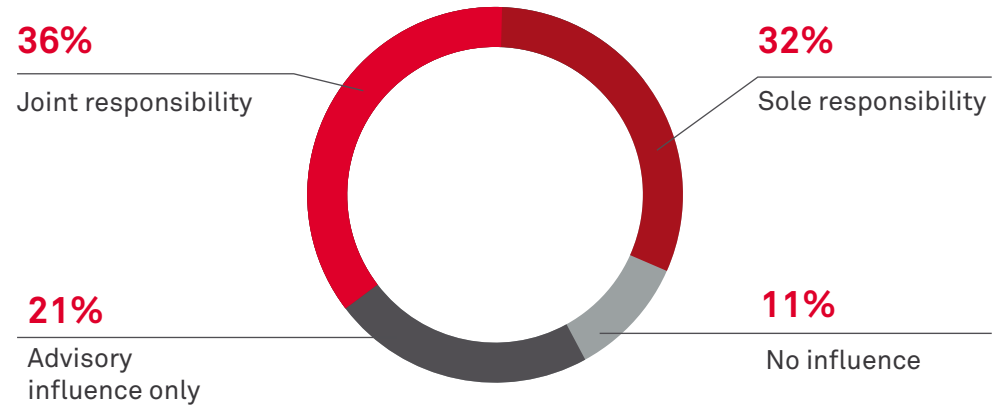
VISITORS BY LEVEL OF RESPONSIBILITY

The share of visitors with a senior management position or higher was **60%**. Other included engineers, advisors and trainees.



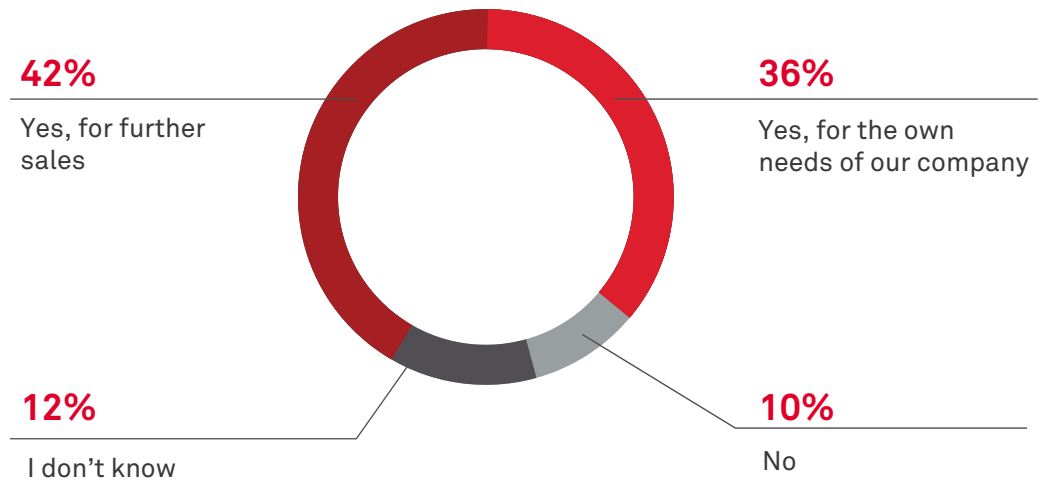
VISITORS BY PURCHASING AUTHORITY

The share of visitors with direct responsibility for purchasing was **68%**.



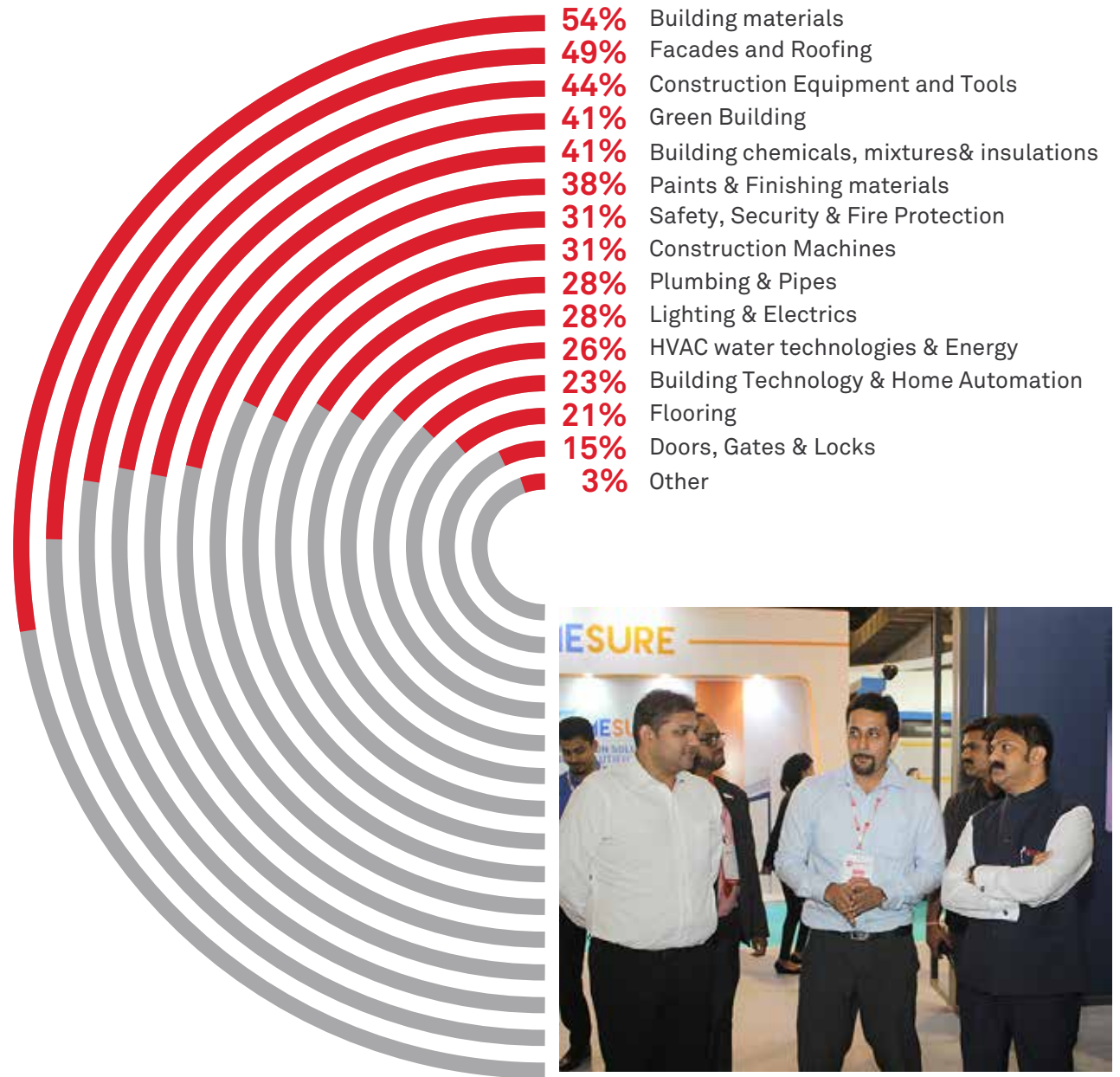
VISITORS BY LIKELIHOOD TO PURCHASE

The share of visitors that said they are likely to purchase as a direct result of the exhibition was **78%**.



VISITORS BY PRODUCT INTEREST

The majority of visitors to WorldBuild India were interested in building materials (54%), facades and roofing (49%) and construction equipment and tools (44%).



BUSINESS PROGRAMME

The business programme was packed out across the 3 days of the exhibition with delegates from a variety of disciplines including Architects & Urban Planners, Builders, Developers & Engineering Contractors, Mechanical, Electrical & Plumbing Professionals, Government Authorities and more.



PROGRAMME TOPICS

BAI Conclave

In partnership with the Builders Association of India, leading Builders & Engineering Contractors gathered to explore novel industrial know how and ideas to build a better future

Innovations in Structural Design & Construction

A platform for interchanging ideas, absorbing use of latest technology and accessing up-to-date trends in design and construction

Engineering for state-of-the Art Built Environment

In association with CEAI, engineers across fields of operations (Civil, Mechanical, Chemical, Electrical and Instrumentation) gathered to discuss topical issues

PCERF Construction Safety Awards 2017

Honouring exemplary companies within construction safety

PCERF Vidyarthi Competition

for undergraduate students of architecture and civil engineering of their urban design projects

Nerolac Breathing City

Competition presentation across the theme 'represent the colours of your city through architectural and design intervention'

Vision India

Architects, Engineers, Urban Planners, Builders & Contractors discussed the ideas, insights, and planning behind the Smart Cities development

Philips Liveable Cities Icon Lectures

Insights from International Masters in Architecture & Design (including Jan Gehl) into the ideas and innovations behind Global Icons

OVER 80 SPEAKERS INCLUDING:

- Jan Gehl
- Anupama Kundoo
- Ratan Batliboi
- Ravi Sarangan
- Sameep Padora
- Rahul Kadri
- Naresh Narasimhan
- Umesh Joshi
- Sandeep Shah
- Kamal Hadker
- Vasu Noori
- Anil Hira
- Alwyn Noronha
- Girish Dravid
- Uttam Sengupta
- A P Mull
- Jeffrey Nambiar
- V V Barve

WHAT EXHIBITORS THOUGHT

Aurubis

“It’s been a worthwhile experience. As our first year exporting to India we have learnt a lot about the market and made some good contacts for future projects. The investment has been profitable for this exhibition.”

Belgian Fibers

“We’ve had a lot of positive conversations with contractors, construction companies, concrete clients, potential government contracts, so much so that we’ve extended our stay to follow up with these big leads over the next few days. We will definitely come back next year.”

Czech Trade

“This is one of the best exhibitions I’ve seen in India, having been here for 2 years. The show definitely met our expectations.”

NCP

“WorldBuild India has been very good. Got to know the real customers. Good footfall. The relevant industry customers are here. Second day and we’ve already done 10 crore.” (\$1.5 million)

Sika

“We’ve had a great first WorldBuild India. We’ve met lots of prospective buyers of the right profile and expect to finish the show with many new customers and increased organic reach on branding. This has opened a new market for us.”

Tecno Imac

“Very good experience. Positive contacts with 10 good leads for distributors which is what we’re looking for as a new product to the Indian market.”



WorldBuild India

We would be pleased to see your company exhibit
with us at WorldBuild India 19 - 21 April 2018
Bombay Exhibition Center, Mumbai, India

For more information on the next edition,
please contact the organisers on
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