



BCT VIRTUAL EXHIBITION
WEBINARS
POST SHOW
REPORT 2020

Building Construction Technology

VIRTUAL EXHIBITION

AND WEBINARS



POST SHOW REPORT 2020

Building Construction Technology Virtual Exhibition and Webinars (BCT) organized with the theme, **“Towards Digitalization of Building & Construction Industry”** concluded successfully from 25th November to 1st December 2020.

This well-attended online event provided a professional platform that resulted in many business deals, new partnerships, interactive product demonstrations, knowledge exchanges, and networking, all done virtually over 7 days.

SNAPSHOTS OF OUR ACHIEVEMENTS

Date	25 Nov - 1 Dec 2020
Venue	Online Platform
Organizer	IMPACT MUANG THONG THANI
Online Exhibiting Brands and Companies:	40
Online Attendees	1,522
Visiting Countries:	46
Business Matching Meetings Conducted:	135
VIP Buyers:	35
Webinars Conducted	18
Webinar Speakers:	40
Attendee Viewership:	2,634
Total Content Views	44,428

EXHIBITOR'S SUMMARY

5 Exhibiting Countries at BCT Virtual Exhibition and Webinars



40 online Exhibiting Brands and Companies from

5 Countries



57% LOCAL

57%



43% INTERNATIONAL

43%

TOP 5 REASONS FOR EXHIBITING

- To generate new enquiries & sales leads
- To raise awareness of existing products/services
- To expand business in Thailand
- To recruit new distributors
- To launch new products or services

HEAR FROM THE EXHIBITORS



“SSM & Machinery Co., Ltd.

is happy with our participation. We were able to meet up with many new customers through this online platform. We are indeed happy with the BCT team for their support and coordination.”

Mr. Banjob Onkhiew
Chairman of the Board
SSM & Machinery Co., Ltd.



“Kawasaki Trading (Thailand) Co., Ltd

is very satisfied with our participation. BCT is indeed a great online platform for us to meet new partners and customers during this pandemic period.”

Mr. Yongyuth Yuadyong
Assistant Manager (Service)
Kawasaki Trading (Thailand) Co., Ltd.



“BCT Virtual Exhibition

helped us reach out to new customers and prospects during this time when travel restrictions are in place due to COVID-19, especially from overseas. Through BCT, we met with many overseas prospects using its online business matching sessions. We were also able to see real-time profiles of online visitors in our virtual booth, which allowed us to get to know them before we start our business meetings and negotiations with them.”

Ms. Tatantorns Mahaboonpachaiwaji
Customer Engagement Director
Focusone Software Co., Ltd.

DID YOU KNOW



87%

of our exhibitors found it important to exhibit at BCT Virtual Exhibition & Webinars

VISITOR'S SUMMARY



1,522 Online
Attendees from
46 Countries



57% LOCAL

57%



43% INTERNATIONAL

43%

TOP 10

VISITING COUNTRY IN BCT VIRTUAL EXHIBITION & WEBINARS

Thailand, India, Singapore,
Malaysia, Philippines, Italy,
Pakistan, Germany,
Indonesia, France



DID YOU KNOW



of our visitors are
decision makers
and influencers

TOP 5 REASONS FOR VISITING

- Source products/ Place orders
- Attend BCT Webinars
- Find new suppliers
- Find new partners for future collaboration
- Collect market information

HEAR FROM THE VISITORS

“I had a great experience during the online event.”

Mr. Peter Magbanua
Engineer

J. M. P Cawaling Engineering Services

“The seminar schedule is good and provided interesting topics during the online event. The speakers are also well-prepared.”

Mr. Torsak Tharathamatikorn
BIM Manager, Bouygues Thai Ltd.

MEDIA PARTNER



International and regional trade media partners provided coverage in an extensive range of publications, magazines, online platforms, blogs, and electronic mailings.

PUBLIC RELATIONS

Over 70 pieces of editorial promotion including newspaper clippings, local and international press coverage at <https://bct-construction.com/news-clipping/>

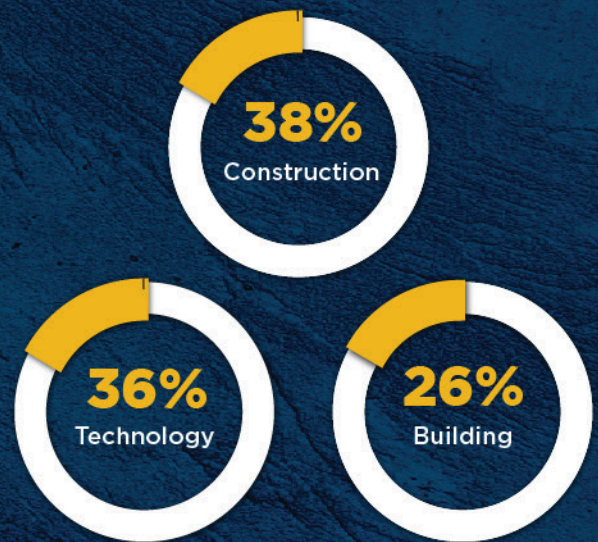
MASS MEDIA ADVERTISING AND PR CAMPAIGN INCLUDE



VISITOR'S PROFILE



PRODUCTS OF INTEREST



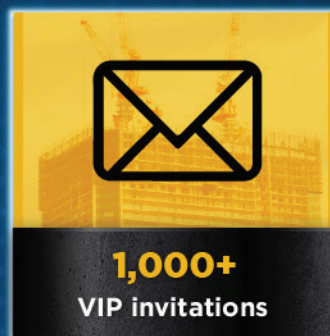
MARKETING & PROMOTION

A comprehensive visitor marketing campaign, was executed in the year leading up to the event, using the full range of media, including direct mail, email, PR, printed media, online advertising, and social media.

Online Advertising



Direct Mail




Email Campaigns



STRONG SUPPORT FROM INDUSTRY ASSOCIATION






EXHIBITOR HIGHLIGHTS



EPOXY21

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BCT
BUILDING CONSTRUCTION
TECHNOLOGY

**BUILDING CONSTRUCTION
TECHNOLOGY EXPO**

**SAVE THE DATES
FOR THE YEAR**

1 - 3 SEPTEMBER 2021 Hall 8
IMPACT Exhibition and Convention Centre Bangkok, Thailand






 BuildingConstructionTechnology-BCT

Website: www.bct-construction.com

organizer: **IMPACT**
MUANG THONG THANI