

A PAMERINDO INDONESIA TRADE EVENT

# CONSTRUCTION INDONESIA



The 22<sup>nd</sup> International  
**CONSTRUCTION STRUCTURE,**  
BUILDING TECHNOLOGY ENGINEERING,  
PROCUREMENT AND EQUIPMENT  
EXHIBITION

## 15-18 September 2021

Jakarta International Expo, Kemayoran - Indonesia

[www.constructionindo.com](http://www.constructionindo.com)

Co-Located with :



**CONCRETESHOW**  
SOUTH EAST ASIA | INDONESIA

Organised by





# The Country's Premier Event for Construction, Infrastructure, Building Technology, Engineering and Equipment Exhibition

In its 22nd Edition, CONSTRUCTION INDONESIA has established itself as the largest and longest – run exhibition in Indonesia's Construction industry. Throughout its long history, the show has successfully attracted leading industry professionals and decision makers. It is the best platform to network and meet potential buyers and keep up with some of the latest innovation in the Construction Industry.

This year's edition, CONSTRUCTION INDONESIA will be held along side with MINING INDONESIA and CONCRETE SHOW SOUTH EAST ASIA. Following its huge success in 2019 edition which was participated by 223 exhibiting companies and attracted 12,000+ trade visitors the 2021 show will be focusing more into mega infrastructure, construction engineering, building technology, tools and equipment.

## INDONESIA AT A GLANCE



Fast growing population of  
**270 Million**  
(2019)



GDP of  
**USD 1,042,17 Billion**  
(2018)



Economic growth  
(Steadily above)  
**5%**



Southeast Asia's  
**Largest Economy**

"INDONESIA is known as the second most productive and profitable construction market in Asia", where a huge number of construction projects are undergoing in both residential as well as non-residential sectors. Due to the huge demand for residential properties and the growth of the property sector in major cities around the country. The public works investment is a key point in the government's plan to provide water resources, roads and human settlement infrastructure for long-term development.

The construction sector is the third-largest contributor to the Indonesian economy, providing a total of Rp 1.65 trillion (USD 117 million) to GDP in 2018, representing a share of 11.1%, according to Statistics Indonesia (BPS). This places the sector behind only industry and trading, which represent 19.8% of GDP and 13% of GDP, respectively".

*Source: Indonesia Construction Market: Growth, Trend and Forecast 2019 – 2024, Mordor Intelligence, 2018  
(Data Before Pandemic)*

## Exhibitor Profile



### Mega Infrastructure

- Water & Sanitation
- Bridges
- Landscaping
- Drainage System
- Cable & Electrical
- Road & Railways System
- Port & Air Ports System



### Heavy Equipment

- Excavators
- Diggers
- Articulated vehicles
- Cranes
- Forklifts
- Drilling machines
- Dump trucks
- Asphalt paver
- Scrapers
- Rollers
- Hydromantic vehicles
- Specialised vehicles
- Transport vehicles



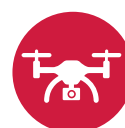
### Machinery, Tools & Equipment

- Power Generation/ Back up Power
- Hand & Power Tools
- Site Lighting
- Pliers
- HVAC
- Tube Cutters
- Hydraulic Tools
- Formwork Scaffoldings & Aerial work platform
- Distance Measurement Tools
- Communication & Navigation
- Machinery Component & Parts
- Fastening System
- Fire Protection & Safety



### Man Power & Management

- Architecture & Interior design
- Site Management & Equipment
- Facilities Management
- Work Security & Safety
- Cleaning Services & System



### Technology

- 3D Printing
- Drone & Aerial Photography
- Geographical Information System
- Geospatial Technology Mapping
- Robotics Surveying
- Thermal Imaging
- Visualization AR/VR Robotic



### Building Technology

- Concrete & Cement Distributor
- Steel
- Aluminium
- Brick
- Wood
- Facade
- Flooring
- Roofing System
- Paint
- Doors & Windows
- Sealing Technology for Building
- Construction Products
- Chemical, Mixtures & insulation

## Exhibiting Countries / Regions (in 2019)

- |             |             |         |               |             |                  |       |
|-------------|-------------|---------|---------------|-------------|------------------|-------|
| • Austria   | • Finland   | • Italy | • Malaysia    | • Singapore | • Switzerland    | • USA |
| • Australia | • Germany   | • Japan | • Netherlands | • Spain     | • Thailand       | • UAE |
| • China     | • India     | • Korea | • Poland      | • Sweden    | • United Kingdom |       |
| • Denmark   | • Indonesia |         |               |             |                  |       |



# 2019 KEY STATISTICS



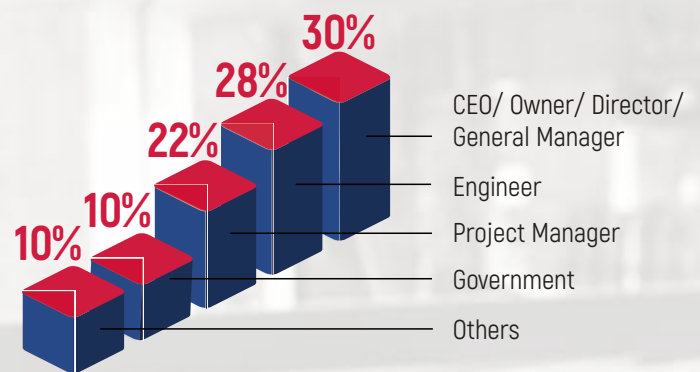
## Top 10 Product Interest

Heavy Equipment, Building Substantial Element, Hand & Power Tools, Machinery Components & Parts, Scaffolding & Aerial Work Platform, Specialised Vehicles, Air Compressor, Light Construction Equipment, Hydraulic Tools, Fastening System.

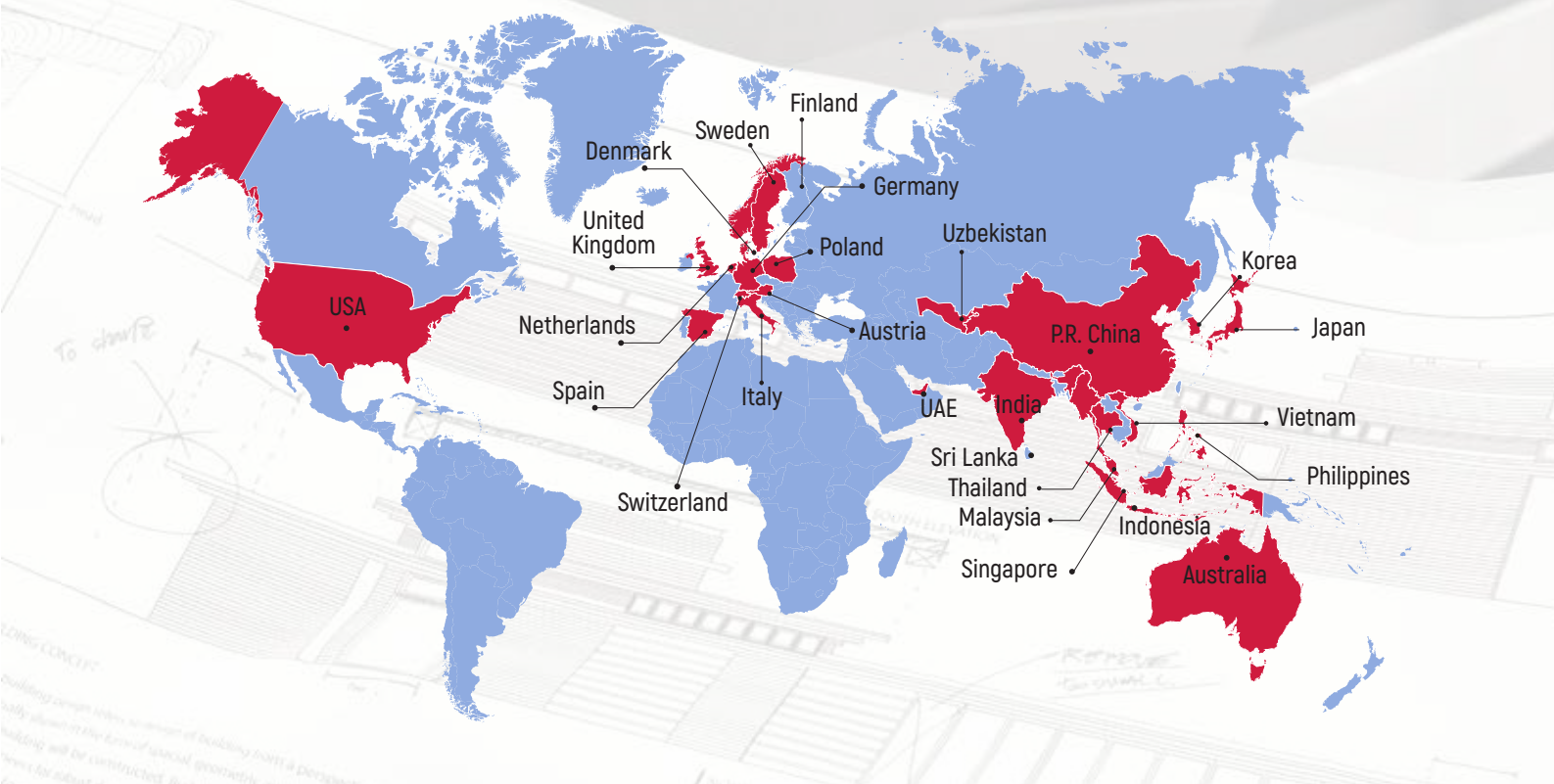
## Visitor Profile

- Construction equipment buyers
- Importers & exporters, distributors & agents
- Architects
- Suppliers of aggregates
- Building & housing institutes and associations
- Property & infrastructure developers
- Civil and consulting engineers
- Contractors
- Private & public sector companies
- Land and quantity surveyors
- Decision makers
- Building material producers
- Construction & engineering companies
- Planners
- Building merchants
- Finance & leasing construction equipment companies
- Government & Associations

## Visitor Profile by Job Functions



## Visitor by Countries / Regions (in 2019)







## Exhibit with Us

Connect with decision makers and key trade buyers for infrastructure, construction structure, building substantial, engineering tools and equipment industry in Indonesia. Tap into SEA's largest market and generate leads from more than + 12.000 industry professionals.

Exhibit your company's latest products and technologies during the show and get maximum exposure by utilising our DIGITAL ACTIVATION prior to and during the show.

## Show Marketing Campaign

With over 35 years of experience in the Business-to-Business exhibition and extensive amount of data resources, our marketing campaign will be covering 3 pillars **ONLINE, OFFLINE & ONSITE** marketing campaign to make sure our exhibitors get the right target market for their business.

### ONLINE / DIGITAL ACTIVITIES

#### Email, Website & Digital Showroom\*

- Website & Special Product Feature
- Digital Showroom & Content Strategy
- Email Blast Content

#### Others

- Google Display Network
- Online Ads
- Social Media

#### Trade Publication & Online Media

### OFFLINE

#### Publicity & PR (press releases, media relation) Networking

- Association Support
- Chamber of Commerce

#### Advertisement & Direct Marketing

- Printed Media
- Direct Invitation
- Telemarketing

### ONSITE

- Onsite relation officer will guide pre-registered VIP's to their pre-arranged meetings
- Business Matching Programme
- Onsite promotion materials

*\*the marketing campaign is subject to change*

## About The Organiser

PT Pamerindo Indonesia was established with the sole purpose of organising specialised trade exhibitions for the Indonesian market. The company has grown considerably and now organises over 20 trade exhibitions in the Building & Construction, Electric, Food & Hotel, Manufacturing, Mining, Packaging, Plastics & Rubber, Oil & Gas sectors. PT Pamerindo Indonesia is the leading trade fair organiser in Indonesia. Since its inception PT Pamerindo Indonesia has organised over 180 international trade exhibitions in Jakarta, Surabaya and Bali.

PT Pamerindo Indonesia is part of Informa Markets, a division of Informa plc. Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. Our portfolio is comprised of more than 550 international B2B events and brands in markets including Healthcare & Pharmaceuticals, Infrastructure, Construction & Real Estate, Fashion & Apparel, Hospitality, Food & Beverage, and Health & Nutrition, among others. We provide customers and partners around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, specialist digital content and actionable data solutions. As the world's leading exhibitions organiser, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year. For more information, please visit [www.informamarkets.com](http://www.informamarkets.com).

For further information, please contact the office closest to you:

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