



International Concrete Conference & Exhibition

ICCX St. Petersburg 2005 tops the expectations of exhibitors and participants and asks for a repeat in 2006

Nearly 500 participants and 50 exhibiting companies took part in ICCX St. Petersburg 2005, which was held from May 18 to 20 in the Hotel Pulkovskaya in St. Petersburg, Russia, and which included a number of excursions to regional concrete manufacturing yards. For participants and exhibitors, the event offered a high quality tech-

anical programme, excellent opportunities to create new business contacts, a comprehensive overview on latest products, machinery, and innovations in the precast industry, as well as an unforgettable insight in one of the most beautiful cities of the world.

The former Soviet Union recognised the advantages of precast technology in its early days, and exported its somewhat unpopular plate building style for apartment blocks, which was typical for the decades following World War II, all over East Germany. Later, the fall of the most well-known precast construction initiated by the Soviets, the Berlin Wall, opened up the way for new, more innovative technologies from the west. Finally, in the mid 1990's, the building industry started to undergo major restructuring processes and invested in modern production facili-

ties. Western quality standards were accepted with the expansion of the infrastructure, as well as the industrial and housing sectors, which experienced continuous growth. Nowadays, approximately 80% of the Russian concrete and precast manufacturing facilities are still equipped with relatively old technology, despite ever increasing demands. This obviously holds tremendous potential for the producers of concrete manufacturing facilities and related industries, especially in view of the growing competition in the precast industry.

With this convention, CPI Worldwide, who initiates and organizes the ICCX events, found the perfect time and theme to react to these developments and once again acted as the internationally connecting body between precast producers, machinery suppliers, related industries, and the academic world. The combination of technical lectures and an integrated exhibition was very interesting especially for the Russian participants, who learned about recent developments in concrete and precast technology and in the same time were introduced to the machinery and equipment with which these new technologies can also be introduced to the local industry. For the exhibitors, the trade show offered not only the possibility to introduce and market their products but also the chance to communicate with the local concrete industry, identify their needs, and hence develop effective marketing strategies for the future.



Olga Verammen
Masa AG, Germany
 "It's been a good decision to come here. Interesting customers, good talks. An extremely high quality level of visitors, all of them specialists and very competent."


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The local industry showed great interest in this event, which was the first of its kind in Russia. During the first day of the congress, a press conference was held, during which some 20 journalists and a TV team interviewed the organizers of ICCX together with selected European and North American experts. The main theme of the press conference were the latest developments in the concrete manufacturing industry, which resulted in the organization of ICCX St. Petersburg. The TV show, which was broadcasted countrywide, can be accessed on the web-page www.iccx.org.



Prof. Josef Walraven from the University of Applied Sciences Delft, Netherlands, during the opening presentation

It was not only the technical part of the congress but also the city of St. Petersburg that had its share in the success of the event

With St. Petersburg, which recently celebrated its 300st birthday and which since then, after a long renovation, appears in its old, original beauty, a location



*Michael Raich
Ratec GmbH, Germany*

"We had a very interesting range of customers. We have learned quite a bit about Russian production methods and have succeeded in establishing highly promising contacts. We will definitely return to participate in the ICCX St. Petersburg 2006."



Around 20 representatives of the Russian media (print and TV) show keen interest in the press conference and its background. Participants from left to right: Ty Gable (president of National Precast Association, USA), Viacheslav Zaskuhin (marketing director of Meliconpolar, St. Petersburg), Gerhard Klöckner (publisher CPI Worldwide), Dr. Holger Karutz (chief editor of CPI worldwide), Prof. Joost Walraven (honorary president fib, Delft University of Applied Sciences), Alfred Kneissl (director of railway construction, Max Bögl)


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Ty Gable (president of National Precast Association, USA)

was chosen that does not only offer a booming construction industry but also a first-class tourist destination that in its kind can be hardly found anywhere else in the world. St. Petersburg meets every expectation created by travel guides or TV shows and is undoubtedly one of the architecturally and culturally most beautiful and exciting places on the planet. The hotel Pulkovskaya, which is situated on the former front line of the German siege during 1941-1943 and therefore surrounded by

numerous monumental buildings and statues, offered next to first-class, modern


Albert Maurerbaur
Schlüsselbauer, Austria

"As usual, the event was professionally organized. We made many interesting and new contacts. We've been to a number of trade fairs in Russia before, but this one has been the best. More contacts to interesting customers in terms of quality, more than anywhere else. We'll certainly be back!"



The midday buffet is served during the trade exhibition



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View into the auditorium

conference facilities enough space to host the 50 exhibitors in the integrated exhibition hall.

The nearly 50 exhibitors were most of all impressed and satisfied with the expertise level among the conference participants

The trade exhibition offered members of the local concrete industry an extensive insight into modern concrete manufacturing techniques and related products. The exhibitors consisted of well-known and

*Felix von Limburg
BT Baubedarf, Germany
"We met numerous interesting customers. We have been selling in Russia for quite some time already, but after this event things will certainly get even better. We are tremendously satisfied!"*

internationally leading companies in the fields of manufacturing machinery, technology for mixing, casting, placing and curing of concrete, specialised formwork, conveyer and storage systems, special concrete products, admixtures, cement extenders, pigments, placing technology for paving and blocks, reinforcement steel, and IT products and software. The nearly 50 exhibitors took the chance to establish contacts with the local industry and were generally very satisfied with their success during this first precast concrete convention in Russia. Most of all they

*Alexander Turpakov
NCS, Russia
"We've achieved our goals and are highly satisfied. Our chief objective was to market our new Bamtec technology in Russia. We wanted Russia to get to know this technology. We're planning on building new plants until 2006 in addition to the one we're already running in Moscow."*



*Jürgen Christofzik
Quick Bauprodukte, Germany
"The quality of visitors was extraordinary. High-level officials from concrete plants, decision makers, and professors."*

were happy about the level of expertise of the participants visiting the exhibition, all of which were specialised in concrete manufacture and hence offered high potential for fruitful business contacts.

The technical conference consisted of a range of research- and practice orientated lectures and offered a detailed insight in the possibilities of precast technology.

The technical conference included 23 lectures from international and Russian speakers. Presentations were held in German, Russian, or English and translated into the other two respective languages. The conference was formally opened by Gerhard Klöckner and Dr. Holger Karutz, publisher and editor-in-chief of CPI worldwide respectively, and for the remaining 2-day period chaired by Hans-Dieter Beushausen from the University of Cape Town, South Africa. Representatives of the local department of construction and building and the association of precast manufacturers addressed the audience with welcome addresses. The first technical presentation was given by Professor Joost Walraven, Technical University of Delft, the Netherlands. Professor Walraven, an internationally well-acknowledged expert



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in the field of concrete technology, gave an insight into recent developments in the fields of Self Compacting Concrete, High Performance Concrete, and Fibre Reinforced Concrete, as well as currently important research issues such as concrete durability. The remaining 22 presentations primarily dealt with issues concerning the manufacture and use of concrete and concrete products, and the application of concrete technology in practice.

The first session of the conference, which consisted of several presentations, dealt with the general theme concrete properties and mixing technology. Dr. Axel Jung from Rockwood Pigments, Canada, who is considered to be inventor of granu-



Alexej Yuschenko
KVM, Denmark

"We are very satisfied with our first experience in Russia. Our establishment of contacts has been more than successful. Visitors were even more interested than we expected. A good organization of the event. Absolutely striking."

lates for the colouring of concrete, presented an overview on different techniques for the colouring of concrete and concrete products. The main aspects of his presentation considered application, advantages and disadvantages, as well as economic aspects of different colouring techniques including pigments powder, liquids, and granulates. In the following,



More than 300 participants take part in the evening event with a multi-faceted show programme




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Plant tour at the DSK BLOK house building complex, St. Petersburg

Iris Haikki
Elematic, Finland

"Good visitor quality. Good new contacts. We have been in Russia for thirty years now, but even then we have managed to get in touch with new customers."



Dr. Schwabe from the research institute IFF Weimar, Germany, gave an overview on present research activities in the fields of mixing and compaction technology and demonstrated through illustrative computer simulations, how different production techniques can be optimised for individual concrete mix proportions. Different types of concrete mixers were discussed and compared and a range of compaction methods and formwork options for precast production were introduced. Dr. Lichtmann from the Steag AG explained in how far sustainability, production economics and high concrete quality can be combined by using Fly Ash for the manufacturing of concrete and concrete products. Subsequently, Andrey Ishakov from the Russian Readymix producer SZKN presented an insight into local construction activities and introduced his market strategies for the Readymix industry.

After the lunch break, the conference continued with a session on concrete paving and slabs. With its 36 manufacturing plants, the Ehl AG, Germany, is a market leader and trend setter in the production

Hans-Jörg Vollert
Vollert, Germany

"We're grateful that we have got in touch with five to six companies on account of this event. Contrary to CTT, this event is a lot better because the combination of a congress and an exhibition is a good strategy. The duration of the event - two days - was highly effective and well focused. No passers-by, just truly interested customers and competent interlocutors. We have made many new contacts and are highly satisfied."



of garden and landscape products in Europe and presents a perfect example for competent management. Uwe Schmidt from Ehl AG talked about the marketing and production strategies of his company and presented product quality, marketing, staff motivation, and the constant develop-

Harry Meijer
Echo Engineering, Belgium

"We already have a number of Russian customers and have managed to acquire new ones. The event was well organized and exhibitors were remarkably taken care of."




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Visit to a modern ready-mixed concrete plant at Group 45 at St. Petersburg

Markus Diehl
Rotho, Germany

"This was our first time in Russia and we've made contacts immediately. For us it was important to find addressees in Russia - and we found them. The Russian market is very interesting!"

by Viachelslav Zasukhin, marketing manager of Meliconpolar, and Jury Kostikov from the company Lenstry-detajil, representing 2 of the leading paving manufacturers in the St. Petersburg region, completed the session.

ment and combination of new products as the key to success. In the following, Stephan Steffen from SF-Kooperation/UNI-International discussed several different systems for infrastructure and landscape products and gave an overview on recent developments in the precast industry of western and eastern Europe. He portrayed international cooperation as the most efficient tool for success, which corresponded to one of the main messages of the ICCX. Achim Witzgall, Awing Germany, introduced the whole range of available methods for mechanical surface treatment of concrete products and compared application fields, machinery and equipment, and costs. Presentations

Company management, concrete technology, mixing and placing techniques, and special concrete products were part of the diverse conference programme

Dr. Karsten Körkemeyer from the Züblin Pipe manufacturing plant Schermbeck, Germany, opened the next session on concrete pipes and gave an overview on the company history of Züblin, one of the world's biggest construction companies,


Torsten Schick
Probst Greiftechnik, Germany

"This has been our first Russian conference of this nature. We have established numerous new contacts, though we already have a Russian agent. Everything was well organized."



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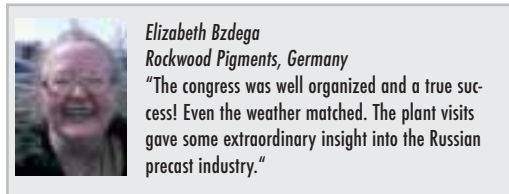


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Manual weaving of reinforcement cages at SiB-Center, St. Petersburg

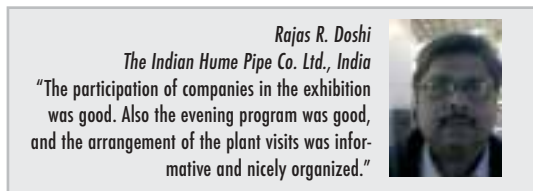


Elizabeth Bzdega
Rockwood Pigments, Germany
"The congress was well organized and a true success! Even the weather matched. The plant visits gave some extraordinary insight into the Russian precast industry."

who himself has organised many large technical conferences and exhibitions in the US, repeatable commented on the excellent organisation and execution of the event.

and discussed marketing strategies that have helped shape Züblin's history of success. In addition, a comprehensive overview on different pipe systems, cross-sections, applications and requirements was presented and modern technologies were illustrated through interesting case studies. In the following, different pipe manufacturing techniques were discussed by Dr. Schwabe, IFF Weimar. Recent developments in the Russian concrete pipe market were presented by Tatjana Vasilevna Efremova from the company SiB-Center, and Vladimir Vasil'evitch Kondratenko, the general manager of Metrobeton, representing 2 of the leading pipe manufacturers of the St. Petersburg region.

The session on the general theme of precast technology, which carried on over the remaining period of the conference, was continued by Dr. Kahmer, Director of the Syspro Group Building Products, Germany, who discussed different innovative precast concrete slab systems for floor and wall constructions. Subsequently, Arnold van Acker from Belgium, who looks back on 44 years of experience in the precast industry, presented an overview on different concrete floor systems and their applications. This presentation,



Rajas R. Doshi
The Indian Hume Pipe Co. Ltd., India
"The participation of companies in the exhibition was good. Also the evening program was good, and the arrangement of the plant visits was informative and nicely organized."

The next morning, despite the well-attended and long-lasting evening with an excellent dinner, show programme, Russian Champagne and Vodka, the conference was punctually opened by Ty Gable, the president of the National Precast Concrete Association NPCA, USA, who presented a comprehensive overview on the production and application of precast concrete products in North America. It was a great compliment for the organisers of ICCX that Ty Gable,

as well as an additional one by van Acker on precast bridge systems, were some of the highlights of the conference and initiated lively discussions on the diverse use of precast components in the international construction and building industries. Alfred Kneißl, head of the railway construction division of Max Bögl, Germany, introduced a range of different precast


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Vladimir Rybakov
New façade systems, Moscow, Russia

"Such a conference is a very good chance to bring people from plants and their customers together. It was a very good place for the conference, because most innovations in the Russian building industry are launched in St. Petersburg. Without the conference, there would be fewer impulses. The conference gives the business a "push" and is important to move the industry forward."

systems for rail traffic and discussed interesting projects like the Transrapid in Shanghai, China. Different software systems for production optimisation of concrete and concrete products were introduced by Dr. Lorenzoni from the company Geodata. Professor Willems from the Ruhr University Bochum, Germany, concluded the conference with a presentation on the use of vacuum panels for the insulation of buildings, which is an interesting topic especially for Russia, bearing in mind their famously cold winters.

Site visits offered an insight into Russian production techniques and market characteristics

On the third day of the event, a total of 5 site visits to concrete manufacturing plants were organised, which attracted more than 100 participants. The visits were hosted by leading con-


Irina Gerasimova, press secretary of ICCX St. Petersburg 2005

"The International Forum ICCX 2005 provoked a great deal of interest not only among experts, but also among mass media representatives. The concrete industry's dynamic development from the viewpoint of new technologies and the increasing role of this industry in the Russian economy, as well as the international business cooperation in this field attracted the attention of both industrial and economical publishers and fostered their interest in this event."



Around 50 participants join the plant tour at Meliconpolar, St. Petersburg


Yuriy Rafalskiy,
SZNK, Saint-Petersburg, Russia

"The conference has been an extremely important event for the Russian concrete industry. From my point of view, it is some sort of recognition that Russia is an integral part of the world building industry. I want to pay my respects to the staff and organizers of CPI worldwide that they have carried out this conference in Saint Petersburg, especially since Russia still is an unknown country for many of our foreign colleagues.

It has been a great honor for SZNK to render its help in organizing and promoting the ICCX. I wish to express our readiness to support the organizers in their work in Russia in the future as well. I have the highest expectations in the outcome of our participation in the conference. We have learned a lot of new things about world concrete and the machine and equipment industry and latest technological developments. Also, we have established contacts with colleagues from other regions of the Russian Federation and from Germany who have expressed their opinions on the development of the readymix concrete market in our country. We have already generated a number of business opportunities as a result of this conference and, without any doubt, these contacts will be of considerable benefit for us.

To sum up, I would once again like to express my gratitude to the personnel of CPI worldwide for their great and productive work, and sincerely hope this conference will come to Russia time and time again."



*Roman Andrianov,
General manager of Meliconpolar:
"Being one of the sponsors of ICCX St. Petersburg 2005 was a
pleasure for Meliconpolar. We think the conference was a success,
and we are proud that we took part paving the roads on which high
technologies will come to Russian manufacturers of concrete now"*

crete manufacturers of the St. Petersburg region and included the companies Meliconpolar, SiB-Center, DSK-BLOK, Group 45, Lenstojdeta, and Metrobeton. These visits offered a good overview on the Russian market for the production of precast products, paving, pipes and Readymix concrete.

The dialog between researchers and practitioners, as well as producers and users of production technology, is the key to success

The conference offered a balanced mixture of the fields of concrete research and applied precast technology and paid its tribute to the fact that only the dialog between theory and praxis can identify the need for future research and give end-users the opportunity to adjust their production techniques to modern technology. The presentation of modern manufacturing equipment and related products in the trade exhibition effectively complemented the technical programme of the event and offered participants and exhibitors an excellent opportunity to establish new contacts and deepen existing relationships. Following the success of this event, the next ICCX St. Petersburg is planned for the period from April 19 to 21, 2006. Whoever has the chance to be there should not miss it.

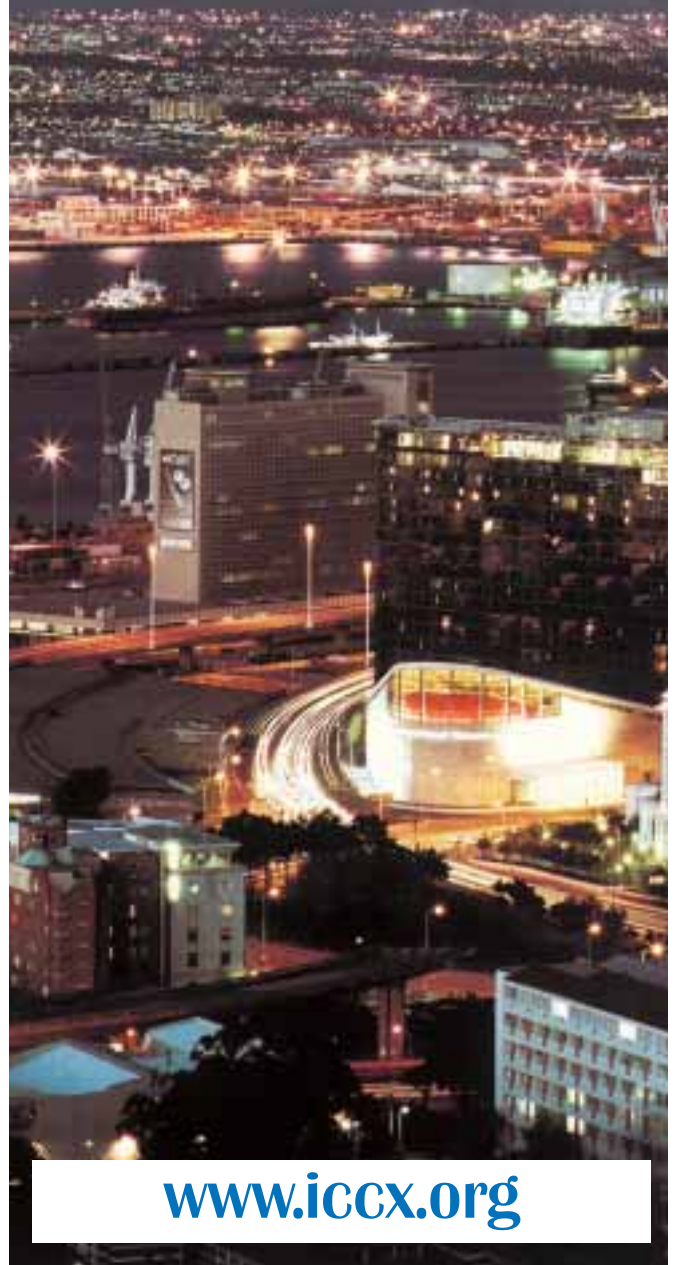
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| Berlin | 25.-27.1.2006 |
| St. Petersburg | 19.-21.4.2006 |
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