

ORGANIZED BY:



CAPECO

Cámara Peruana de la Construcción

EXCON

XXI EXPOSICIÓN INTERNACIONAL
DEL SECTOR DE LA CONSTRUCCIÓN **2016**

Jockey Expo Center | Monterrico Racetrack
Lima - Peru | **October 11 - 15**

www.excon.pe

PRESENTATION



After 20 successful years, EXCON has managed to position itself in the Peruvian construction industry as the main business and commercial exhibition, giving participants a wide range of opportunities to maximize the marketing of their products and/or services and expand their knowledge through forums, seminars, national and international business conferences and professional and technical lectures with contents and themes focused on the construction sector.

Considering that construction is positioning itself as the second most important sector of our economy, contributing significantly to the GDP, the development of appropriate trade promotion strategies and activities is key to consolidating this position.

In this regard, it is important to take into account factors such as appropriate technological development, innovation, and new sustainability approaches that have made possible improvements in the competitiveness levels required by the sector.

As part of the commitment assumed as a result of the success achieved in recent years, EXCON has been renewed, giving participants greater and better business opportunities by setting trends, i.e., by setting the growth pattern in the sector.

EXCON 2016 - XXI Exposición Internacional del Sector de la Construcción is organized by the Peruvian Chamber of Construction - CAPECO, the leading guild in the sector, and will take place from October 11 to 15 at the Jockey Expo Center (Centro de Exposiciones Jockey).

We invite all those in the construction sector to take part in our different activities, which include: an International Construction Forum, a Business Opportunities Forum, an Academic Seminar, an Institutional Seminar, National and International Business Conferences and Technical and Professional Lectures. All these activities will be part of the new and renewed edition of EXCON 2016.

PERUVIAN CHAMBER OF CONSTRUCTION

ORGANIZATION

Who organizes it?



Francisco Osores Sánchez
Chairman of the Board of Directors of CAPECO

By promoting national development and improving the quality of life of Peruvian citizens through construction, the Peruvian Chamber of Construction – CAPECO reaffirms its strong commitment to supporting the companies in the sector in the development and implementation of their business strategies.

In this regard, for this year CAPECO proposed a new and renewed version of EXCON, taking into account the main requirements of our participants and maintaining the same standards of continuous improvement.

I therefore invite all the companies in the sector interested in establishing and strengthening their business ties to participate in the new EXCON 2016.

Advisory Council



Walter Piazza de la Jara
Past President CAPECO
Executive President COSAPI



Hernando Graña Acuña
First Sector Director of CAPECO
Executive Director of Graña y Montero



Diego de la Torre de la Piedra
Fifth Sector Director
CAPECO Board
Chairman of the Board of La Viga S.A.



Jesús Blanco Gordon
First Deputy Chairman of the Building
Works General Committee of CAPECO
Director of Ingroup

ORGANIZATION

Who manages it?



Enrique Pajuelo Escobar
Chairman of the Organizing Committee – EXCON

The **XXI Exposición Internacional del Sector de la Construcción - EXCON 2016** will bring together more than 550 exhibitors from the main categories that make up the construction sector, such as finishings, equipment, building materials, construction companies, contractors, real estate, machinery and construction services, who will occupy more than 35,000 square meters of exhibition area.

Over 65,000 specialized visitors from the sector are expected to attend the event, and not only will they have the opportunity to increase their business prospects, but they will also have the chance to strengthen their technical and professional knowledge of the sector.

EXCON 2016 will strengthen its image by implementing innovative structural technological applications and providing high-value, high-quality sector and trend information. We will strengthen and expand our inter-institutional strategic alliances, working jointly with public and private entities for the benefit of our participants.

Organizing Committee

Julian Siucho Dextre
Pro Treasurer Manager of the Board of CAPECO
Director of San Martín Contratistas Generales S.A.

Alejandro Garlland Stromsdorfer
1st Vice President of the General Committee of Construction Goods and Services Suppliers of CAPECO
General Manager of Compañía Minera Luren S.A.

J. Elías M. Plaza Parra-Morzan
Third Sector Director of the Board of CAPECO
Director of Grupo Plaza Inmobiliaria S.A.C.

Guido Valdivia Rodríguez
Executive Director of CAPECO

Pedro Blay Hidalgo
Fifth Sector Director of the Board of CAPECO
Export Manager of Aceros Arequipa S.A.A.

Gerard Fort Dasso
2nd Vice President of the General Committee of Construction Goods and Services Suppliers of CAPECO
Sales Manager of Sodimac Perú S.A

Alberto Aramayo Pinazo
Member of the General Committee of Construction Goods and Services Suppliers of CAPECO
Executive Director of Arcotecho Perú S.A.C.

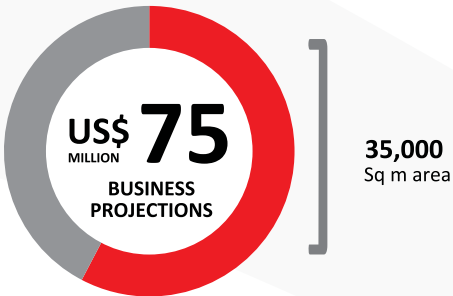
Jorge Prado Borda
Peru General Manager of KDM Empresas

EXCON RESULTS 2015

What have we achieved?

The last **EXCON** exhibition managed to gather **550 exhibitors** and **65,000 visitors**, which represents an increase of approximately **25%** and **10%**, respectively, compared to the results of 2014. This demonstrates the positioning and preference of the business community in our sector.

EXCON IN FIGURES	1996	2006	2014	2015
STANDS	122	259	704	750
EXHIBITORS	88	196	434	550
AREA IN SQUARE METERS	4,600	12,000	31,000	35,000
BUSINESS PROJECTIONS (MILLIONS OF DOLLARS)	US\$ 5.0	US\$ 12.0	US\$ 65.0	US\$ 75.0



Overall result obtained by our exhibitors in the categories: finishings, building materials, equipment, machinery, and construction services, among others.

On the other hand, EXCON 2015 was attended and supported by the Minister of Housing, Construction and Sanitation, Mr. Francisco Dumler; the President of the Peruvian Chamber of Construction (CAPECO), Dr. Francisco Osoreo Sánchez; and the Board of Directors of the Peruvian Chamber of Construction as a whole. Likewise, the following activities were carried out:

- **X MAC PERÚ International Business Round**, organized by the Peru Export and Tourism Promotion Board – PROMPERÚ. It achieved over **US\$ 14 million** in export projections and brought together international buyers from the following countries: Panama, Mexico, Chile, Bolivia, Colombia, Spain and Portugal, who conducted over **350 business appointments**.
- **III CONSTRU.PE National Business Round**, which, between suppliers and consumers of the construction industry, brought together more than 80 national companies and achieved over **US\$ 20.5 million** in sales projections, reaching a total of more than **380 business appointments**.
- Furthermore, the **International Symposium “Los Mega Proyectos de Desarrollo y las Nuevas Ciudades del Perú”** organized by CAPECO was held, as well as seminars and technical presentations by our exhibitors.

BUSINESS INFORMATION



Your participation will allow you to:

- ✓ Increase your business projections.
- ✓ Establish direct contact with national and international clients.
- ✓ Increase your local sales and export amounts.
- ✓ Position your brand in the construction sector.
- ✓ Establish or strengthen strategic technical-commercial or business alliances.
- ✓ Participate in national and international business conferences.
- ✓ Participate in international forums and seminars.
- ✓ Exchange information with other professionals, thereby increasing your knowledge and staying up to date on sector trends.
- ✓ Benefit from additional services at the exhibition.

Who will attend?

- ✓ National and international buyers.
- ✓ Representatives of construction goods and services supplier companies.
- ✓ Representatives of companies in the building construction sector (construction and real estate companies).
- ✓ Representatives of companies specialized in infrastructure development.
- ✓ Representatives of major business guilds in the country.
- ✓ Authorities and representatives of public and private institutions involved with the sector.
- ✓ Academic authorities, professors and students of the main specialties of the sector.
- ✓ Workers from different areas of the industry.



BUSINESS INFORMATION

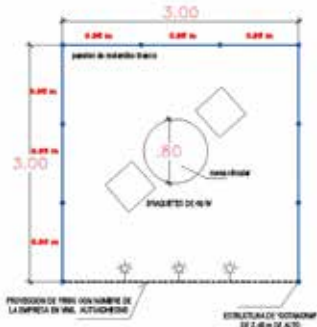
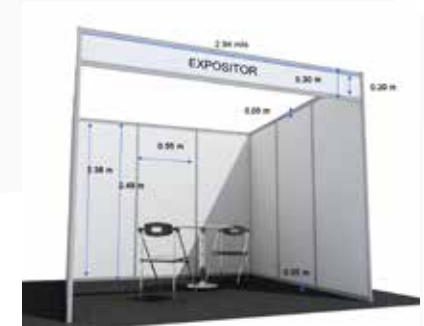


EXCON 2016 - XXI Exposición Internacional del Sector de la Construcción offers different participation options for all interested companies:

Indoor Area

Pre-decorated basic stand, 9 m2 (3x3)

- ✓ Carpeted floor in high-traffic area
- ✓ White octanorm panels
- ✓ Three 60-watt light bulbs
- ✓ One outlet with two outputs
- ✓ Frieze with the name of the exhibiting company
- ✓ A table of 80 centimeters in diameter and two chairs



Outdoor Area

- ✓ Areas of 49 m2 and up
- ✓ Cement floor
- ✓ Electric power point, 60 W per m2

Payment Methods:

30% upon signing the contract.
35% May 2016.
35% July 2016.

Business Information:

Informes@capeco.org
Phone: (511) 223-6767

ACTIVITIES



• **I International Construction Business Forum:** It will address topics of current interest and will be attended by renowned national and international speakers. At the same time, it will seek to convene entrepreneurs and professionals in the construction sector, giving rise to debates on trends and relevant facts.

Aimed at: Directors, CEOs, general, commercial and operations managers and construction professionals, among others.

Date: Wednesday, October 12, 2016.

• **I International Business Opportunities Forum:** It will address issues related to business opportunities for Peru and the region, with the goal of fostering an understanding of the macro political and economic environment through public and private representatives.

Aimed at: Businessmen, exporters, producers, investors, consultants and representatives of public and private institutions, among others.

Date: Thursday, October 13, 2016.

• **I Institutional Academic Seminar:** It seeks to arouse the interest of undergraduate and graduate students by addressing academic issues and relating them to the business sector.

Aimed at: Academics, graduates and students from various public and private institutions in the construction sector, among others.

Date: Friday, October 14, 2016.

ACTIVITIES



Exhibition: Sustainable Construction

To further the objective of promoting and disseminating the achievements and advances in science, innovation and technology in the sector, CAPECO and Universidad Nacional de Ingeniería – UNI, through the AYNÍ Project, are co-organizing the exhibition of the Peruvian finalist proposal from the last Pan-American Sustainable Construction Expo held in Cali in 2015.

Business Rounds

CONSTRU.PE

It is the national business round for companies in the construction sector and its objective is to create business between companies of all sizes.

Date: Thursday, October 13, 2016

Information and registration: informes@constru.pe



MAC PERÚ

It is an international round where Peruvian companies coordinate important business meetings with foreign buyers in order to compare national products and services and generate strategic alliances.

Date: Friday, October 14, 2016

Information and registration: macperu@promperu.gob.pe

Mac Perú



PLANO DE UBICACIÓN / FLOOR PLAN

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ORGANIZA:



Cámara Peruana de la Construcción

- A** SALÓN DE MAQUINARIAS Y EQUIPOS
- B** SALÓN DE CONST. CONTRAT. INMOB. Y SERVICIOS PARA LA CONSTRUCCIÓN
- C** SALÓN DE MATERIALES DE OBRAS
- E** SALÓN EQUIPAMIENTO E INSTALACIONES
- F** SALÓN DE ACABADOS

ORGANIZED BY:



CAPECO

Cámara Peruana de la Construcción

SPONSOR GOLD:



SPONSOR SILVER:



INSTITUTIONAL SUPPORT:



FEDERACIÓN INTERAMERICANA DE LA INDUSTRIA DE LA CONSTRUCCIÓN

STRATEGIC PARTNERS:



AUDIOVISUAL PARTNER:



OFFICIAL MAGAZINE:

