



Munich/Delhi, December 18, 2014 Closing Report

Strong performance from bC India

Quality really does make the difference

- **Over 26,000 business visitors**
- **Exhibitors delighted with the quality of the visitors**
- **635 exhibitors from 25 countries**

The BAUMA CONEXPO SHOW – bC India, which took place from December 15 to 18, 2014 in the India Expo Centre in Greater Noida/Delhi, has held a steady course as regards key figures. The show consolidated its position on the market. A total of 26,000 visitors and 635 exhibitors from 25 countries attended the third edition of this International Trade Fair for Construction Machinery, Building Material Machines, Mining Machines and Construction Vehicles.

Igor Palka, CEO of the organizer, bC Expo India, is very satisfied "that our exhibitors have so much trust in our brand and are continuing to support bC India in what is still a difficult economic environment. The event is now a firm date in the calendar for many companies and it has established itself. We have had a lot of positive feedback – and of course we are delighted about that."

The exhibitors were particularly pleased with the quality of the trade visitors. Sorab Agarwal, Executive Director of ACE, enthused: "We had visitors from all over India but also international ones. We only had genuine customers – there was no wasting time, they were here for business" and Tanmay Majumdar, Associate Vice President of Gmmco/Caterpillar, added: "The quality of visitors was very high, including good buyers, contractors and the like. bC India is a good opportunity to meet new customers."

bC India also enjoys a very high status as a presentation platform for companies, as Sandip Choudhuri, General Manager & Head Kansbahal Works

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at Larsen & Toubro, confirmed: “We had many customers and very serious enquiries. The visitors were very seriously interested in our products. We launched a new product here and in that respect it was very important for us to be here to use bC India as a platform.” For Wirtgen, too, bC India is a must. Ramesh Palagiri, Managing Director & CEO of Wirtgen India, commented: “bC India is very important for the Wirtgen Group. Here in India, bC India is the most professional trade fair. We’ll participate in the next bC India, too.”

As well as high quality, bC India also provided an excellent opportunity for signing up new business as Rajesh Shrivastava, General Manager – Marketing & Dealer Development of Terex India, confirmed: “We had customers coming and buying equipment right off the booth. We are very excited about the profile of the customers here at bC India.” And this is how S. Baskar Babu, General Manager of Schwing Stetter India, summed up his company’s experience: “bC India as usual came out very well. The quality and the delivery of bC India is unbeatable. We will definitely participate in every edition of bC India.”

Further information and the latest pictures from bC India are available online at: www.bCindia.com.

Messe München International

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About the Association of Equipment Manufacturers (AEM)

AEM is the North American-based international trade group representing the off-road equipment manufacturing industry. AEM is headquartered in Milwaukee, Wisconsin, with offices in the world capitals of Washington, D.C., Ottawa and Beijing. It represents more than 850 companies in the agriculture, construction, forestry, mining and utility sectors.



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