

Closing Report  
Munich, September 18, 2015  
**Press Release**

## **BAUMA CONEXPO AFRICA**

### **Top event for the sector in the growth market of sub-Saharan Africa**

- **Significant increase in professional attendees from Southern Africa**
- **616 exhibitors from 42 countries**

More visitors from sub-Saharan Africa, and high-caliber participants: BAUMA CONEXPO AFRICA, which took place from September 15 to 18, 2015 at the Johannesburg Expo Centre, has established itself as the most important event for the sector in Africa.

14,300 visitors from 75 countries attended the second edition of the International Trade Fair for Construction Machinery, Building Material Machines, Mining Machines and Construction Vehicles. 13 percent of the visitors came from outside of South Africa with a significant increase in percentage from sub-Saharan Africa. The top five visiting countries from Africa besides the host country were (in this order): Zambia, Zimbabwe, Namibia, Mozambique and Botswana. In addition, for the first time there were delegations from Ethiopia, Kenya, Mozambique, Nigeria and Zambia.

Stefan Rummel, Managing Director of Messe München, expressed his satisfaction: “We have achieved our goal of welcoming more and higher-quality visitors from the sub-Saharan region. BAUMA CONEXPO AFRICA has now without doubt established itself as a platform for the industry that brings together African and international companies.” Megan Tanel, Vice President for Exhibitions at the Association of Equipment Manufacturers (AEM), agrees: “Africa continues to be an important market for our North American equipment manufacturers. BAUMA CONEXPO AFRICA is the event to not only enter into the market but also to engage with existing customers.”

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In total 616 exhibitors from 42 countries showcased their new products and innovations for the African market on 68,000 square meters of exhibition space. The top ten exhibiting countries were (in this order): South Africa, China, Germany, Italy, the UK, India, the US, France, Turkey and Spain.

Despite the economic climate, the exhibitors made special mention of the quality of the visitors at this year's BAUMA CONEXPO AFRICA. Stephen Jones, Marketing Director at Bell Equipment, was satisfied: "The quality of the visitors has been really good – there were proper buyers." John Beukes, Managing Director at ITR South Africa, was also very positive: "Here at BAUMA CONEXPO AFRICA the quality of visitors, the seriousness is a lot more intense compared to other shows. It's a great mix of local visitors and neighboring countries. We had really serious people from the sub-Saharan region."

For the mining sector BAUMA CONEXPO AFRICA was once again the most suitable show, as Pierre Roche, Sales Manager at AARD, confirmed: "BAUMA CONEXPO AFRICA definitely is the right platform for the mining sector in Africa. We have seen our major clients but also new customers. We had visitors from countries like the Democratic Republic of Congo, Zambia, Zimbabwe or Botswana. The sub-Saharan region was definitely well represented."

Rocco Lehmann, General Manager at Ammann, summed up the mood: "BAUMA CONEXPO AFRICA is the most important show in Africa. You have to be at BAUMA CONEXPO AFRICA – it's a must."

Further exhibitor statements can be found [here](#).

**The next BAUMA CONEXPO AFRICA will take place in 2018 in Johannesburg.**

**For further information on BAUMA CONEXPO AFRICA, including photos, go to: [www.bcafrica.com](http://www.bcafrica.com)**



### **Construction machinery trade shows of Messe München**

Organizing trade shows for the international construction machinery sector is a core competence of Messe München. Its portfolio includes not only the world's leading trade show, bauma in Munich, and the brand event bauma China in Shanghai – it also cooperates with the Association of Equipment Manufacturers (AEM) in the organization of BAUMA CONEXPO INDIA in Gurgaon/Delhi and BAUMA CONEXPO AFRICA in Johannesburg.

### **Messe München**

Messe München is one of the world's leading trade-show companies. It organizes some 40 trade shows for capital and consumer goods and key high-tech industries in Munich alone. 14 of those events are number 1 in the world in their respective industries. Each year more than 30,000 exhibitors and some two million visitors take part in events held at the Messe München trade-fair center, the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München. In addition, Messe München International organizes trade shows in China, India, Turkey and South Africa. Messe München has a global business presence with affiliates in Europe, Asia and Africa and more than 60 foreign representatives serving more than 100 countries.

### **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. AEM has an ownership stake in and/or manages several world-class exhibitions, including CONEXPO-CON/AGG, one of the world's largest gathering places for the construction and construction materials industries.

