

31. Weltleitmesse für Baumaschinen, Baustoffmaschinen,
Bergbaumaschinen, Baufahrzeuge und Baugeräte
11.–17. April 2016, Messe München

31st Edition of the World's Leading Trade Fair for Construction Machinery,
Building Material Machines, Mining Machines, Construction Vehicles and Construction Equipment
April 11–17, 2016, Messe München, Germany

www.bauma.de



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Press Release

Preparations get under way

Exhibitors can now apply for bauma 2016

- **Application documents available online**
- **New subtitle, new claim and new key visual for bauma 2016**

All good things take time – and that's certainly true of preparations for the world's biggest trade show, bauma, scheduled for April 11 to 17, 2016 in Munich. Already – a full two years before the event starts – exhibitors can submit applications online to take part in the show (www.bauma.de/application). The final deadline for receipt of applications is March 6, 2015.

New subtitle, new claim, new key visual

Always striving to maintain its status as the best place to glimpse the future of the industry, bauma now has a new subtitle: "31st Edition of the World's Leading Trade Fair for Construction Machinery, Building Material Machines, Mining Machines, Construction Vehicles and Construction Equipment". But that's not the only new development. bauma also has a new claim: "The heartbeat of our industry". This also emphasizes the role of bauma as a key industry platform and a pacemaker for innovations, as the exhibitors time their development cycles to coincide with this showcase. bauma 2016 will also be sporting a new key visual. The familiar yellow "b" has been kept and expanded to visualize the four sections at bauma: "All Around Construction Sites"; "Mining, Extraction and Processing of Raw Materials"; "Production of Building Materials"; and "Component and Service Suppliers".

bauma 2013 broke all records

The last bauma, which took place in April 2013, set new records in terms of the number of exhibitors and visitors and the amount of exhibition space: A total of 3,421 exhibitors from 57 countries, and 535,065 visitors from over 200 countries

Sabine Wagner
Trade Fair PR Manager
Tel. +49 89 949-21478
sabine.wagner@messe-muenchen.de
messe-muenchen.de



Messe München GmbH
Messegelände
81823 München
Germany
www.messe-muenchen.de



converged on Munich for this event. And, taking up 575,000 square meters of space, bauma 2013 was also the largest trade show in the world in terms of exhibition area.

Further information: www.bauma.de

About bauma

bauma, the 31st Edition of the World's Leading Trade Fair for Construction Machinery, Building Material Machines, Mining Machines, Construction Vehicles and Construction Equipment, takes place from April 11 to 17, 2016 in Munich. The last bauma, in 2013, broke all previous records, attracting a total of 3,421 exhibitors from 57 countries, and 535,065 visitors from over 200 countries. Covering 575,000 square meters of exhibition space in 2013, bauma is the largest trade show in the world.

Construction machinery trade shows of Messe München International

Organizing trade shows for the international construction machinery sector is a core competence of Messe München International. In addition to the world's leading trade show, bauma, Messe München International also organizes the brand events bauma China in Shanghai and, in cooperation with the Association of Equipment Manufacturers (AEM), bC India in Greater Noida/Delhi and BAUMA CONEXPO AFRICA in Johannesburg.

Messe München International

Messe München International is one of the world's leading trade show companies. In Munich alone it organizes around 40 trade shows for capital and consumer goods, and key high tech industries. Each year more than 30,000 exhibitors and around two million visitors take part in the events held at Messe München exhibition center, the ICM – International Congress Center München, and in the MOC Veranstaltungszentrum München. The leading international trade fairs of Messe München International are all FKM-certified, i.e. exhibitor and visitor numbers and the figures for exhibition space are collected in line with agreed standards and independently audited on behalf of the FKM (*Gesellschaft zur Freiwilligen Kontrolle von Messe- und Ausstellungszahlen*), a society for the voluntary monitoring of fair and exhibition statistics. In addition, Messe München International organizes trade shows in Asia, Russia, the Middle East, South America and South Africa. With eleven affiliates abroad – in Europe and in Asia – and over 60 foreign representatives actively serving over 90 countries, Messe München International has a worldwide business network. The Group also takes a pioneering role as regards sustainability: It is the first trade-fair company to be awarded energy-efficiency certification from the technical inspection authorities TÜV SÜD.