

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

bauma Open Innovation New service for the sector

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In time for bauma 2016 Messe München is launching a new service for the sector: the “bauma Open Innovation” online platform. bauma participants and other professionals interested in the sector can use this platform to solve their innovation-related challenges, by calling upon the expertise of Messe München’s entire cross-disciplinary network of contacts. 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 at the Messe München exhibition center in Munich.

On this platform, companies can engage in applications or technology “scouting”. For example, companies can seek out new industries or fields of application for their existing products and services, and/or find appropriate technological solutions to meet specific challenges they are facing.

Seize the benefits

The bauma Open Innovation Platform is not the first of its kind at Messe München. A similar concept has already been implemented for the trade fair ISPO. The benefits of such an interdisciplinary “Open Innovation” method are obvious: Via the platform project organizers have virtual access to the combined expertise of over two million visitors and more than 30,000 exhibitor contacts. If a company harnesses their knowledge, wishes and requirements early on in its innovations development, then development times and costs can be lowered. In terms of application scouting in particular the interdisciplinarity of this cross-industry network can help to identify new fields of application for products and services.

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bauma Open Innovation starts with pilot project

TEI Rock Drills, a US supplier of drills and attachments, has developed the “DrillAll”. This drill is unique in terms of its positioning capabilities and is particularly well suited to drilling in spaces where access is limited. TEI would now like to open up new applications for this drill, which was originally developed for the US military. It is therefore turning to the cross-industry bauma Open Innovation Community to benefit from their expertise and ideas.

Further information: <http://www.bauma.de/trade-fair/exhibitors/bauma-open-innovation/>

About bauma

bauma is the world’s leading sector event for construction machinery, building material machines, mining machines, construction vehicles and construction equipment. With a total exhibition space of 605,000 square meters, bauma is also the largest trade show in the world. In 2013 bauma broke all previous records, attracting a total of 3,421 exhibitors from 57 countries, and 535,065 visitors from over 200 countries. bauma takes place every three years in Munich; the dates for the next edition are April 11 to 17, 2016.

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.