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Press Release

bauma 2019

New Open Innovation Challenge online

- **Challenge to find alternative power supply for lifting gear**
- **Submit innovative solutions by early January**

The first Open Innovation project was organized at bauma 2016. Now, in mid November 2016, a new challenge is going online, this time with the aim of finding an alternative power supply for lifting gear. The solutions submitted by experts are handled anonymously and passed on directly to the issuer of the challenge. Prior registration is required, at: openinnovation.bauma.de.

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Challenge brief

In the current challenge that has been commissioned through bauma Open Innovation, the brief is very wide-ranging: The company is looking for an alternative power supply that must be reliable, easy to set up and dismantle, and may not cost more than the technologies used so far. A particularly important aspect is that the solution must fulfill the requirements of the Machinery Directive and the EMC Directive. Data transfer must be secure and reliable.

The idea of Open Innovation

The Open Innovation project by bauma is based on the idea of taking the innovation issues faced by companies and translating them into "Challenges" to which the global and interdisciplinary community of experts then proposes solutions. The process is particularly well suited to technological challenges that a company cannot resolve using only its own resources. Especially as regards the highly complex innovation challenges faced in the construction machinery sector, this Open Innovation project is a good way for companies to tap into a very broad base of expert knowledge. Another advantage is the fast turnaround time, which can reduce development time.

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Further information on bauma Open Innovation:

openinnovation.bauma.de

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 2016 bauma broke again all previous records, attracting a total of 3,423 exhibitors from 57 countries, and 583,736 visitors from around 200 countries. bauma takes place every three years in Munich; the dates for the next edition are April 8 to 14, 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. In December 2015, Messe München successfully expanded its portfolio again by purchasing the leading Russian construction-machinery exhibition CTT.

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 and abroad. 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 organizes trade shows in China, India, Turkey, South Africa and Russia. 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.