

32. Weltleitmesse für Baumaschinen, Baustoffmaschinen,  
Bergbaumaschinen, Baufahrzeuge und Baugeräte  
8.–14. April 2019, Messe München

32nd Edition of the World's Leading Trade Fair for Construction Machinery,  
Building Material Machines, Mining Machines, Construction Vehicles and Construction Equipment  
April 8–14, 2019, Messe München, Germany

[www.bauma.de](http://www.bauma.de)

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## Press Release

### A trade fair of superlatives

## bauma 2019: More exhibitors, more visitors, more opportunities

- A new record: More than 3,500 exhibitors from 55 countries
- New opportunities: Virtual reality and bauma PLUS
- Klaus Dittrich, head of the fair: "We continue to surpass ourselves – also digitally."

**Six months before the start of the world's leading trade fair for construction machinery, bauma, on April 8, 2019, Messe München can already announce a new record number of exhibitors: More than 3,500 exhibitors from 55 countries will be there – almost 100 more than in 2016. bauma PLUS allows even more companies to present their products and services. Virtual reality will bring the construction site into the trade fair hall. What is more, the 600,000 visitor mark is ready to be passed.**

"The industry is booming, which is also reflected in the growth of bauma. We've taken account of the rise in demand and expanded our site in eastern Munich to 614,000 square meters. Our aim is to offer a platform to as many exhibitors as possible. With bauma 2019, we continue to surpass ourselves – also digitally," says Klaus Dittrich, Chairman and CEO of Messe München.

For the first time, visitors to Hall B0 will be able to experience the industry virtually – thanks to [virtual and augmented reality](#). This is made possible through a combination of images, sound, or sensor feedback, such as wind. "The booths have size limits, the digital areas is limitless. With new virtual offerings, we're bringing the construction site into the trade fair and expanding our digital portfolio," says project manager Mareile Kästner.

### Participation concept for bauma PLUS

Another new feature are the [bauma PLUS](#) models that bring more exhibitors to the fair. With bauma PLUS ONSITE exhibitors can present their company on a compact area. bauma PLUS MOVE is a flexible co-working area where visitors can meet exhibitors.

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Not only an opportunity for companies: “This allows visitors to get a more comprehensive picture of the providers in the industry. With the help of our new products, we also want to pass the 600,000 visitor mark and extend our status as the world’s biggest trade fair,” explains Klaus Dittrich.

Visitors can find the latest list of exhibitors online in the bauma [exhibitor database](#). More information about the trade fair is available at [www.bauma.de](http://www.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 3,425 exhibitors from 58 countries, and 583,736 visitors from 219 countries. bauma takes place every three years in Munich; the dates for the next edition are April 8 to 14, 2019.

#### **bauma NETWORK: Six construction machinery trade fairs of Messe München**

In addition to the world’s leading trade fair bauma, Messe München has extensive skill in organizing additional international construction machinery trade fairs. For example, Messe München organizes bauma China in Shanghai and bauma CONEXPO INDIA in Gurgaon/Delhi together with the Association of Equipment Manufacturers (AEM) as well as the bauma CONEXPO Africa in Johannesburg. In December 2015, Messe München successfully expanded its portfolio further with the purchase of the leading Russian construction machinery trade fair CTT, now renamed bauma CTT RUSSIA. In March 2017, the bauma NETWORK was again expanded with M&T EXPO in the form of a license agreement with SOBRATEMA (Brazilian Association of Association of Technology for Construction and Mining).

#### **Messe München**

Messe München is one of the leading exhibition organizers worldwide with more than 50 of its own trade shows for capital goods, consumer goods and new technologies. Every year, a total of over 50,000 exhibitors and around three million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. With a network of associated companies in Europe, Asia, Africa and South America as well as around 70 representations abroad for over 100 countries, Messe München has a global presence.