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Final report

bauma China 2016: New opportunities against the odds

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- **Over 170,000 visitors from 149 countries and regions**
- **Number of international visitors remains high**

bauma China 2016, the 8th International Trade Fair for Construction Machinery, Building Material Machines, Mining Machines and Construction Vehicles, was successfully held between November 22 and 25 at the Shanghai New International Expo Centre (SNIEC).

Against a backdrop of economic slowdown and ongoing change and modernization in industry, bauma China 2016 attracted more than 170,000 visitors from 149 countries and regions. Stefan Rummel, Managing Director of Messe München, was satisfied with the result: “bauma China 2016 received a positive visitor response. With 14 years of development, bauma China once again underlines its leading role in Asia. It has provided participants with good opportunities for industry communication and exploring product innovations, market trends and possible solutions despite the current uncertain situation.”

Jun Qi, Chairman of China Construction Machinery Association, pointed out: “The success of the exhibition reflects the confidence of the exhibitors worldwide towards the Chinese economy as well as the world economy. It is beneficial to the faster, healthier growth of the construction machinery industry.”

After China, the top ten visitor countries and regions abroad were Korea, Russia, Malaysia, Thailand, India, Japan, Singapore, Taiwan, Indonesia and Australia—in that order. Michael Minsky, Group Marketing Manager Far East of BAUER Equipment (Shanghai) Limited, commented: “This year the results are really good. Apart from domestic customers, we made contacts with clients from overseas markets like Australia, Korea, Thailand, Singapore, Malaysia, Dubai and Russia, and received many orders.” Jing Chen, Director of the President

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Office of Sany Heavy Industry, was also very pleased: “bauma China is the most important exhibition to us. There are a lot of visitors this year. Visits to our booth have far exceeded our expectations.”

bauma China 2016 occupied the grand exhibition area of 300,000 square meters at the Shanghai International Expo Centre, an area equivalent in size to 42 football pitches. It attracted 2,953 exhibitors from 41 countries and regions, which is in line with the last show, despite the tough industry situation.

Out of the total of 2,953 exhibitors, 70 percent came from China. Besides the existing leading companies, many new exhibitors participated in bauma China 2016. All in all, there were about 45 percent new exhibitors. In particular, many large shield machine manufacturers participated for the first time. Hongwei Tu, Senior Brand Manager of Brand Publicity Department of China Railway Construction Heavy Industry Co., Ltd., was impressed with bauma China: “This is the first time we have taken part as an exhibitor. bauma China is a wonderful platform for exhibition and communication. We are satisfied with the results.”

Exhibitors from outside China also made good use of this event to showcase their innovations and advanced technologies. This year’s bauma China featured seven national pavilions: from Germany, Italy, Korea, Spain, Turkey, the UK and the USA.

The next bauma China takes place at the Shanghai New International Expo Centre from November 27 to 30, 2018.

For more information go to: www.bauma-china.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. 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.