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## Press Release

### bauma CHINA 2018

#### Number of registrations exceeds expectations

- **Caterpillar to join the game again for the first time since 2012**
- **2,200 exhibitors already confirmed their participation**
- **Higher demand than in the same period in 2016**

**The signs are promising for the largest construction equipment trade show in Asia. Market researchers continue to see upturn in Chinese market. The industry will again meet at the international trade fair for construction machinery, building material machines, mining machines and construction vehicles held from November 27 to 30, 2018 in Shanghai.**

Six months prior to its opening, bauma CHINA announces some positive figures:

“The current demand for exhibition space exceeds our expectations,” Stefan Rummel, Managing Director of Messe München, says. According to latest information, the trade show already has attracted 2,200 exhibitors – 300 companies more than in the equivalent period in 2016. “A result that is mainly due to the strong partnership between the companies, the associations and Messe München in China.”

The organizer Messe München is pleased about the return of a giant in the sector: Caterpillar, the world’s leading manufacturer of construction equipment, will be in on it this year for the first time since its last attendance in 2012. Well-known names such as Bauer, Liebherr, Volvo or Wirtgen have also signed up; major construction equipment manufacturers from the Middle Kingdom have already expressed their interest in participating.

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The world's second largest trade fair for construction machines after bauma in Munich offers an exhibition space of 300,000 square meters. "The entire area of the Shanghai New International Expo Centre – 17 halls and the outdoor area – will again be occupied completely," Maritta Lepp, bauma CHINA's Exhibition Director reports. Some exhibitors already asked for larger booth spaces than with the previous edition.

The trade show's high reputation attracts renowned companies from both China and from all over the world. Various countries – including Germany, Italy, Korea, Spain, Turkey and the U.S. – will present themselves with joint stands. More are being planned. The advantages of this central organization: joint booths help especially small and medium-sized companies find cooperation partners and enter this large market.

According to an analysis of Off-Highway Research the Chinese construction equipment market saw an 81-percent growth in 2017 and thus currently is the largest worldwide. The British market research institute attributes this rapid upturn for example to the many new infrastructure projects and an improved growth rate in real estate business. This went hand in hand with an increased demand and well-filled order books in the Chinese construction equipment sector. In 2017, according to the market research institute, particularly mobile cranes, crawler excavators and wheel loaders benefited from this situation. For the current year, Off-Highway Research predicts an increase as well, which, however, will not be as strong as in 2017.

Accordingly, the signs are promising for Asia's largest construction equipment trade fair: Exhibition Director Lepp anticipates a similarly high number of visitors as in 2016. In that year, around 170,000 professionals from Asian countries visited bauma CHINA, where 2,958 exhibitors from 41 countries presented their products and innovations. The biennial trade show took place for the first time in 2002 and has strengthened its leading position in Asia since then.

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Exhibitors can register [here](#).

More information at [www.bauma-china.com](http://www.bauma-china.com).

#### **bauma China**

bauma CHINA, international trade fair for construction machinery, building material machines, mining machines and construction vehicles, is the largest industry event for the sector in China with an exhibition area of 300,000 square meters. The last fair in November 2016 attracted 2,958 exhibitors from 41 countries and 170,000 visitors from the Asia region. bauma CHINA is held every two years: the 9th event will take place at the Shanghai New International Expo Centre (SNIEC) in Shanghai from November 27 to 30, 2018.

#### **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.