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Press release

Final report

Signs of industry recovery at bauma CONEXPO AFRICA amidst regional economic challenges

- Sales of machinery into SADC region
- 14,167 visitors attended the trade fair

The premier trade fair for construction machinery, building material machines, mining machines and construction vehicles in Africa has firmly established itself in the market following its third edition.

454 exhibitors from 34 countries and 14,167 visitors attended the international trade fair, which took place from March 13 to 16, 2018, in Johannesburg. 13 percent of the visitors came from outside the host country South Africa. The top five visitor countries from Africa were Zimbabwe, Kenya, Botswana, Mozambique and Namibia. Delegations from Chile, Israel, Kenya and Turkey visited the trade fair. Their participation underlines the importance of bauma CONEXPO AFRICA as the largest industry event for this sector in the region.

“The trade fair reflected a sense of renewed optimism and highlighted the opportunities in the industry, despite recent economic challenges”, Stefan Rummel stated, Managing Director of Messe München. Petra Kaiser, Senior Director of International Exhibitions & Events at the Association of Equipment Manufacturers (AEM), added: “It is significant to have a consistent and engaged presence in the region in order to take advantage of long-term business potential. bauma CONEXPO AFRICA creates a platform to help facilitate these opportunities.”

Press Contact Messe München:
PR Manager
Pia Ott
Tel. +49 89 949-21477
pia.ott@messe-muenchen.de

Press Contact AEM:
Patricia Monroe
PR Manager
Tel. +1 414/298-4123
pmonroe@aem.org

Messe München GmbH
Messegelände
81823 München
Germany
www.messe-muenchen.de

bauma CONEXPO AFRICA
– Joint Venture of



Exhibitors experienced increased sales of machinery and equipment over the four days of the trade fair, as reported for example by Rajen Garender, Marketing Director, Weir Minerals: “bauma CONEXPO AFRICA is an extremely well-organized and professional trade event. It has been a successful exhibition for Weir Minerals with several promising sales opportunities in the works.”

A highlight of the 2018 edition was the quality of visitors attending: “bauma CONEXPO AFRICA provided excellent networking opportunities for Shantui, providing us with good quality contacts. A well-organized opportunity, however the number of visitors was lower than expected. Due to our success at this edition, Shantui looks forward to exhibiting again in 2021”, said Naseera Barradeen, Marketing Manager, Ever Star Industries.

bauma CONEXPO AFRICA featured exhibitors from across various industry segments that were pleased with the trade fair. “KAESER is very satisfied with the results of this exhibition”, said Marco Angermüller, Manager Product Support at KAESER KOMPRESSOREN. “The number of visitors was limited, but the quality was great for us. We could sign a lot of orders and found many new customers which will help KAESER to grow further in Africa, especially in South Africa.”

The organizers, BC Expo South Africa, Messe München and AEM are looking forward to the next edition of the trade fair, which will take place again in Johannesburg in 2021.

Read [here](#) what exhibitors had to say about the trade fair.

More information and [photos](#) are available at www.bcafrica.com.

bauma CONEXPO AFRICA

bauma CONEXPO AFRICA, international trade fair for construction machinery, building material machines, mining machines and construction vehicles, is the largest industry event for the sector in Africa with an exhibition area of 68,000 square meters. The last bauma CONEXPO AFRICA in March 2018 attracted 454 exhibitors from 34 countries

and 14,167 visitors from the sub-Saharan region. bauma CONEXPO AFRICA takes place every three years: the fourth event will take place in Johannesburg in 2021.

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.

Association of Equipment Manufacturers (AEM)

AEM is the North American-based international trade group providing innovative business development resources to advance the off-road equipment manufacturing industry in the global marketplace. AEM membership comprises more than 950 companies and more than 200 product lines in the agriculture and construction-related industry sectors. AEM is headquartered in Milwaukee, Wisconsin, with offices in the world capitals of Washington, D.C.; Ottawa, Canada; and Beijing, China. AEM has an ownership stake in and/or manages several world-class exhibitions, including CONEXPO-CON/AGG, one of the world's largest gathering places for the construction industries.