

April 27<sup>th</sup>, 2020

Press Release

## **bauma CONEXPO INDIA receives an overwhelming response for its first webinar from the construction equipment and machinery sector**

**bauma CONEXPO INDIA brought Industry experts on one platform for an exclusive webinar on “Dealing with current challenges & determining the way forward for business continuity”.**

On 23<sup>rd</sup> of April 2020, bauma CONEXPO INDIA conducted an extensive webinar that focused on the Indian infrastructure sector and the strategies of OEMs under the shadow of the COVID-19 pandemic.

The webinar was organised in association with official media partner - NBM&CW and moderated by Mr. Rajesh Nath, Managing Director, VDMA India. The panel comprised of industry leaders and experts; Mr. Arvind Garg, Chairman, bauma CONEXPO INDIA - Task Force and Executive Vice President and Head, Construction and Mining Machinery at Larsen & Toubro Ltd., Mr. Dimitrov Krishnan, Managing Director, Volvo CE India Pvt Ltd., Mr. Deepak Garg, Managing Director, Sany Heavy Industries India Pvt Ltd., Mr. V G Sakthikumar, Managing Director, Schwing Stetter India Pvt Ltd. and Mr. D.K. Vyas, Managing Director, Srei Equipment Finance Ltd.

### **Infrastructure Sector and Economy**

The webinar commenced with a welcome note by Mr. Bhupinder Singh, CEO of bC Expo India Pvt. Ltd. raising the pressing issue of the severely impacted economy due to the pandemic, the consequent lockdown and how the government can revive the economy by accelerating infrastructure projects. At which Mr. Arvind Garg weighed in, “With activities on 70% of National Highways Authority of India (NHAI) projects being restarted, as well as road building activity to be increased to 60 km per day along with various other projects, I believe that the government understands that the best way to boost the economy is by kick-starting infrastructure projects in a big way.”

### **The Future of Rental Companies**

The webinar also covered the important topic of pooling of idle equipment, strengthening rental companies, and flexible financing through Non-bank financial institutions (NBFCs). It emphasized the need to ensure that such arrangements become a win-win proposition for both buyers and OEMs who are facing a liquidity crunch. The predominant opinion in this matter remained that Corporate Social Responsibility (CSR) activity has proven to become more than just a regulatory requirement and needs to be part of day-to-day business. “It is evident that there will be a shift in customer behaviour and hence it has become crucial to create an eco-system that starts providing services such as renting. The rental business releases plenty of capital in the system and going forward the industry needs to capitalize on renting opportunities” stated Mr. Vyas.

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### **MSME and SME Sector**

Another important point of discussion at the webinar was the MSME and SME sectors and whether the OEMs can support the burgeoning sector. Mr. Dimitrov Krishnan expressed his opinion on this matter by stating that, “The biggest challenge the MSME sector faces today is cash flow. It is the need of the hour for the OEMs to have a sympathetic outlook towards this sector, find ways and means to provide them with liquidity support.” Mr. Krishnan also stated that “Communication is critical and as OEMs, we are deeply engaging with the MSME industries in this crucial time.”

### **The Disruption of the Supply Chain**

The pandemic has resulted in disruptions of the supply chain. The webinar also highlighted how construction and mining equipment manufacturers are handling this disruption.

Mr. Sakthikumar emphasized the fact that ‘The viable option, right now, is to support Indian manufacturers. It will not only support the MSME sector but also prove to be much more economical’. Mr. Deepak Garg also confirmed that higher levels of localization can be expected in the near future.

### **Participation of NBFC in Construction Equipment Sector**

Another important point discussed in the webinar was that the three-month moratorium extended by the Reserve Bank of India (RBI) may impact the participation of NBFCs in the construction equipment sector. Mr. Vyas provided insights on this subject by stating that he is seeing NBFCs being supported by RBI which will help maintain funding for the sector.

The webinar also generated insights on the Troubled Asset Relief Program, a modular approach to boost productivity in the infrastructure sector.

The webinar concluded with panellists discussing an effective post-COVID-19 approach to boost employment, productivity, and ROI in the long run. The webinar roped in over 1500 delegates and was successful in creating a platform for industry experts to share insights on recent developments.

About:

**bauma CONEXPO INDIA**

bauma CONEXPO INDIA, international trade fair for construction machinery, building material machines, mining machines and construction vehicles, is the most important industry event for the sector in India with an exhibition area of 195,000 square meters. The last bauma CONEXPO INDIA in December 2018 attracted 668 exhibitors from 26 countries and 39.173 participants from India and neighboring states. bauma CONEXPO INDIA is held every two years: the 6th event will take place in Gurugram /Delhi from November 3 to 6, 2020.

**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 Gurugram/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 1,000 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, the largest construction trade show in the western hemisphere and one of the world's largest gathering places for the construction industries. AEM's trade show portfolio also includes CONEXPO Latin America, the premier construction equipment trade show in the Hispano America.

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