

International Trade Fair for Construction Machinery,  
Building Material Machines, Mining Machines and Construction Vehicles

March 13 –16, 2018  
Johannesburg Expo Centre, South Africa

[www.bcafrica.com](http://www.bcafrica.com)

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**Press Release**

**bauma CONEXPO AFRICA**

## **Africa's leading industry trade fair shortly before its start**

- New exhibitors Caterpillar, Epiroc, Iveco, Schwing/Stetter and Tata
- Joint European pavilion featuring eleven participants for the first time
- More than 450 exhibitors will exhibit their products and innovations

**The countdown has begun: bauma CONEXPO AFRICA opens its doors for the third time in one week. The largest trade fair for construction machinery, building material machines, mining machines and construction vehicles in Africa continues to attract international participation, highlighted by four new joint pavilions and exhibiting companies from all over the world.**

bauma CONEXPO AFRICA will take place at the Johannesburg Expo Centre from March 13 to 16, 2018. After a period of above-average growth rates, the economy in the sub-Saharan region experienced a difficult phase over the past two years. However, progressive urbanization, increasing industrialization and the expansion of infrastructure in sub-Saharan Africa provide high investment potential for the industry, according to experts.

"In view of the general economic conditions, interest in bauma CONEXPO AFRICA is satisfying," Stefan Rummel stated, Managing Director of Messe München. He is pleased "about the number and quality of new exhibitors." Exhibitors including Acrow Misr, Caterpillar, Deutz Dieselpower, Epiroc, Hidromek, Iveco, Kimera, Mahindra, Mait, Motul, Preform, Schwing/Stetter,

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bauma CONEXPO AFRICA  
– Joint Venture of



SEW-Eurodrive, Sinotruk, Tata and Weir Minerals are represented at the trade fair for the first time.

The high reputation, which the trade fair has acquired since its premiere in 2013, attracts both local and international exhibitors. Eight countries or regions are exhibiting with joint pavilions and are consequently taking advantage of central organization. A European pavilion including eleven exhibitors from Germany, Finland, Great Britain, Italy, Russia and Spain, will be present at bauma CONEXPO AFRICA for the first time. There are also new joint stands from India, Poland and Singapore. Since last exhibiting in 2013, Austria has returned with a joint pavilion. China, Germany and North America will also be represented through pavilions. China has the largest with 89 exhibitors.

The organizers, BC Expo South Africa, Messe München and the North American Association of Equipment Manufacturers (AEM), expect approximately 450 exhibitors. These include many large companies such as Bauer, Bell Equipment, Doka, ITR Africa, Putzmeister, Pan Mixers South Africa, Shantui and Vermeer.

One main focus of the trade fair is the exchange of ideas between experts through networking and special areas. Live interactive demonstrations in the [demonstration area](#) and presentations by various exhibitors in the Speakers Corner provide visitors the ideal platform to view the latest innovations, expand their networks and initiate business deals. Deputy Minister of the Department of Trade and Industry, Bulelani Magwanishe, and German Ambassador to South Africa, Martin Schäfer, will also visit the show and officially open the trade fair on March 13.

### **Pre-registration with benefits**

Visitors can [register online](#) now and benefit from free admission on all trade fair days with streamlined access to the trade fair.

**More information about the trade fair is available at [www.bcafrica.com](http://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 September 2015 attracted 616 exhibitors from 42 countries and 14,300 visitors from the sub-Saharan region. bauma CONEXPO AFRICA takes place every three years: the third event will take place in the Johannesburg Expo Centre (JEC) from March 13 to 15, 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.

### **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.