

bauma 2016 — Exhibitor Testimonials

– In alphabetical order –

Andreas Bihl, Director Sales, Mobile Applications, Bosch Rexroth, Germany

"We are very satisfied with this year's bauma and we had many important business talks here. For us bauma is the most important and biggest trade show and it has a very high status."

Andy Blandford, Vice President Construction Equipment, CNH Industrial EMEA, Case, Italy

"bauma is a very important event for CASE because it provides an invaluable platform to showcase our full offering of products and services. Most importantly, it gives us the opportunity to meet a big number of customers from around the world, discuss their varied requirements and how CASE can meet them. We are very pleased with this year's bauma—our stand was crowded throughout the show and visitors have shown a lot of interest in our new products and technologies."

Benjamin Budick, Product Manager, Team Leader Trade Fair Presentation MB LKW, Daimler, Germany

"bauma is the trade show highlight every three years. Here we meet real industry professionals, not just people who want to look at cars. The visitors come to us with specific questions, they have a real need and a real intention to place an order. bauma is very international: Our customers came from Asia and also Africa."

Anne Chatillon, Marketing Department, Yanmar Construction Equipment, France

"bauma is very international. The visitors came from everywhere: America, eastern countries, Asia etc. bauma is a great show: You can see things you can't see all the time."

Karen Chong, Marketing Manager, Sales Regional Support and Marketing, Siemens, Germany

"bauma attracts many professionals from the sector. We had some very good customers at our booth and there was a lot happening. Everything was great."

Franz Ebner, Marketing Director, Palfinger, Austria

"bauma is very important for us. We had many decision-makers at our booth, many international guests from all over the world. And so we are very satisfied."

Alexander Eismer, Product Communication Off-Highway, ZF, Germany

"bauma is the most important trade show for us. It is a global show attracting customers from the US, China, India and the rest of the world. bauma is the best platform for customer contacts."

Lucia Faresin, Executive Director, Faresin Building, Italy

"We regard bauma as the unique exhibition in the world which represents the construction sector widely and deeply. There is no other event that allows the exhibitors to achieve that international visibility. bauma is the right expo to establish new business partnerships where the future is being built by introducing state-of-the art technologies. It is the most

recommended place for exhibiting and promoting new products. The visitors that came to visit us were from all continents and this proves the widespread international character of bauma."

Annette Feuerstein, Sales Administration Supervisor, Kubota, Germany

"bauma is unique. We had visitors from all over the world at our booth."

John L. Garrison, CEO & President, Terex Corporation, USA

"Every three years bauma offers us the unique opportunity to meet with customers from around the world. As the largest trade show in our industry, it is a good opportunity to showcase new products and services as we show our customers the many ways that Terex works for them. The tradition of German hospitality at the show fits the Terex style well, and provides us with an outstanding opportunity to show our appreciation for our customers' business."

Michael Heidemann, Vice-Chairman of the Management Board, Zeppelin Group, Germany

"bauma 2016 has once again shown everyone that it does indeed boost innovation and it has lived up to its reputation for being the leading trade fair. Many business deals, many new contacts and amazingly positive feedback on the part of the trade audience, as regards the highly professional presentation at bauma, but also our business strategic orientation towards customer benefit and service excellence—all of this is the key to our successful presentation at the show."

Stefan Heissler, Member of the Board of Directors, Liebherr-International, Germany

"bauma 2016 was a tremendous success for Liebherr. With this year's presentation we were able once again to show our innovations capability, performance and technological diversity to a very large, international trade audience. We had interesting talks with many customers and partners from a wide range of countries and we discussed new projects. Our more than 100 exhibits in the sections on construction machinery, mining and components met with lively interest from our customers and we received many orders from a wide variety of different markets. In some segments our expectations were even exceeded. bauma 2016 was therefore a very positive experience for us."

Dr.-Ing. E. h. Martin Herrenknecht, Chairman of the Board of Management, Herrenknecht, Germany

"At bauma 2016 we have shown that jointly realized tunnel projects underline the innovative strength of our industry. Away from the daily routine, bauma is a great place to freely discuss with our clients, customers and industrial partners from around the world how underground co-operation can advance."

Angelika Herzog, Strategy Communication and Marketing, Trade Fairs Events and Advertising, Scania, Germany

"We only go to bauma and no other sector event. bauma is extremely international: As well as from Germany we had customers from Austria, Switzerland at our booth as well as from South America, Korea, Asia and overseas in general."

Masatoshi Morishita, Managing Director & CEO, Marketing Division President, Komatsu Europe International, Belgium

"We had many visitors to our booth. They came to buy: and orders were taken. At the same time there is a nice atmosphere, sometimes it even seems like one big celebration. In our marketing mix bauma is a central focus, with significance far beyond Germany itself. We have visitors from all the countries of Europe and from around the world. bauma is a gigantic international event. We make use of the attention bauma attracts to present our innovations. This event is a milestone for the industry. It's not only Komatsu that tries to get certain machines ready in time for bauma. This trade show really drives the entire industry forward."

Jürgen Obiegli, Chairman of the Executive Board, Doka Group, Austria

"bauma is certainly the highlight in the sector—nowhere else have we the opportunity to meet so many customers and potential customers from so many different regions. And where else do you get such a focused overview of the building sector? Above all, I have to stress the quality of the talks because customers seek us out quite specifically at the new location. From a marketing point of view bauma is a very important instrument. It offers us the chance, compressed into a single location and in a short time frame, of presenting our products, solutions and services to existing and potential new customers. But it's also much more than that: the entire sector and related sectors meet up here. We had customers from a wide variety of countries."

Federico Pagliacci, Development Vice President, Soilmec, Italy

"bauma 2016 was the best stage to show our customers the new Soilmec 'BLUE LINE' products. Soilmec has always considered bauma as one of the most important fairs in the world, where it is possible to meet customers from all continents. We are really satisfied with the return on our investment."

Rudy Peirs, Head of Marketing & Communications Europe, Metso, France

"My personal highlight at this year's bauma was the quality and international character of the visitors. They came from all around the world with especially a lot of people from the Middle East, India and South America."

Cem Peksaglam, CEO, Wacker Neuson Group, Germany

"We are overwhelmed by the crowds and the high level of interest from European and international visitors at our trade fair stand. We are particularly proud that we were the ones to present the most innovative product at the entire show. From over 100 submitted products the Kramer electric wheel-loader was selected to receive the bauma Innovation Award. bauma 2016 was a resounding success for the Wacker Neuson Group and the very positive mood means we are optimistic about future business development."

Frank W. Reschke, Sales Director and Member of the Management Board, Masa, Germany

"We are very happy with how the show went. Right from day one we were welcoming a constant stream of guests from all over the world at our booth. The quality of the trade audience is first rate, as it was three years ago, and we had some excellent business talks. The success is also reflected in the fact that we took orders for systems during bauma. As such, this year again our high expectations were exceeded. bauma is a big highlight and it is immensely important for every company in our sector."

Rossella Roncarati, Marketing & Communication, Simex, Italy

"bauma is best place where you can go to exhibit. bauma is very important because it's the biggest one, very international and we appreciate that. You meet people from all over the world."

Johann Sailer, Chairman of the VDMA Association for Construction Machinery and Building Material Machines, Germany

"Despite some uncertainties the international trade fair for construction machinery and building material machines is showing a positive development. And in this bauma year in particular, we should make use of these signals. bauma, with the presentation of the Innovation Awards kicking off the event, is without question the ideal platform for presenting innovative new developments, because it has a big impact in the industry around the world. Again in 2016 the world's largest show of construction machinery will deliver impetus for further growth in our sector."

Hans-Christian Schneider, CEO, AMMANN Group, Switzerland

"bauma is an opportunity for Ammann to showcase our products and professionalism on a global stage. The stand displays the comprehensive nature of the Ammann product line, which ranges from rammers to asphalt and concrete plants. This is visual proof that Ammann is involved in all stages of construction, and therefore better able to help our customers find the solutions they need. That is a message we are eager to communicate with the global audience bauma attracts."

Erwin Schneller, Managing Director, SBM Minerals, Austria

"bauma is very international. We had visitors from Chile to Canada, from China to Russia, from Africa to Norway. bauma is the best trade show for processing technology. My personal highlight was that we signed up some unexpected sales at the show."

Alexander Schwörer, Managing Director, Peri, Germany

"For us bauma 2016 was a tremendous success. We are very satisfied with the response and with the high quality of the trade visitors. This fair offers us, as exhibitors, the chance to present our innovations capability and market leadership to a very broad, international audience and to communicate our competence in a very targeted way. For the visitors to bauma, this is a good opportunity to get an overview of the full spectrum of formwork and scaffolding technology."

Jonathan Stringham, Head of Marketing, BOMAG, Germany

"Already in the first few days at bauma, we had welcomed very many guests from all over the world at our booth. The atmosphere is, as always, unique. In a time when the industry is developing very rapidly, we set great store by talking personally with our trade-fair guests, and introducing them to our innovations. For BOMAG there is no other fair worldwide of comparable importance, and we are already looking forward to being here again next time."

Achiel Sturm, Director Channel Marketing EMEA, Topcon, Netherlands

"bauma is a major event and brings the best of our industry together. The event has such a global reach and draws global customers to Munich every three years. The event itself seems very little affected by economic and other global factors. Compared with many national and regional events, bauma keeps on growing bigger and generating attention."

Anja Wiehoff, Communication Manager, Atlas Copco, Germany

"We are very satisfied with the fair this year and the sales figures just speak for the importance of bauma, including at international level. We exceeded the goals we had set ourselves. bauma manages to always re-invent itself and develop further. All the customers and target groups are here, including at international level. This year the customers from Scandinavia were strongly represented. We talked to visitors from the Benelux countries, from Peru, Colombia, Turkey, India, Indonesia, the US, Australia and Poland. For Atlas Copco, this is an exciting and successful bauma 2016."

Jürgen Wirtgen und Stefan Wirtgen, Managing Partners, Wirtgen Group, Germany

"bauma as the leading trade fair has always been a kind of barometer for the industry and from the start it had a very special significance for our company. Our bauma presentations every three years reflect the development of our family firm. 2016 is another big and important milestone for us. For the first time we have the brand Benninghoven on board and this is supplementing our product program of asphalt mixers. Our presentation at this year's bauma is the most successful so far in the history of the company."