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## Press Release

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### **bauma Cluster: New design underlines strong brand identity**

- **Unified visual identity around the world**
- **Better orientation for customers**

From Munich to Shanghai, Moscow, Johannesburg and Delhi: The success story of bauma reads like a journey around the globe. The biggest international network for construction machinery and equipment plays host to the sector at various locations around the world, providing a platform for all the latest developments and innovations in the markets. And this cluster of events is still growing, new locations are being added. Nicole Schmitt, Exhibition Group Director of bauma at Messe München: "With our new brand identity we speak a unified language around the world and present ourselves in a unified design. That means we are recognized by our customers all over the world as a strong global brand."

#### **Dynamic design**

The core of the new design is the 3D bauma "b", and a three-dimensional globe. This, like the cluster itself, is always in motion. In the center of the globe is the venue of the respective bauma event. In this way individual success stories are told, oriented to the country in question. These are supplemented by newly developed icons that present regional features or symbolize individual sections of the exhibition. The events appear in the usual color codes. The design character is being successively implemented around the world.

**For further information on bauma, go to: [www.bauma.de](http://www.bauma.de)**

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### **About bauma**

bauma is the world's leading sector event for construction machinery, building material machines, mining machines, construction vehicles and construction equipment. With a total exhibition space of 605,000 square meters, bauma is also the largest trade show in the world. In 2016 bauma broke again all previous records, attracting a total of 3,425 exhibitors from 57 countries, and 583,736 visitors from around 200 countries. bauma takes place every three years in Munich; the dates for the next edition are April 8 to 14, 2019.

### **Construction machinery trade shows of Messe München**

Organizing trade shows for the international construction machinery sector is a core competence of Messe München. Its portfolio includes not only the world's leading trade show, bauma in Munich, and the brand event bauma CHINA in Shanghai – it also cooperates with the Association of Equipment Manufacturers (AEM) in the organization of bauma CONEXPO INDIA in Gurgaon/Delhi and bauma CONEXPO AFRICA in Johannesburg. In December 2015, Messe München expanded its portfolio by purchasing CTT which is named now bauma CTT RUSSIA. Further in March 2017, the trade fair organizer increased the bauma network again by gaining the license of the second largest trade fair in South America, M&T Expo BRAZIL, as well as the licenses of the Brazilian shows M&T P&S and Construction Expo.

### **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.