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Press Release

Exclusive results: “bauma Industry Barometer”

Construction machinery industry on a high in bauma year – CEO Dittrich: Dare to drive more digitization!

- Above-average willingness to invest and positive mood
- Shortage of skilled workers is the biggest challenge
- Digitization with room for improvement

About two months before the start of the world's leading trade fair bauma on April 8, 2019, Messe München is presenting exclusive study results for the construction machinery sector. Important findings of the “bauma Industry Barometer”: The mood for investments worldwide is predominantly positive, the lack of skilled workers is the number one challenge, the megatrend of digitization determines the future—but is still in its infancy. Messe München leader Dittrich: Make use of digital solutions for competitive advantage.

The willingness to invest in the construction machinery industry is on a very high level globally and continues to be regarded cautiously optimistic in the coming years. This is one of the findings of the “bauma Industry Barometer”, a representative study which polled approximately 10,000 industry experts over a period of two months (June/August 2018). 44 percent of the respondents are planning to increase the investment volume for their company in the future. In a regional/country comparison, Africa (68 percent) and Asia (67 percent), in particular, are optimistic about the investment trend. The figure for Europe is at 42 percent. At 39 percent, Germany is a little more skeptical.

“During the bauma year 2019, the industry is doing brilliantly. The majority of the respondents assume that investments will remain at a high level. This illustrates the extraordinarily positive mood with regard to the economic development of the construction machinery industry. But it also shows that an above-average willingness to invest is necessary in order to remain competitive in the long term,” says Klaus Dittrich, Chairman and CEO of Messe München, assessing the investment-keen climate.

Big challenge: The shortage of skilled workers

More than half of the respondents (58 percent) regard the shortage of skilled workers as the greatest challenge for the industry. This is a major problem,

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especially for the traditional industrialized countries, but less so for populous countries such as China and India. Other key challenges include the increasing competitive and price pressure (31 percent), tighter environmental laws and regulations (24 percent) and the digitization of business processes (19 percent).

Important fields of research: Electromobility and digitization

Digitization is also increasingly finding its way into the construction machinery industry, but it is still in its infancy: Only 4 percent see themselves as leaders in terms of digitization. More than half of the respondents have already digitized parts of their companies (28 percent) or at least started to do so (25 percent). However, 22 percent are still waiting to see what happens, 20 percent see no need for action at all. However, in addition to electromobility, the industry's most important fields of research are digital topics—from digital networking within and outside production to BIM to the Internet of Things.

Digital solutions at bauma 2019

Visitors of bauma 2019 are going to see: Already today, construction machines can be equipped with a wide range of sensors and communication interfaces. The collected data can be used, for example, to monitor work performance, consumption and location, define predictive maintenance intervals or determine operating costs. Entire vehicle fleets can be managed by telematics. Moreover, digital tools help to automate workflows, which is becoming increasingly relevant, not least because of the shortage of skilled workers.

Dare to drive more digitization!

“Many companies in the construction industry have already recognized the relevance of digitization, but are still investing with caution. From a trade fair point of view, my appeal is: Dare to drive more digitization! In order to remain fit for the future, we must permanently incorporate digital processes and systems in our events and organization. I don't think that is any different for the companies in the construction machinery industry,” says the head of Messe München, Dittrich.

At bauma 2019, the digital construction site and construction machines will be brought to life with the help of virtual and augmented reality. [TrustedTargeting](#) also offers exhibitors the opportunity to address their target audience online already before the trade fair in order to reach potential new customers and invite them to their exhibition stand.

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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 58 countries, and 583,736 visitors from 219 countries. bauma takes place every three years in Munich; the dates for the next edition are April 8 to 14, 2019.

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.