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**Press Release**

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## Preparations underway for bauma China

- **Application forms now available for download**
- **Strong growth since the premiere**
- **bauma China 2016 again to take up 300,000 square meters**

A good year before the start of the next bauma China, preparations are already underway for this event, which takes place from November 22 to 25, 2016 at the Shanghai New International Expo Centre (SNIEC). Companies interested in exhibiting can now download the application documents from: [www.bauma-china.com/trade-fair/exhibitors/booking-stands/application-documents](http://www.bauma-china.com/trade-fair/exhibitors/booking-stands/application-documents). The priority deadline for this, the eighth edition of the International Trade Fair for Construction Machinery, Building Material Machines, Mining Machines and Construction Vehicles, is February 15, 2016.

### Rapid development

Since its premiere in 2002 bauma China has grown strongly. With 485 exhibitors and 32,068 visitors, the first event was relatively modest in size. But by 2006 those numbers had increased to more than 1,000 exhibitors and over 80,000 visitors. At the last event in 2014 the number of exhibitors exceeded the 3,000 mark for the first time; on the visitor side, too, a record was set, at just below 190,000. In terms of total space, also, there has been only one direction: bauma China started out with 41,000 square meters of exhibition space, but just two years later it covered over 100,000 square meters. And, since the 2012 event, it has been taking up the entire available space at the SNIEC.

### Occupying all the space at the SNIEC

For bauma China 2016, too, i.e. for the third time in a row, the organizers are planning for 300,000 square meters of exhibition space, divided between

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Page 2

200,000 square meters indoors and 100,000 square meters on the outdoor exhibition area.

### **“Made in China 2025” drives growth**

A central aim of the Chinese government is to drive economic growth: One way it is doing this is via the “Made in China 2025” strategy, developed back in early 2014 by the Ministry for Industry and Information Technology. This focuses on promoting intelligent manufacturing (Industry 4.0) and strengthening the competitiveness of Chinese companies. For international companies the investments associated with this initiative offer great potential; for Chinese companies, it is a chance to become even more competitive.

### **Top marks for the last event**

The last bauma China in 2014 attracted a total of 3,098 exhibitors from 41 countries. That represents an increase of 14 percent as compared to 2012. And, despite the downwards trend in the market and the significant challenges confronting the sector, the number of visitors was 189,732 from 149 countries and regions. The proportion of visitors coming from countries outside China rose to 12 percent.

**For further information, go to: [www.bauma-china.com](http://www.bauma-china.com)**

### **bauma China**

bauma China, the International Trade Fair for Construction Machinery, Building Material Machines, Mining Machines and Construction Vehicles, takes place from November 22 to 25, 2016 at the Shanghai New International Expo Centre (SNIEC) in Shanghai. The 2014 edition of bauma China attracted a total of 3,098 exhibitors from 41 countries and 189,732 from 149 countries. Taking up 300,000 square meters of exhibition space, bauma China is the biggest and most important sector event in Asia. The trade fair is held every two years.

### **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.

**Messe München**

Messe München is one of the world's leading trade-show companies. It organizes some 40 trade shows for capital and consumer goods and key high-tech industries in Munich alone. 14 of those events are number 1 in the world in their respective industries. Each year more than 30,000 exhibitors and some two million visitors take part in events held at the Messe München trade-fair center, the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München. In addition, Messe München International organizes trade shows in China, India, Turkey and South Africa. Messe München has a global business presence with affiliates in Europe, Asia and Africa and more than 60 foreign representatives serving more than 100 countries.