

bauma China 2016 Testimonials

Chinese Partners' Testimonials

– in alphabetical order –

Jun Qi, Chairman of China Construction Machinery Association, China

bauma China 2016 brings us a lot of innovative products from exhibitors around the world. It is a great event for the construction machinery industry. This year, the exhibition opens against a background market in deep restructuring. However, the results are better than our expectations in terms of both exhibitor and visitor numbers. The success of the exhibition reflects the confidence of the exhibitors worldwide towards the Chinese economy as well as the world economy. At the same time, bauma China is a great platform for communication and exchange between the exhibitors and the users. It is beneficial to the faster, healthier growth of the construction machinery industry.

Jun Wang, Chairman, President of China Construction Machinery Co., Ltd., China

bauma China is a very successful exhibition, with products that meet the market needs and an impressive number of visitors.

Weidong Zhou, Vice President of China Council for the Promotion of International Trade Machinery Sub-Council, China

bauma China 2016 has exceeded our expectations in terms of both visitor flow and exhibition results. In a way, exhibitions can foretell the market. The results at bauma China prove that the Chinese construction machinery industry is now in a period of slow but steady growth. We are looking forward to its opening in 2018!

Exhibitors' Testimonials – in alphabetical order –

Jiajian Chen, Marketing Director, Asia, Danfoss Power Solutions Trading (Shanghai) Co., Ltd., USA

This is our fourth time as an exhibitor at bauma China, the most important and most professional exhibition for the construction machinery industry in Asia. We have again expanded our booth and this one is the biggest ever we have built. During the exhibition, we reached customers and manufacturers from all over the world and the customer feedback is also favorable. bauma China is the leading construction machinery exhibition in Asia, so we are very serious about exhibiting here. The excellent organization and services are impressive.

Jinchen Chen, Vice President of Sales, Zhejiang Dingli Machinery Co., Ltd., China

From 2004 to 2016, we exhibited at every bauma China. Our booth has also grown from 200 sqm to 2,000 sqm. It is safe to say that, together with bauma China, we have witnessed the growth of the construction machinery industry in China. Though the market is facing difficulties now, we think it is only normal fluctuations. We have always believed that bauma China is the perfect platform for Chinese enterprises to explore the overseas market and for foreign players to enter China. It is also a valuable opportunity for our peers to get together and share our ideas. We see bauma China as the first choice to launch our new products and technologies, because we believe in bauma China and always reserve the best things for it. We will certainly come again next time.

Jing Chen, Director of the President Office, Sany Heavy Industry, China

bauma China is the most important exhibition to us. This year, we are again staging an extra-large booth, so that our customers and peers can get to know us better. There are a lot of visitors this year. Visits to our booth have far exceeded our expectations. The biennial bauma China is a great platform for the construction machinery industry to showcase their latest products and corporate image. It is really great for the communication of the industry and its development.

Jian Cui, Sales Vice President, Chinese, Manitowoc Cranes, USA

We have exhibited at bauma China since its first opening in 2002. The exhibitors at bauma China are really high profile and international. The exhibition is well organized, and the layout is very intuitive and easy to follow. I believe these are the features of bauma China as the best exhibition in China. We reached customers from China, the Middle East, Africa and the Asian-Pacific regions. We think presence at bauma China is very important to us.

Libo Fang, Executive Vice President, Shanghai Shibang Machinery Co., Ltd., China

We have participated in bauma China all the time. bauma China is a grand get-together of the entire construction machinery industry, very influential in both China and Asia. It is where people exchange information of the industry. It is also the barometer of the industry. The overall organization is very good. Many customers we met on site are willing to make further contacts.

Qingxi Fang, Managing Director, Fujian South Highway Machinery Co., Ltd., China

bauma China is very well organized and it has grown quite big. The exhibition is also very international. We made contacts with a lot of overseas customers here, which is exactly why we are here.

Shaohua Guo, Director of Brand Communication Dept., Shangdong Lingong Construction Machinery Co., Ltd., China

bauma China is the biggest event for the construction machinery industry in Asia. Our booth at bauma China has grown from 900 to over 2,500 square meters, increasing with every opening. Through bauma China, we can show the customers what we are good at, exhibit our brand image and development and launch our new products. At bauma China, we may also learn from our peers and get to know the trends in product design and R&D.

Haitao Liang, Deputy Director of Compact Industrial Diesel Engine Department, Yangmar Engine (Shanghai) Co., Ltd., Japan

We have exhibited at bauma China every time. For us, bauma China is the most important exhibition for the Chinese construction machinery industry, so we will never miss this opportunity to show our outstanding products to the users. At bauma China 2016, we not only met a lot of old friends, but also many new contacts and potential buyers. The results are very promising. Though the industry slowed down in the past two years, bauma China 2016 has shown that it is still in healthy growth. We believe that, by the next bauma China, the Chinese construction machinery industry will perform much better.

Haifeng Lin, Sales General Manager, Zhejiang ZheKuang Heavy Industries Co., Ltd., China

This is our third exhibition at bauma China. It is a professional platform for the construction machinery industry, so it suits us well. The visitors are very professional, which is good for our brand image promotion. We wish bauma China even better in the future.

Ling Liu, Marketing Planning Director, CSSC Heavy Equipment Co., Ltd., China

bauma China is a specialized exhibition for the construction machinery industry. It is an international platform to show the world machinery "Made in China", to attract overseas orders and to explore the international market. It is the first time we exhibit at bauma China and the

exhibition struck us as very popular and professional. bauma China is a great help to our brand promotion.

Xiaoping Long, Chairman/PhD, Lanli Electric Technology Co., Ltd., China

bauma China is the biggest and most influential exhibition for the Chinese construction machinery industry, so we have followed bauma China closely. Through our exhibition this year, we find out that the visitors are really professional and high quality. So it is definitely worth it. The Chinese construction machinery industry is a bit weak now, but it is believed to recover in the next year or the year after. We are very confident in the Chinese market. Next time we will come back with an even larger booth.

Chunlei Lv, Party Secretary, Executive Deputy General Manager, Liaoning Censcience Industry Co., Ltd., China

This is our first time as an exhibitor at bauma China. It is widely acknowledged that bauma China is an important event for the exhibition of construction machinery, building material machines, mining machines and construction vehicles. It is also a platform for the leading construction machinery manufacturers to come together and share their ideas. As a leading smart machinery manufacturer, we do not want to miss this opportunity. We believe that, through bauma China, the machinery industry in China will develop further and become a competitive force in the international market.

Yongming Lv, General Manager of Sales Dept., SAKAI HEAVY INDUSTRIES, (SHANGHAI) LTD., Japan

bauma China is very international. We have exhibited here since 2002. It is very well organized and very big. bauma China provides very good opportunities for us to meet and talk to our customers.

Freddy Man, General Manager, Atlas Copco Mining and Rock Excavation Technique-Greater China, Sweden

We have participated at every bauma China since its first opening. It is a great event not only for China, but also for all of Asia. Today, bauma China has grown from a product exhibition platform, to a channel for industry communication. Though the market is now at a low, we are still confident about it.

Massimo Mezzofanti, Global Marketing and Communications Director, Ammann, Switzerland

bauma China is a good show, very international. I see a good flow of customers. We met a lot of target customers from Malaysia, Indonesia, Vietnam and other Asian countries.

Michael Minsky, Group Marketing Manager, Far East, BAUER Equipment (Shanghai) Limited, Germany

We think the Chinese market is very important. For us, bauma China is one of the most important exhibitions and we are very serious about exhibiting here. This year the results are really good. Apart from domestic customers, we made contacts with clients from overseas markets like Australia, Korea, Thailand, Singapore, Malaysia, Dubai and Russia. We received many orders during the exhibition, so it is a great pleasure. We will definitely be back for the next bauma China.

Ulrich Reichert, CEO, WIRTGEN CHINA, Germany

bauma China as the leading trade fair for the Asian market has always had a very special significance for our company. Our bauma china presentations every two years reflect the development of our company in China. Trade visitors experienced the power of our new products at first hand in the our booth in Shanghai. Our presentation at this year's bauma China is the most successful so far in the history of the company.

Walter Scandella, Vice President Sales Mobile Applications China, Bosch Rexroth China, Germany

As in the previous years, bauma China remains the most important exhibition for construction machinery in Asia which attracts many visitors from China and abroad. Everything is well organized and professional. We are satisfied with the quantity of visitors to our booth, which is also well visited and we had good discussions with our main target customers. The worst time in the construction machinery industry is coming to an end. Next year we expect the market to remain stable or even resume slight growth.

Jeong Ho Song, General Manager, Marketing Dept., Hyundai Heavy Industries (China), Korea

We have participated in every bauma China. The trade show is very impressive, with exhibitors from all over the world. Thanks to bauma China, we had a lot of customers at our booth. It is a great platform for the promotion of our products and corporate image.

Joachim Strobel, Managing Director, Liebherr-EMtec GmbH, Germany

bauma China once again proved that it is the most important construction machinery show in Asia. The fair was quite busy and well organized.

Jianzhong Sun, Vice President, Xugong Construction Machinery Group, China

bauma China is an important event for the construction machinery industry. As a leading force in this industry, we have exhibited here every time. Though the market is difficult, this year we again have invested in a super booth and have brought with us a lot of new products in order to express the confidence of the Chinese construction machinery industry. During the

exhibition, our booth was very busy with a lot of customers. bauma China has provided a great platform for brand promotion and new product launches. Thanks to this event, we achieved very good results.

Ming Sun, Vice Manager, Marketing & Brand Department, Lovol Heavy Industry Co., Ltd., China

In 2016 bauma China again impressed with its great size and high quality. It is a professional exhibition for the construction machinery industry, and the biggest one in Asia. Though the market has met some difficulties, bauma China 2016 has exhibited the vitality of the industry and the strong bond between our peers. It also shows that the customers are optimistic about the future, which is very reassuring to us. The bauma China brand is very influential in the industry. The organization and services are of very high quality.

Hongwei Tu, Senior Brand Manager, Brand Publicity Department, China Railway Construction Heavy Industry Co., Ltd., China

We have always thought highly of bauma China and this is the first time we have taken part as an exhibitor. It is also our biggest booth so far. The visitor quality is great. A lot of professional visitors came to our booth and made enquiries. bauma China is a wonderful platform for exhibition and communication. We are satisfied with the results.

Wei Wang, Marketing Department Director, Innovative Business Management Company, Zoomlion, China

bauma China 2016 has maintained its size and again features all the leading exhibitors in the world. We had a lot of visitors, especially those from overseas markets. We think the organization has again improved this year.

Xiaolu Wu, Marketing Director (Asia), JLG Industries (Shanghai), USA

bauma China is a great show. We have participated in every bauma China. The trade show attracts a lot of first-class machinery and parts manufacturers. There are also customers from all over the world, especially from Asia. We have already received many orders on the first day. The organization and visitor quality are superb.

Menglai Zhang, Marketing Manager, Beijing Branch, BOMAG FAYAT GROUP, France

We have exhibited at bauma China every time since 2006. This year the exhibition is very successful and we are satisfied. bauma China is the No. 1 construction machinery exhibition in China. So it is our first choice and in fact now it is the only exhibition in which we participate in China. Many visiting groups and domestic customers came to our booth and expressed their willingness to make purchases. Some even made orders on the spot.