

No. 3  
Munich, July 13, 2017  
**Press Release**

## **bauma CONEXPO AFRICA: Investing in positive growth**

- **Economic recovery in the sub-Saharan region**
- **Improving market opportunities**
- **Second demonstration area planned**

The third edition of bauma CONEXPO AFRICA, the International Trade Fair for Construction Machinery, Building Material Machines, Mining Machines and Construction Vehicles, takes place from March 13 to 16, 2018 in Johannesburg, South Africa. Over 600 exhibitors will take up 68,000 square meters at the Johannesburg Expo Centre. Africa's premier trade fair for the mining and construction industry will attract both local and international visitors, the top five African countries, after South Africa, among the visitors in 2015 were: Zambia, Zimbabwe, Namibia, Mozambique and Botswana.

### **Building sector is a mainstay in the South African economy**

According to Germany Trade & Invest (GTAI), Germany's economic development agency, the building sector is currently one of the most important mainstays in the economy of South Africa. This positive trend is being driven by different processes. For example, the continuing shift of population away from rural areas into the cities is increasing demand for construction of multi-story residential accommodation. The transport infrastructure is also poised for further expansion: According to GTAI, by 2020 around 334 billion rand (about 22.7 billion euros) is set to flow into this sector.

Exhibitors at bauma CONEXPO AFRICA 2018 are seeing the shift in momentum. Quintin Booyen, Marketing and Sales Manager at PMSA—Pan Mixers South Africa—one of South Africa's largest manufacturers of concrete

Press Contact Messe München:  
bauma PR-Team  
Tel. +49 89 949-21471  
[press@bauma.de](mailto:press@bauma.de)

Press Contact AEM:  
Patricia Monroe  
PR Manager  
Tel. +1 414/298-4123  
[pmonroe@aem.org](mailto:pmonroe@aem.org)

Messe München GmbH  
Messegelände  
81823 München  
Germany  
[www.messe-muenchen.de](http://www.messe-muenchen.de)

bauma CONEXPO AFRICA  
– Joint Venture of



brick, block and paving machinery, says: “Business in precast concrete components is starting to recover this year: The bigger manufacturers are expanding and replacing their machinery in order to enhance their competitiveness in the future and to secure themselves a larger market share.”

### **Mine operators are looking to the future and investing**

The recently ailing South African mining sector also seems to be turning a corner. The Chamber of Mines South Africa reported a six-percent improvement in performance in the sector in the first quarter of 2017 as compared to the same period in 2016. And there are further signs of positive growth: South Africa is the world’s largest producer of platinum, and experts are predicting that there will be a shortfall in supplies of this precious metal from about the year 2020. According to GTAI, some mine operators are already planning investments in order to profit from this development.

### **bauma CONEXPO AFRICA to feature a second demonstration area**

“In all segments of the construction machinery and mining sector, bauma CONEXPO AFRICA presents the latest ‘hardware’ needed for business success,” says Elaine Crewe, CEO of the trade-fair organizer BC Expo South Africa. She continues: “To get an all-round picture of the machinery and systems on display, it is important for visitors to the trade fair to see the equipment in action. To meet this need we will have two demonstration areas at the 2018 event.” In her assessment, this further highlights the trade fair’s status as the most important sector event in Africa.

**More information are available at [www.bcafrica.com](http://www.bcafrica.com)**

### **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.

### **Association of Equipment Manufacturers (AEM)**

AEM is the North American-based international trade group providing innovative business development resources to advance the off-road equipment manufacturing industry in the global marketplace. AEM membership comprises more than 950 companies and more than 200 product lines in the agriculture and construction-related industry sectors. AEM is headquartered in Milwaukee, Wisconsin, with offices in the world capitals of Washington, D.C.; Ottawa, Canada; and Beijing, China. AEM has an ownership stake in and/or manages several world-class exhibitions, including CONEXPO-CON/AGG, one of the world's largest gathering places for the construction industries.