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Press release

After priority deadline

bauma CONEXPO AFRICA: numerous industry leaders on board

The economic comeback of Sub-Sahara and positive market opportunities in South Africa are reflected in the number of companies that have already signed up for the upcoming bauma CONEXPO AFRICA. The third international trade fair for construction machinery, building material machines, mining machines and construction vehicles will be held at the Johannesburg Expo Centre in South Africa from March 13 to 16, 2018.

Elaine Crewe, CEO of the trade fair organizer BC Expo South Africa, is pleased with the applications thus far: “We have already attracted industry leaders including Associated Asphalt Equipment, BAUER, Bell Equipment, CLT - Crane Load Technology, Doka, GEDA-Dechenreiter, HANSA-FLEX, Hiab, Husqvarna, Hytec Holdings, ITR Africa, IVECO, Layher, Masa, MB Crusher, Pan Mixers South Africa, Pilequip, Putzmeister, Scaw, Shantui, Wirtgen, XCMG and ZF Services. We are also looking forward to having DEUTZ Diesel Power and Powerstar for the first time. We are going to have an impressive line-up of the entire industry at the trade fair.”

A large number of international pavilions are also being planned for bauma CONEXPO AFRICA. China, Finland, Germany, North America and the UK have registered. Portugal and Singapore will also have a pavilion at the trade fair for the first time. “This clearly shows the importance of bauma CONEXPO AFRICA for international companies,” Crewe says.

Frank W. Reschke, sales director and a member of the Board of Management at Masa, also underscored the key role played by the trade fair: “For us there is no

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bauma CONEXPO AFRICA
– Joint Venture of



comparable trade show, no other international trade fair in Africa for Africa.

bauma CONEXPO AFRICA delivers on our expectations.”

Brian van Buuren, Managing Director of ITR Africa, agreed: “The previous trade fair was an incredibly successful show for us and the professionalism shown by bauma CONEXPO AFRICA allowed us to showcase our products and enjoy the success we continually strive for.”

New entrance to ensure optimal visitor flow

Changes are being made to the upcoming event, one of which will optimize visitor flow to all exhibition areas. In addition to entrance 5/6, visitors will now be able to use entrance 3/4. In 2018, the addition of this entrance will feature a new outdoor exhibition area that will provide exhibitors with more space for their displays. Interested companies can register at www.bcafrica.com/exhibitors/book-your-space.

More information about the trade fair is available at www.bcafrica.com

bauma CONEXPO AFRICA

With an exhibition area covering 68,000 square meters, bauma CONEXPO AFRICA, the International Trade Fair for Construction Machinery, Building Material Machines, Mining Machines and Construction Vehicles is the biggest event for the sector in Africa. 616 exhibitors from 42 countries and 14,300 visitors from 75 countries came to the last bauma CONEXPO AFRICA in September 2015. bauma CONEXPO AFRICA is held every three years; the third event will take place at the Johannesburg Expo Centre (JEC) from March 13 to 16, 2018.

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.