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**Press release**

## **bauma CONEXPO AFRICA: the definitive event for the construction and mining industries in Southern Africa**

- **Growing sense of quality awareness with regard to formwork technology**
- **Component manufacturers holding up well even in tough market conditions**
- **Smaller concrete mixers in demand**

Stakeholders in the African and international construction and mining industries are set to meet up at bauma CONEXPO AFRICA in Johannesburg, South Africa, from March 13 to 16, 2018. The trade fair for construction machinery, building material machines, mining machines and construction vehicles will not only showcase new innovative products and tried and tested solutions but also provide an overview of the latest market trends in the construction and mining industry in the Sub-Saharan region.

One such example is a growing sense of quality awareness. “A transformation is currently taking place in the member states of the Southern African Development Community, whereby construction companies are no longer simply looking to find the supplier with the lowest price, but want to ensure top quality through best practices”, says Gan Luckun from formwork and scaffolding manufacturer Doka South Africa. According to the Managing Director, his company is seeing an increase in sales of many products on account of the changing context in the region, from an automated time-saving sensor system that measures the development in the temperature and strength of concrete in real time to extremely robust and easy-to-operate floor forms.

For Stephen Jones, Group Marketing Director at Bell Equipment, bauma CONEXPO AFRICA has a particularly strong appeal, “because of our African

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bauma CONEXPO AFRICA  
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heritage and our approach to provide a one-stop shop for quality equipment solutions in the region.” According to Jones, the exhibition is a well supported platform and is extremely beneficial to the construction and mining industry in Africa.

In addition to suppliers of complete machines and systems, the 600+ exhibitors expected at bauma CONEXPO AFRICA 2018 will also include well-known manufacturers and suppliers of components, for example of engines and gear units. “The current market, particularly in South Africa, is tough, largely due to the low growth rate and the uncertainty created by the publication of the controversial Mining Charter by the South African Department of Mineral Resources in June 2017”, says Shani Ellis. The SHEQ Manager at DEUTZ DIESELPOWER continues: “Nevertheless, we continue to be successful in supplying reliable DEUTZ liquid and air-cooled engines for mining and construction equipment. Furthermore, there has been comparatively strong demand in the last two years for more sophisticated DEUTZ liquid and air-cooled electronically controlled engines.”

According to its National Sales and Marketing Manager, Norman Maleka, exhibitor SEW-Eurodrive South Africa is also planning to boost sales of IEC motors and industrial gear units despite tough market conditions.

The major trade fair event at the Johannesburg Expo Centre in March next year will not only feature prominent, leading companies but also important industry organizations and associations, such as the Concrete Society of Southern Africa (CSSA). The non-profit organization aims to promote excellence and innovation in the use of concrete as a material. John Sheath, CEO and Director of the CSSA, describes some of the situations currently shaping the southern African cement mixer market: “Government programs have recently been encouraging investments to be made in smaller projects. This is shifting demand from large, expensive machines and systems to smaller, less expensive units, which also suit smaller contractors. In order for us to achieve success in the market, these systems will also need to be easier to operate than their big brothers as they will be used by less-skilled workers.” According to Sheath, bauma CONEXPO

AFRICA represents an excellent opportunity to further increase awareness of the support provided by the concrete-related associations in South Africa and provide its target groups with information to enable them to take even more profound decisions.

**More information about the trade fair is available at [www.bcafrica.com](http://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, 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.