

Connecting Global Competence



Messe München

# OUR COMPETENCE, YOUR INNOVATION.

bauma CHINA, Shanghai, SNIEC,  
November 27-30, 2018



**BECOME AN  
EXHIBITOR!**

**APPLY NOW**

Priority deadline  
February 27, 2018



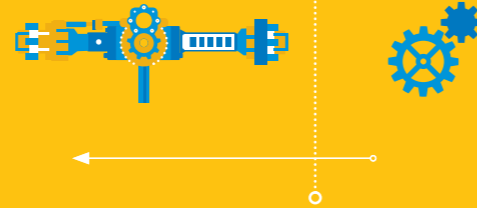
International Trade Fair for Construction Machinery,  
Building Material Machines, Mining Machines and  
Construction Vehicles.

[www.bauma-china.com](http://www.bauma-china.com)

**bauma** CHINA

# OUR COMPETENCE, YOUR INNOVATION.

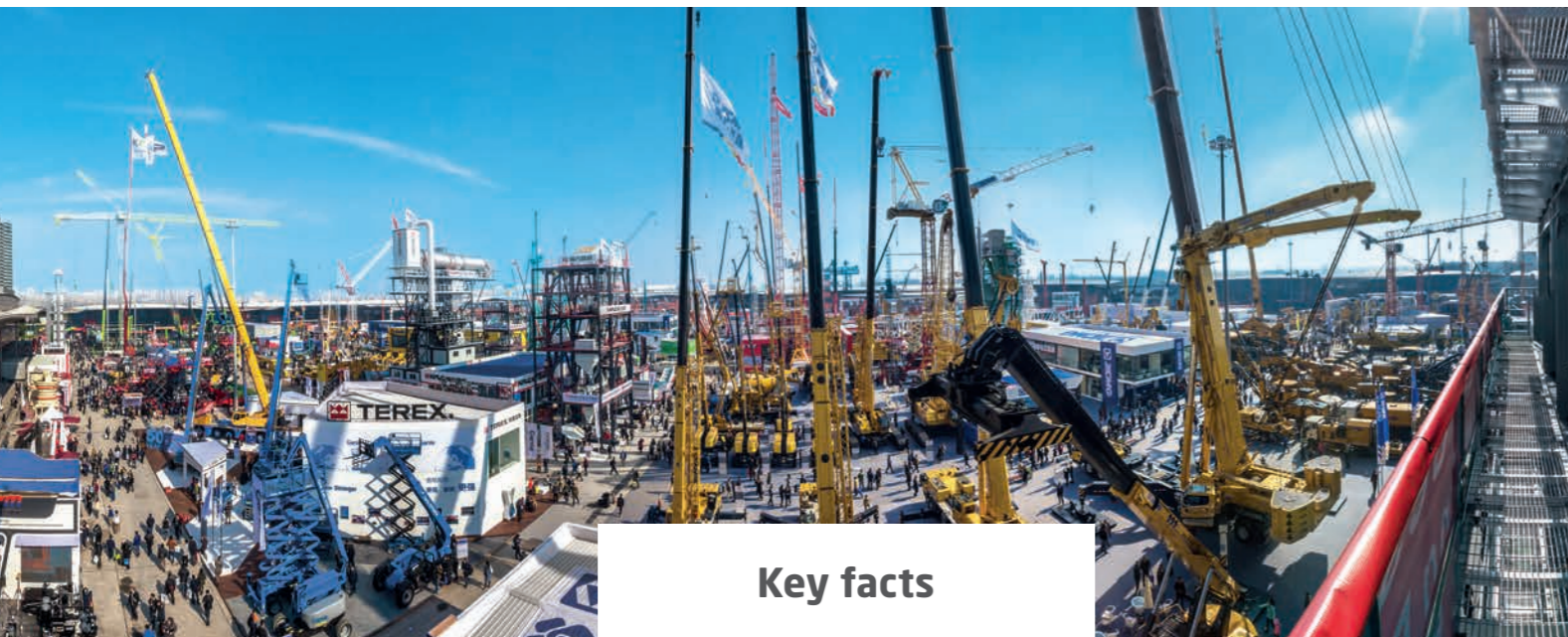
bauma CHINA is the leading platform for construction machinery, building material machines, mining machines and construction vehicles in Asia.



**bauma CHINA 2018 will be held in Shanghai on November 27-30, 2018, and have a completely new look.**

The construction machinery industry in China has grown substantially over the past decade. The industry experienced a five year decline starting in 2012, but is entering a new era now. Because old machinery on the domestic market needs to be renewed, the future growth of the domestic market will be based on this need. Another reason for future growth is the "One belt, one road" strategy, which stretches over three continents and will produce new needs.

The Chinese construction machinery sector requires constant innovation. bauma CHINA is an important gateway for international companies for tapping this important growth market.



## Key facts

**300,000 m<sup>2</sup>**

gross space

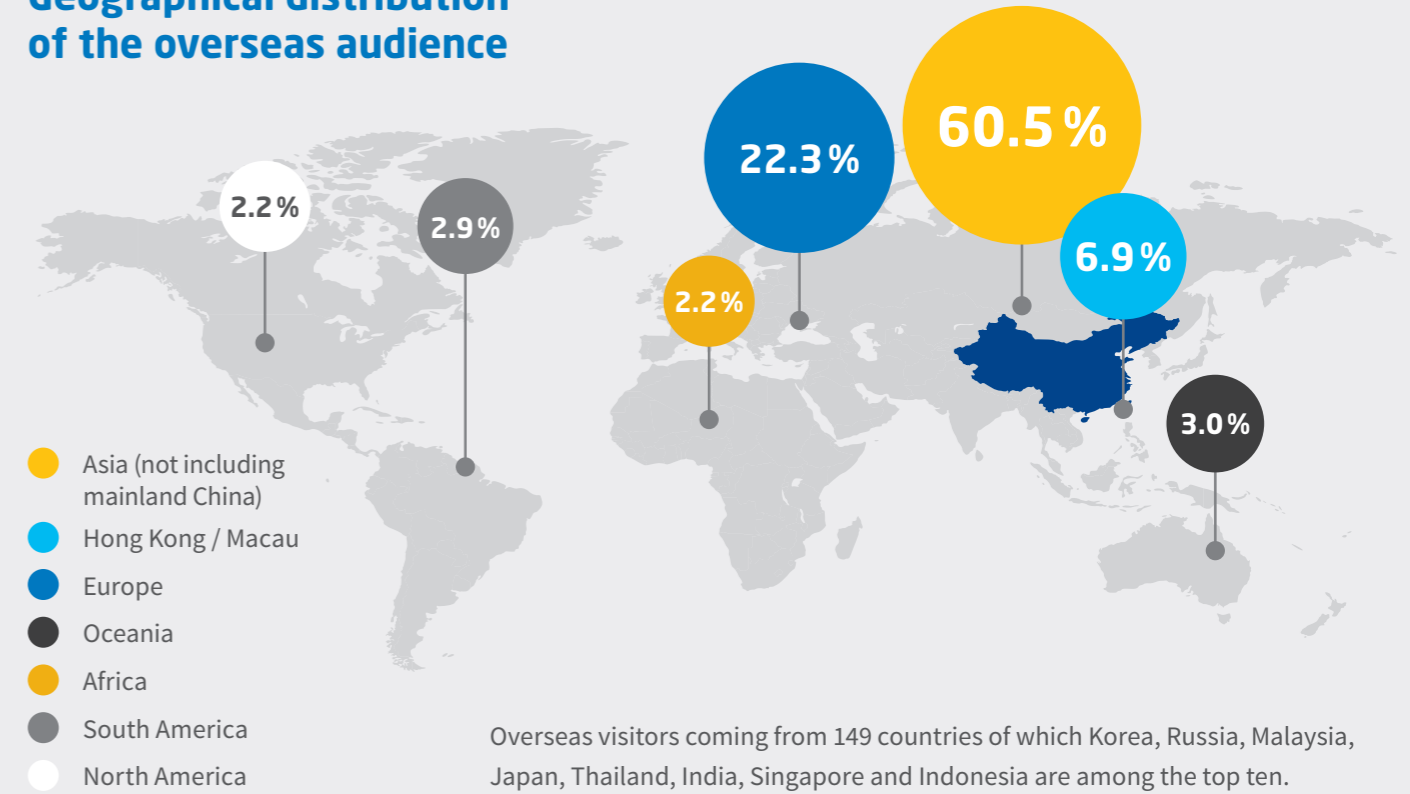
**200,000+**

visitors (trade visitors)

**3,000+**

leading companies

## Geographical distribution of the overseas audience



## Fairgrounds map



## Reasons to exhibit at bauma CHINA 2018

- 1. Promote your brand and products in a profitability sector and generate new business**  
The amount of exhibition space has increased nearly six fold from 45,000 to 300,000 m<sup>2</sup>, and the numbers of exhibitors and visitors have experienced corresponding increases.
- 2. Get an extensive overview of the construction and mining market as well as innovations from all over the world**  
bauma CHINA is Asia's leading platform for experts in the construction machinery sector where exhibitors show their latest developments and innovations.
- 3. Your gateway to high potential and developing regions**  
It attracts approx. 200,000 global professionals of the industry from emerging markets such as Russia, India, Korea, Malaysia, Brazil, Turkey, Australia and Mongolia.
- 4. Targeted expertise for constructions projects all over the world**  
Sharing rich resources of the global bauma NETWORK to build excellent quality.

## A brief look back

**2,958** exhibitors  
**30%** international  
from **41** countries

**300,000 m<sup>2</sup>** exhibition space  
The size of 42 soccer fields

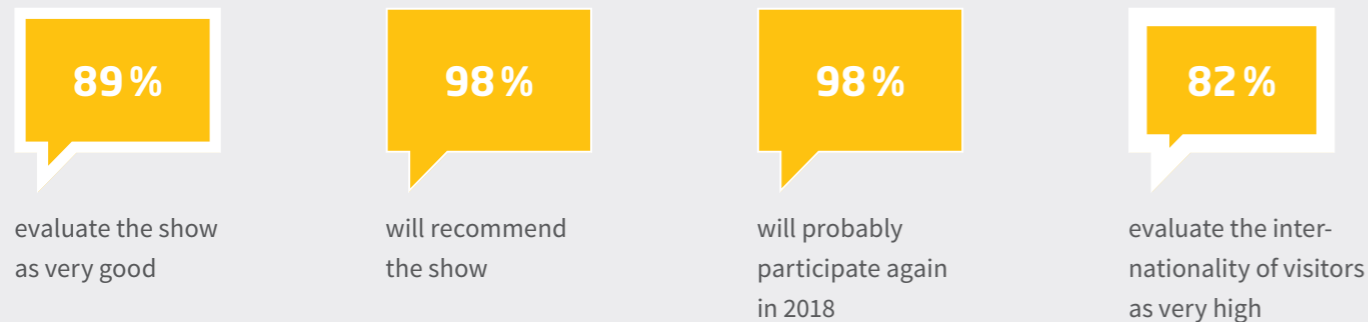
**7** country pavilions  
Germany, Italy, UK, Spain,  
Korea, Turkey and USA

**170,000** visitors  
**12%** international  
from **149** countries

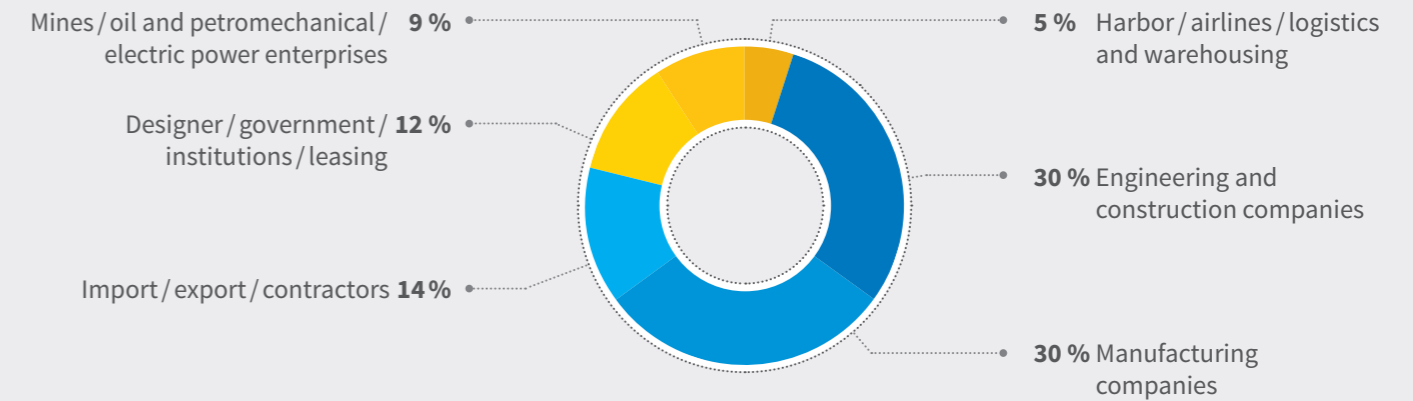
**90.72%** of the visitors  
are high level policy and decision  
makers

**120** VIP delegations

## Exhibitor evaluation



## Visitor profiles



## Statements

“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 and a great platform for communication and exchange between exhibitors and users. It helps to promote faster, healthier growth of the construction machinery industry.”

Jun Qi, Chairman of China Construction Machinery Association, China

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

Ulrich Reichert, CEO, WIRTGEN CHINA, Germany

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

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

“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. The results are really good this year. Apart from domestic customers, we have established contacts with clients from overseas markets such as Australia, Korea, Thailand, Singapore, Malaysia, Dubai and Russia. We received many orders during the exhibition, so we are extremely satisfied with it. We will definitely be back for the next bauma CHINA.”

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



# General information

## Venue

Shanghai New International Expo Centre  
2345 Longyang Road  
Pudong, Shanghai  
P.R. China

## Date

November 27–30, 2018

## Exhibition sectors



All around construction sites



Mining, extraction and  
processing of raw materials



Production of building materials



Components and service suppliers

## Contact

Messe München GmbH  
bauma CHINA  
Exhibition Management  
Ms. Beate Silwedel  
Ms. Katrin Leideritz  
Tel. +49 89 949-20251  
Fax +49 89 949-20259  
info@bauma-china.com

## Growth and professional support

- o Messe München GmbH
- o Messe Muenchen Shanghai Co., Ltd.
- o CCMA – China Construction Machinery Association
- o CCPIT-MSC – China Council for the Promotion of International Trade – Machinery Sub-Council
- o CNCMC – China Construction Machinery Co., Ltd.

## Trade fair management

Messe Muenchen Shanghai Co., Ltd



**Apply now**

→ [www.bauma-china.com/documents](http://www.bauma-china.com/documents)

Priority deadline: February 27, 2018