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## Press Release

### Record-setting bauma CHINA 2018:

#### “Smart technologies for an exceptional market”

- **3.350 exhibitors (+ 13%) from 38 countries and regions**
- **212.500 visitors (+ 25%) – 94 percent coming from Asia**
- **330.000 sqm: bauma CHINA utilized entire available exhibition space**
- **The future of the Asian industry: Smart, digital and more sustainable**

The success story of bauma CHINA has just added another chapter: The 9<sup>th</sup> International Trade Fair for Construction Machinery, Building Material Machines, Mining Machines and Construction Vehicles was held from November 27 to 30 at the Shanghai New International Expo Centre (SNIEC) and broke all records once again. The trend: smart, digital, sustainable.

A total of 3.350 exhibitors from 38 countries and regions, an increase of 13 percent compared with the preceding exhibition year, gathered in a grand exhibition area spanning 330.000 square meters that included two new halls. With an increase of 25 percent, the trade show attracted 212.500 visitors – 94 percent coming from Asia. The Top 10 countries and regions are: China, Korea, Russia, India, Malaysia, Japan, Taiwan, Thailand, Indonesia, Singapore.

Stefan Rummel, Managing Director of Messe München GmbH, was very delighted with the result: “2018 was a special year! In the exceptional market environment in China this year, bauma CHINA demonstrated why it has every reason to be called the leading trade fair for the Asian construction machinery market. It set records in all areas. bauma CHINA clearly showed where this industry is heading: Smart, digital and more sustainable technologies are the future. We, the organizers from Messe München, are really proud of this opportunity to help shape the future.”

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**Press Release** | November 30, 2018 | 2/2

Qi Jun, Chairman of China Construction Machinery Association gave a high evaluation: “bauma CHINA 2018 is very successful. It has made history in many aspects: the number of exhibitors, the exhibition space and the total volume of orders made on site. The exhibitors have especially benefited and felt the enthusiasm of users and their expectations for the future.”

Among the exhibitors, 73 percent came from China. They included CHINA RAILWAY CONSTRUCTION, CHINA SINOMACH, DINGLI, LINGONG, LOVOL, SANY, SHANTUI, SOUTH HIGHWAY, SUNWARD, SUNHUNK, XCMG and ZOOMLION. This turnout reflected the strong presence of Chinese companies in the market. A representative of XCMG expressed: “bauma CHINA is the important exhibition for the Chinese construction machinery industry and we exhibited at each bauma CHINA since its establishment. This year’s show has larger scale and better quality. Our booth is very busy with a lot of customers from China and abroad.” Zou Xuesong, Deputy General Manager of China SINOMACH Heavy Industry Corporation, added: “This year, apart from an unprecedented exhibitor number, the quantity of visitors we have reached is also very encouraging. Most of the visitors are from the Middle East and the Asia-Pacific area.”

Industry heavyweights like BAUER, CATERPILLAR, DOOSAN, EPIROC, FAYAT, HYUNDAI, KOBELCO, KOMATSU, LIEBHERR, VOLVO and WIRTGEN helped round out the fair along with many others. In total 8 international pavilions – Germany, Italy, Spain, Turkey, the USA, and two Korea pavilions, as well as for the first time a European pavilion – underscored the international character of the show. The growth market of China continues to exert a magnetic attraction around the world. Zhou Yiping, Vice President of Corporate Communication of Volvo Construction Equipment Investment (China) Co., Ltd., pointed: “For us, bauma CHINA is the largest construction machinery exhibition in the Asian-Pacific region. Through such a platform, we can further enhance our brand image.”

**Press Release** | November 30, 2018 | 3/3

Jonathan Stringham, Vice President Strategy, Marketing and Digitization of BOMAG Germany, also said: “Our impression of bauma CHINA 2018 is very good. We have had many customers visiting our booth, showing a high interest in our machines and technology. Most of the customers were from China of course but we have also had visitors from South-East Asia and Russia. China already is a major market for BOMAG and we expect to continue our growth here.”

A greater number of intelligent, digital and green products appeared than at the previous fair. Electromobility and driverless vehicles were seen as the future trend at bauma CHINA 2018. Caterpillar’s next generation of large excavator models has taken a huge leap forward and boosted efficiency by up to 45 percent. The Chinese company Sany presented an excavator that can be operated remotely with the help of virtual reality. In the process, the operator has the impression that he or she is sitting behind the wheel. Volvo’s Co-Pilot has introduced a high-resolution touchscreen that acts as co-operator. It provides unlimited access to standard Volvo assist functions to collect real-time operational data. To summarize: bauma CHINA 2018 served as a trendsetter for the Asian market.

The next bauma CHINA will be held at the Shanghai New International Expo Centre from November 24 to 27, 2020.

For more information visit us on [www.bauma-china.com](http://www.bauma-china.com)

**bauma CHINA**

bauma CHINA, international trade fair for construction machinery, building material machines, mining machines and construction vehicles, is the largest industry event for the sector in China with an exhibition area of 330,000 square meters. The last fair in November 2018 attracted 3,350 exhibitors from 38 countries and 212,500 visitors from the Asia region. bauma CHINA is held every two years: the 10th event will take place at the Shanghai New International Expo Centre (SNIEC) in Shanghai from November 24 to 27, 2020.

**bauma NETWORK: Six construction machinery trade fairs of Messe München**

In addition to the world’s leading trade fair bauma, Messe München has extensive skill in organizing additional international construction machinery trade fairs. For example, Messe

**Press Release** | November 30, 2018 | 4/4

München organizes bauma China in Shanghai and bauma CONEXPO INDIA in Gurgaon/Delhi together with the Association of Equipment Manufacturers (AEM) as well as the bauma CONEXPO Africa in Johannesburg. In December 2015, Messe München successfully expanded its portfolio further with the purchase of the leading Russian construction machinery trade fair CTT, now renamed bauma CTT RUSSIA. In March 2017, the bauma NETWORK was again expanded with M&T EXPO in the form of a license agreement with SOBRATEMA (Brazilian Association of Association of Technology for Construction and Mining).

### **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.