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## Final Report

# On site in Shanghai: bauma CHINA gives confidence and hope to the entire industry

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- 2,867 exhibitors from 34 countries and regions
- 80,000 high-quality visitors from China
- 300,000 m<sup>2</sup> of exhibition space
- bauma CHINA 2020 one of the few face-to-face fairs in 2020

After four show days, bauma CHINA 2020 ended on November 27. Despite the COVID-19 crisis and the latest travel restrictions, this year's exhibition attracted 2,867 exhibitors and around 80,000 high-quality trade visitors. Thanks to a sophisticated safety and hygiene concept the 10<sup>th</sup> International Trade Fair for Construction Machinery, Building Material Machines, Mining Machines and Construction Vehicles could be held at the Shanghai New International Expo Centre (SNIEC). In these difficult times, bauma CHINA 2020 gave the entire industry a reason to enter the coming fiscal year with confidence and hope.

Stefan Rummel, Managing Director of Messe München GmbH, is satisfied with the result: "The year 2020 was marked by special challenges. But the construction machinery industry and its economy continue to grow while the effects of the epidemic are being warded off. There is far-reaching demand for innovative technologies, intelligent and low-emission machines, and vehicles with integrated digital solutions. Hand in hand with our partners we therefore made everything possible and provided the industry with a platform even in times of crisis."

Xu Jia, Chief Executive Officer of Greater China of Messe Muenchen Shanghai Co., Ltd. expressed her appreciation: "The success of bauma CHINA owes to the great support from our partners, exhibitors and all participants. I am very

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proud to have such a strong bauma CHINA team—together we overcome any difficulties!”

Su Zimeng, Chairman of the China Construction Machinery Association, was very positive about the trade fair: “bauma CHINA 2020 is a very important event for the industry, and it was held when China has achieved major strategic results in COVID-19 prevention and control. The economy is showing a stable recovery. It is also the most successful construction machinery exhibition in the world held this year.”

### **Considerable international participation**

In spite of the circumstances, bauma CHINA was able to retain 300,000 square meters of exhibition space. 2,867 exhibitors presented their products and innovations to 80,000 trade visitors. The huge area occupied by international exhibitors such as Caterpillar, Volvo, Bauer, Terex as well as pavilions by Germany, Italy and Spain show the continued international confidence in China's growth and development.

Chen Ting, Vice President of Brand Marketing and Communications of Volvo Construction Equipment Region Asia commented: “With its professional and careful organization, rich and diverse exhibit range, and digital communication network, bauma CHINA has become an important promotional opportunity that construction machinery companies do not want to miss.”

Bin Qi, Regional Director-Eastern, Northern & Western China of Terex (Changzhou) Machinery Co., Ltd. Shanghai Branch, USA added: “In this special time, the successful opening of bauma CHINA has brought confidence to the industry, manufacturers, investors, and all those who are concerned about the construction machinery industry. The results exceed our expectations, and the visitors are highly professional.”

### **Strong Chinese participation**

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Chinese key accounts such as XCMG, SANY, ZOOMLION, SHANGDONG LINGONG, ZHEJIANG DINGLI even increased their exhibition space this year.

“The success of bauma CHINA at this special time is of great significance. We were able to showcase our high-end machinery and core technologies. And we could meet many new and old customers and make deals,” according to an XCMG representative.

Yu Hongfu, Member of the Board of Sany Group pointed out: “At bauma CHINA 2020, we have expanded our exhibition space and invited nearly 10,000 customers to the exhibition, demonstrating the importance we have attached to bauma CHINA.”

Shi Weizhi, Deputy General Manager of Zoomlion Sales Marketing Company also was very positive: “In such a difficult situation, taking part in this exhibition allowed us to demonstrate our technological strength and new products to the industry, customers and the public. We will definitely participate in the next edition of bauma CHINA, and even expand our booth.”

#### **“bauma CHINA Community” platform to enable virtual participation**

In addition to the on-site event, bauma CHINA offered a range of online solutions, especially for international participants who could not travel to China. On the online platform “bauma CHINA Community”, everyone could virtually participate in bauma CHINA 2020, from the comfort of their home or office.

The participants could search for exhibitors, exchange company information, get to know products, participate in events digitally and thus gain new market insights. Exhibitors and visitors had the opportunity to communicate via live chats or video conferencing. Thus, participants were able to generate greater reach and build their social networks in the construction equipment industry.

According to the statistics, bauma CHINA Community had over one million online visitors. Rainer Hirsch, Member of the Executive Board of Herrenknecht

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AG was impressed by this newly launched service: “bauma CHINA provided the online platform to build a communication and interaction bridge that breaks the limit of time and space between exhibitors and participants, who are not able to visit the on-site event. The combination of offline and online greatly facilitates communication and helps to achieve cooperation deals.”

The registration for bauma CHINA community and the platform including live chat and business matching functions will remain available online until December 12, 2020.

The **next bauma CHINA** will take place at the Shanghai New International Expo Centre **from November 22 to 25, 2022**.

**More information can be found at [www.bauma-china.com](http://www.bauma-china.com)**

### **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 successfully expanded its portfolio again by purchasing the leading Russian construction-machinery exhibition CTT.

### **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.