

November 26-29, 2024
Shanghai New International Expo Centre (SNIEC), China

www.bauma-china.com

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Final Report

bauma CHINA 2024: shaping the future with record-breaking achievements and new energy trends

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- 3,542 exhibitors (+24%) from 32 countries and regions
- 281,488 trade visitors from 188 countries and regions
- Maximized exhibition space of 330,000 (+6%) square meters
- Highlighting industry sustainability trends through new energy and smart product displays

bauma CHINA 2024, held from November 26 to 29 at the Shanghai New International Expo Centre, made a triumphant return after a four-year hiatus, setting new records across the board: Spanning an impressive over 330,000 square meters, the trade fair brought together 3,542 exhibitors from 32 countries and regions, representing a 24% increase from 2020. With 281,488 trade visitors from 188 countries and regions, including more than 20% overseas visitors, bauma CHINA consolidated its position as Asia's premier trade fair for construction machinery, building material machines, mining machines, and construction vehicles, serving as a global platform for innovation and industry trends exchange.

Stefan Rummel, CEO of Messe München responsible for the event, was delighted: "bauma CHINA has made an incredible comeback and impressively confirmed its leading position in the Asia-Pacific region. The density of top players and outstanding technologies was inspiring. For our company, bauma CHINA is a guarantee and cornerstone of our success."

Su Zimeng, Chairman of China Construction Machinery Association echoed this positive sentiment and said, "bauma CHINA 2024 has once again set a new historical record. Over four days of exhibitions and exchanges, we witnessed impressive achievements by companies serving both domestic and international markets, and gained valuable insight into the new opportunities driven by China's high-quality economic growth."

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Xu Jia, General Manager, Chief Executive Officer–Greater China of Messe Muenchen (Shanghai) Co, Ltd. also stated: "The successful hosting of bauma CHINA 2024 has strengthened the industry's confidence in the Chinese market and provided new ideas and directions for the future development of the industry."

Global Innovation Unveiled

bauma CHINA 2024 attracted many international brands, showcasing a wide range of new products customized for the Chinese and Asian markets. Industry giants such as Ammann, Bomag, Bosch Rexroth, Caterpillar, Haulotte, Herrenknecht, Hidromek, Manitou, Manitowoc, Skyjack, Wirtgen Group and ZF Group were represented, as well as national pavilions from Germany, Italy, and Türkiye.

Yang Chengjian, Global Senior Vice President of Caterpillar lauded that: "bauma CHINA provides an excellent platform for showcasing innovative products, services, and solutions that address the industry's present and future needs." "The Chinese market has always been a key focus in our global strategy." Song Gongcheng, the President of Bomag (China) said, "The results exceeded our expectations, with an overwhelming number of visitors. Our booth has been bustling with customers and dealers all along, reflecting the industry's eagerness to embrace change and innovation. We have signed several agreements during the show."

Leading Chinese exhibitors such as XCMG, Sany, Zoomlion, SDLG, Longking, Shantui, Dingli, Lovol, NFLG, TZCO, CRCHI showcases cutting-edge technologies in electrification, hydrogen power, automation, and digitization, illustrating China's progress in smart technologies and new energy transformation while expanding their international reach.

"Through bauma CHINA as an international platform, we collaborated with global partners to achieve win-win outcomes and drive the high-quality development of the global equipment manufacturing industry." The Exhibition Manager of XCMG Group said. Xu Haijun, General Manager of Sany Heavy Machinery Co., Ltd. Electrification Company expressed satisfaction and commented: "The enthusiasm surrounding this year's bauma CHINA was truly remarkable. There were a large number of overseas customers. They had meaningful conversations with Chinese brands. This indicates a growing global

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acknowledgment of Chinese construction machinery and the increasing appeal of our products.”

Global Markets and Industry Growth Connection

With record-breaking attendance, bauma CHINA 2024 demonstrated unprecedented global participation, attracting 281,488 trade visitors, more than 20% of whom were from overseas, representing a significant growth compared to 2018. The top 10 visitor countries were: Russia, India, Malaysia, South Korea, Thailand, Indonesia, Singapore, Kazakhstan, Brazil and Japan.

The event's success underscored its role as a key link between international markets and China's fast-growing industry, particularly amid the "Belt and Road" initiative, Saudi Arabia's "Vision 2030" infrastructure investments, and Indonesia's accelerated mining plan, which are driving demand for construction machinery products in regions along the Belt and Road, Southeast Asia, and the Middle East.

Ma Ji, General Manager of Marketing and Sales of Cummins (China) Investment Co., Ltd. praised that: “This year’s bauma CHINA saw the highest number of international visitors I’ve ever encountered, with foreign attendees crowding the venue. It was truly a grand event for the global construction machinery industry. The entire exhibition was brimming with energy, reinforcing my confidence in the globalization and future success of China’s construction machinery sector.”

Spotlight on New Energy Solutions

At this year’s bauma CHINA, two new thematic areas were integrated into the exhibition layout, focusing on intelligent management and cutting-edge new energy technologies. The accompanying forums offered in-depth discussions on hot topics and provided insights into pioneering achievements in sustainability, innovative practices in new energy cooperation and intelligent integration solutions within the industry, that are shaping the future of the industry.

The next bauma CHINA will take place from November 24 to 27, 2026 at the Shanghai New International Expo Centre.

For more information, please visit: bauma-china.com

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About bauma

bauma NETWORK

In addition to holding the world-leading bauma trade fair, Messe München has a wealth of experience when it comes to organizing other international construction machinery trade fairs. For example, Messe München also organizes bauma CHINA in Shanghai as well as bauma CONEXPO INDIA in Greater Noida/Delhi. In 2017, M&T EXPO was added to the bauma NETWORK in the form of a license agreement with SOBRATEMA (Brazilian Association of Technology for Construction and Mining).

Messe München

As one of the world's leading trade fair organizers, Messe München presents the world of tomorrow at its around 90 international trade fairs. These include twelve of the world's leading trade fairs such as bauma, BAU, IFAT, and electronica. Its portfolio comprises trade fairs for capital and consumer goods, as well as for new technologies. Together with its subsidiaries, it organizes trade fairs in China, India, Brazil, South Africa, Turkey, Singapore, Vietnam, Hong Kong, Thailand, and the U.S. With a network of over 15 associated companies and almost 70 offices worldwide, Messe München is active in more than 130 countries and regions. The more than 150 events held annually attract around 50,000 exhibitors and around three million visitors in Germany and abroad.