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
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 m²
gross space

200,000+
visitors (trade visitors)

3,000+
leading companies

Geographical distribution of the overseas audience

Overseas visitors coming from 149 countries of which Korea, Russia, Malaysia, Japan, Thailand, India, Singapore and Indonesia are among the top ten.

Fairgrounds map

- Entrance Hall
- Parking Lot
- Shanghai Maglev
- Taxi
- Metro

- Indoor Exhibition Area
- Outdoor Exhibition Area
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 m², 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.

Exhibitor evaluation

- 89% evaluate the show as very good
- 98% will recommend the show
- 98% will probably participate again in 2018
- 82% evaluate the internationality of visitors as very high

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

“A brief look back

2,958 exhibitors
30% international from 41 countries
170,000 visitors
12% international from 149 countries

300,000 m² exhibition space
The size of 42 soccer fields
7 country pavilions
Germany, Italy, UK, Spain, Korea, Turkey and USA
120 VIP delegations

Visitor profiles

- Minerals / petrochemical / electric power enterprises: 9%
- Designer / government / institutions / leasing: 12%
- Import / export / contractors: 14%
- 5% Harbor / airlines / logistics and warehousing
- 30% Engineering and construction companies
- 30% Manufacturing companies

“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

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Growth and professional support

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

Trade fair management
Messe Muenchen Shanghai Co., Ltd

Apply now
www.bauma-china.com/documents
Priority deadline: February 27, 2018