

Biggest bauma China ever

- **113,000 visitors: + 40 percent**
- **210,000 square metres of exhibition space: + 40 percent**
- **1,608 exhibitors from 30 countries: + 48 percent**

At this fourth event, bauma China, the international trade fair for construction machinery, building material machines, construction vehicles and equipment, has set a series of best-ever results in its history – in visitor numbers, exhibition space and exhibitor participation. Thus bauma China has confirmed once more to be the number one platform for the construction industry in China and Asia.

This claim is backed up by the participation of high-profile trade visitors and exhibitors taking part: The total number of visitors increased by 40 percent over last time (2006: 80,686). Of the total of more than 113,000 visitors 17,000 came from 123 countries outside China. The five largest contingents of international visitors were seen from India, Russia, Japan, Korea and Brazil in that order. A high number of more than 30 delegations from 15 countries were guided through bauma China this time.

“Though the world economy is stumbling under the financial crisis, bauma China 2008 is a great success in its size, exhibition scope and quality. The participation of overseas professional visitors is also unprecedented. They are all reflecting the strong influence bauma China has in the industry and the confidence the construction machinery industry is holding towards the economic future of China”, stated Zhang Xiaolin, Vice Chairman of China Council for the Promotion of International Trade - Machinery Sub-Council (CCPIT-MS).

The increase of exhibition space of bauma China 2008 is reflected also in the exhibitor figures. Extending the space by 40 percent to 210,000 square metres (total space 2006: 150,000 square metres), it was possible to place 48 percent more exhibitors (exhibitor numbers in 2006: 1,088). Of the total of 1,608 exhibitors coming from 30 countries, China accounted for the highest proportion with 906 companies. Wang Min, President, Xuzhou Construction Machinery Group (XCMG) issued: “The trade show is growing ever bigger with continuously increasing exhibitors and visitors. XCMG will always support the event.” And Cheng Hua, Vice President, SANY Group Co., Ltd. summed up: “bauma China is one of the most influential exhibitions among the world’s top trade shows. Agents as well as customers are all rating high marks to the show.”

Furthermore 702 international exhibitors presented their product ranges at bauma China 2008. The strongest contingents of overseas exhibitors were from Germany (144), Italy (102), USA (80), Korea (55) and Japan (42). Martin Gilles, Executive Vice President, Asia Pacific, Manitowoc confirmed: "It is amazing how the show keeps growing each time we take part. We are already looking forward to the next bauma China in 2010."

Additionally, smaller and middle-sized companies were present in eight international joint pavilions in order to get first access to new markets having a professional organization on-site. While a Romanian pavilion was organized for the first time, the joint stands from Finland, Germany, Great Britain, Italy, Spain, Korea and the USA performed repeatedly.

Bauma China also gained interest and support on high political level. Wang Chao, Vice Minister of the Ministry of Commerce of the People's Republic of China and Hartmut Schauerte, Vice Minister of the German Federal Ministry of Economics and Technology officially opened the show.

"The success of bauma China was supported by transferring the concept of the parent event bauma to Shanghai. However, the concept was customized to the needs of the Chinese and Asian market", explained Eugen Egetenmeir, Deputy Managing Director of Messe Muenchen International, the organizer of the show.

bauma China takes place every two years at the Shanghai New International Expo Centre (SNIEC). The next event is scheduled for autumn 2010.

For further information about bauma China 2008, and pictures to download, go to: www.bauma-china.com

About Messe Muenchen International (MMI)

Messe Muenchen International (MMI, Munich Trade Fairs International Group) is one of the world's leading trade-fair companies. It organises around 40 trade fairs for capital and consumer goods, and key high-tech industries. Each year over 30,000 exhibitors from more than 100 countries, and over two million visitors from more than 200 countries take part in the events in Munich. In addition, MMI organises trade fairs in Asia, Russia, the Middle East and South America. With six subsidiaries abroad – in Europe and in Asia – and with 66 foreign representatives serving 89 countries, MMI has a truly global network.

Press contact:

Claudia Stadler, Manager Communications
Messe Muenchen GmbH
Tel. (+49 89) 949-20 245, Fax (+49 89) 949-20249
Claudia.Stadler@messe-muenchen.de