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“Smart technologies for an exceptional market”

Record-setting bauma CHINA 2018

- **3.350 exhibitors (+ 13 percent) from 38 countries and regions**
- **212.500 visitors (+ 25 percent)—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 9th 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.”

Qi Jun, Chairman of China Construction Machinery Association gave a very positive feedback on the show: “bauma CHINA 2018 was 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,

SAVE THE DATE

bauma CHINA

Date: Nov 24 - 27, 2020

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 said: “bauma CHINA is an 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.”

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