The community for the Asian construction-machinery industry

bauma CHINA 2016 attracted more than 170,000 visitors from 149 countries and regions as well as 2,953 exhibitors from 41 countries. The show occupied all 300,000 square meters of exhibition space at the Shanghai New International Expo Centre.

Ms. Xu Jia, let’s take a brief look back: How was the last bauma China?

bauma CHINA 2016 provided new opportunities against the odds: It attracted more than 170,000 visitors from 149 countries and regions, brought together 2,953 exhibitors from 41 countries and occupied 300,000 m² of exhibition space at the Shanghai New International Expo Centre (SNIEC).

How has bauma CHINA developed over the years?

bauma CHINA was launched in Shanghai in 2002. After more than fourteen years of development, 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. bauma CHINA has adapted its exhibition categories to suit the local market, strengthened its cooperation with worldwide associations and media partners, implemented social media and digital marketing to promote the show, and established an intelligent exhibitor service system to improve the exhibits’ effects, all of which have ensured steady development of the show’s influence and service quality. Despite the uncertain economic climate, bauma CHINA remains strong and is still the most important event for this sector in Asia.

And now a look forward: What are your expectations for the next bauma CHINA?

In 2018, we expect the industry to continue to evolve and the market to transform and update itself. bauma CHINA 2018 will have even more exhibitors, and they will launch new, higher-quality products. The next bauma CHINA will also provide better and more efficient show-related services, focusing more on interaction with and between exhibitors and visitors, responding better to their needs, and facilitating digital and intelligent trade and communication.

In your opinion, how will the local market develop in the medium term?
In the context of the "New Normal," which means slower economic growth on one hand, but also a new model for growth that emphasizes investment less and consumption more, the local market will stabilize in the medium and long term. As the urbanization process accelerates and China continues to increase its investments in infrastructure construction, China will remain an extremely interesting market for construction machinery from around the world.

Please complete this sentence: bauma CHINA is...

...the community for the Asian construction-machinery industry and a gateway that gives international enterprises access to the Chinese market and Chinese enterprises access to global markets.

bauma is...

...simply the greatest and most fascinating show on earth

In 2016, an impressive 583,736 visitors from 219 countries attended bauma. In total, 3,425 exhibitors from 58 countries presented their latest products and innovations in construction and mining machinery on a record exhibition space of 605,000 square meters.

Read more at www.bauma.de

bauma CONEXPO INDIA is...

...the place where you can grow your business, introduce new products, and meet the think tanks of the industry.

bauma CONEXPO INDIA is one of the leading platforms for tapping into the important growth market of India. In 2016, 32,644 participants and 647 exhibitors—of which 57 percent were international companies—from 30 countries came to the fourth International Trade Fair for Construction Machinery, Building Material Machines, Mining Machines and Construction Vehicles, which occupied a total of 150,000 square meters of space.
bauma CONEXPO AFRICA is...

...Africa's premier mining and construction trade fair

An interview about this year's edition of bauma CONEXPO AFRICA will be published soon.

Read more at www.bcafrica.com