



Messe München  
International

# bauma China 2010

23 – 26 November, Shanghai

SHANGHAI  
NEW INTERNATIONAL  
EXPO CENTRE

BUILD  
ON  
GROWTH

INTERNATIONAL TRADE FAIR FOR  
CONSTRUCTION MACHINERY,  
BUILDING MATERIAL MACHINES,  
CONSTRUCTION VEHICLES  
AND EQUIPMENT

[www.bauma-china.com](http://www.bauma-china.com)



bauma 2008  
China 2008

国内观众  
LOCAL VISITORS



ZL30H  
ZL40H

# Growth for Asia

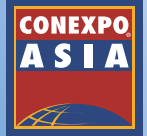
bauma China is the leading international trade fair in China and Asia for all sectors of the construction-machinery industry. It is growing at a pace that even industry experts find impressive. In 2008, the fair experienced a 40% increase in the number of visitors, exhibitors and exhibition space compared to bauma China 2006. China and its neighboring Asian countries are **the** growth market for products, know-how and services in the construction industry. Investment activity is high, demand is enormous, and this dynamic market has plenty of opportunities to offer. Without a doubt, bauma China is your gateway to one of the strongest and most interesting markets that this industry has.

bauma China 2010 is where Chinese and international professionals meet to initiate business and to establish and cultivate contacts.



**bauma**  
China 2010

now including



The organizer of CONEXPO Asia, the Association of Equipment Manufacturers (AEM), is joining forces with bauma China's organizers to provide optimum value to construction industry professionals. As an international partner to bauma China, AEM invites all CONEXPO Asia exhibitors to take part in bauma China 2010. The partnership between AEM and bauma China will increase the value of this international construction-machinery show for exhibitors and visitors alike.



The 15 most important visitor countries for bauma China – a unique audience

# Growth in every regard

## Expertise in construction-machinery exhibitions

Like the leading international trade fair bauma in Munich, bauma China clearly demonstrates Messe München International's expertise when it comes to organizing and holding international exhibitions for construction machinery. The successful bauma concept was adapted to meet the needs of the Chinese and Asian market and exported to bauma China, which has been enjoying its own unique success story since it was first held in 2002!

Messe München has years of experience, an international network and superior quality standards that you can rely on for your company's success!

## bauma China 2008: the fair has seen some impressive growth since it was last held in 2006.

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



## bauma China 2008 convinced exhibitors from around the world



*The trade show is growing ever bigger with continuously increasing exhibitors and visitors. We are satisfied. I have supported the exhibition for a long time and I hope it will grow even bigger in the future. I wish the trade show will develop and gather more people from the industry. XCMG will always support bauma China.*

**Wang Min, President, Xuzhou Construction Machinery Group (XCMG) (People's Republic of China)**



*It has been a great show for us. We were also pleasantly surprised to see a high number of our customers from all over Asia Pacific present at the show despite the current economic situation. We are very impressed with the organization as well as the quality and quantity of the visitors who came to bauma China. 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.* **Martin Gilles, Executive Vice President, Asia Pacific, Manitowoc (USA)**



*We have realized that bauma China is a global trade show. We have many customers from international countries, especially from Asia, but also from Middle East, Russia and India. So it has become the most important show to us in the world. We also appreciate the quality of visitors and the show is a platform for bringing interesting people together.* **Dr. Ralf von Baer, Executive MBA HSG, CEO & Chairman of the Executive Board, Putzmeister Holding GmbH (Germany)**







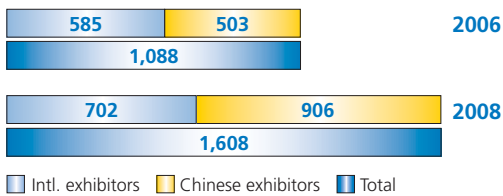
# Impressive growth



## bauma China is a success story unlike any other

The fair's importance is reflected by the rapidly growing numbers of exhibitors and visitors and the increased amount of exhibition space.

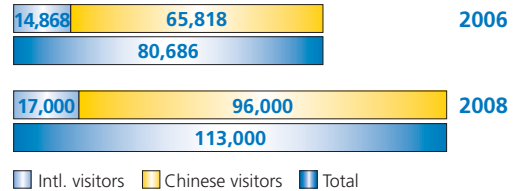
### Exhibitors at bauma China



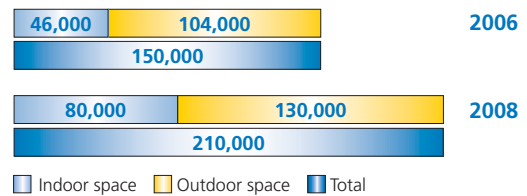
### Visitor profile



### Visitors at bauma China



### Exhibition space (in sqm)



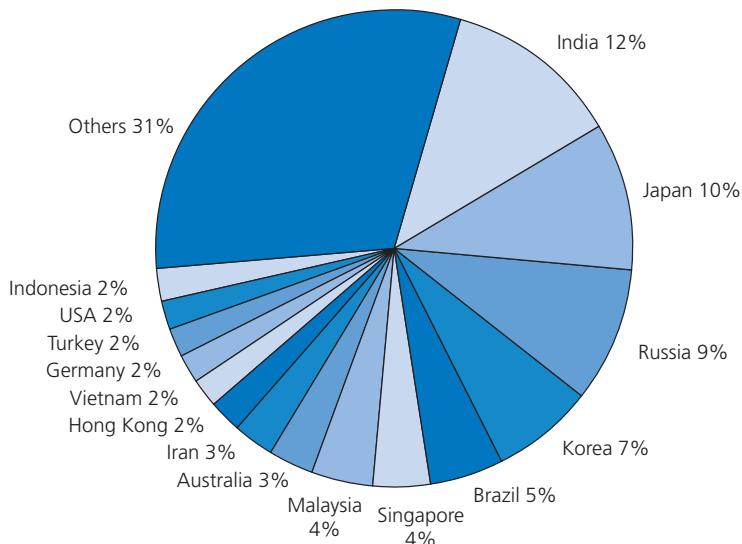
### Visitors with considerable influence on purchasing decisions (92%)



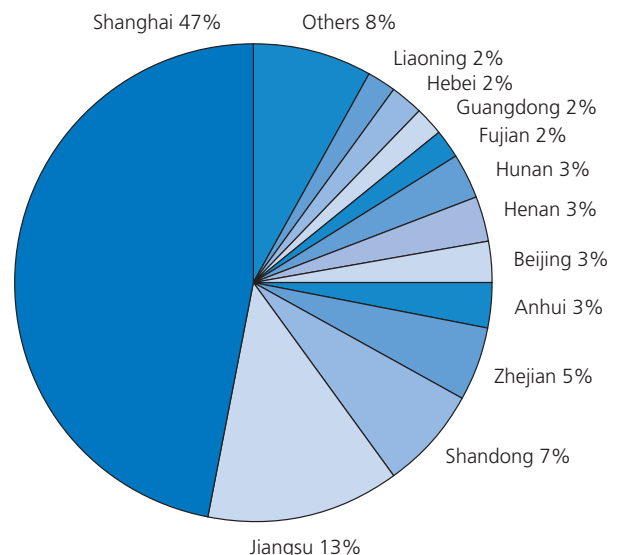
## The decision-makers' fair for international and Asian players

The trade fair addresses first-rate trade visitors throughout China as well as a large international audience.

### Top 15 foreign visitor countries



### Domestic visitors from 31 provinces



Sources: FKM/Ernst & Young. bauma China has had a uniform basis for comparing visitor, exhibitor and space statistics since 2006.



# Growth for every aspect of the industry



Whether it comes to innovations or tried-and-tested technologies – thanks to its extensive range of products and services, bauma China is the leading exhibition in Asia that serves all of the industry's decision-makers.

## 1 All around construction sites

- 1.1 Construction vehicles
- 1.2 Construction machines
- 1.3 Lifting and conveying equipment
- 1.4 Construction equipment, tools and special systems
- 1.5 Handling and using concrete and mortar at construction sites
- 1.6 Formwork and scaffolding
- 1.7 Construction site facilities

## 2 Obtaining of and processing raw materials

- 2.1 Machines for obtaining raw materials
- 2.2 Handling of raw materials
- 2.3 Materials preparation technology

## 3 Production of building Materials

- 3.1 Manufacture of cement, lime and gypsum compounds for building materials
- 3.2 Machines and systems for producing concrete, concrete products and pre-fabricated parts
- 3.3 Machines and systems for producing asphalt
- 3.4 Machines and systems for producing pre-mixed dry mortar, plaster, screed and building supply store products
- 3.5 Machines and systems for producing lime sandstone and building products using power plant residue
- 3.6 Machines and systems for producing other appurtenances
- 3.7 Handling of building materials and packaging

## 4 Component and service suppliers

- 4.1 Drive engineering, fluid engineering, power units
- 4.2 Accessories and high-usage spare parts
- 4.3 Services
- 4.4 Testing, measurement, control and control-system engineering
- 4.5 Communication and navigation
- 4.6 Job safety





# Welcome to the growth metropolis

## State-of-the-art exhibition center in Shanghai

The Shanghai New International Expo Centre (SNIEC) enjoys an outstanding reputation as a place of business. It is one of the most modern exhibition centers in China and is very easy to reach using all forms of transportation. It is the only trade-fair venue in the Asian region that is suitable for an exhibition of this size. Its generously dimensioned halls are column free and offer exhibiting companies ideal conditions at all locations. Its facilities are rounded out by a large, centrally located outdoor exhibition site.

The SNIEC is being expanded to keep up with increased demand. More than 210,000 m<sup>2</sup> of exhibition space will be available for bauma China in 2010.

## Services that set standards

Superior-quality services including an international website with business-oriented functions optimize your company's presence before, during and after the fair and ensure that everything runs smoothly.

Messe München International is one of the top ten organizers of fairs and exhibitions in the world and has decades of experience organizing some of the largest international events ever. It has several foreign representatives including an MMI contact in your country, and its extensive range of marketing, advertising and press services guarantees maximum presence in any target group.

## Everything it takes to make your visit an experience

Shanghai is a major metropolis in the booming Asian market! Several threads of international business come together in Shanghai, making it the right place to meet key people and set trends. There is so much to discover during your stay in this lively, colorful city. As a multifaceted cosmopolitan center, Shanghai is known for its international diversity and entertainment, cultural highlights and rich traditions.



# Growth – and professional support

**bauma China 2010 – International Trade Fair for  
Construction Machinery, Building Material Machines,  
Construction Vehicles and Equipment**

**23 – 26 November 2010**

**Tuesday – Thursday: 9 am – 5 pm**

**Friday: 9 am – 3 pm**

**Shanghai New International Expo Centre (SNIEC)**

**Pudong, Shanghai, China**

**Visitor registration is required**

## **Organizers**

Messe München International

Munich Trade Fairs (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.

## **International partners**

AEM – Association of Equipment Manufacturers

CECE – European Committee for Construction Equipment

CEMA – Japan Construction Equipment Manufacturers Association

JCMA – Japan Construction Mechanization Association

KOCEMA – Korea Construction Equipment Manufacturers Association

VDMA – German Engineering Association, Construction Equipment  
and Building Material Machinery Association

## **International supporter**

Builders' Association of India

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