

Connecting Global Competence

**Exhibit  
and profit.**



31st Edition of the World's Leading Trade Fair for Construction  
Machinery, Building Material Machines, Mining Machines,  
Construction Vehicles and Construction Equipment

[www.bauma.de](http://www.bauma.de)

THE HEARTBEAT OF OUR INDUSTRY  
**bauma 2016**  
April 11–17, Munich

# Market presence in its most effective form

## Leading. Connecting. Engaging.

Those who attend bauma experience the full dimension of the building-machine industry. This is where the heart of the industry beats and where its ongoing development is determined. You, too, can be part of the largest trade fair in the world from April 11–17, 2016 and take advantage of this unrivaled platform to showcase your company, present your latest developments and expand your global contacts. **Take a week to set the course for the next three years.**

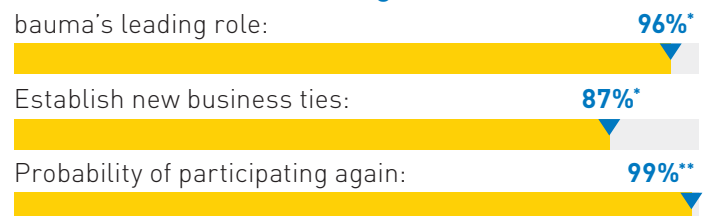
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## All sectors. All market leaders. Lots of innovations.

Those who have been there once come back: The leading international trade fair is an absolute must for companies that deal with construction machinery, building-material machines, construction vehicles and construction equipment. More than 3,400 companies—from market leaders to newcomers—have exhibits on 575,000 m<sup>2</sup> of exhibition space. And because the development cycles of so many products coincide with that of bauma, no other event features more premieres. **A more comprehensive opportunity for market orientation does not exist.**

## Greatest satisfaction among exhibitors



\* Rating of good, very good or excellent

\*\* Response of possibly, probably or definitely

## Success story of the mining sector

The sector for "Mining, extraction and processing of raw materials" has been established at bauma **since 2004**. **698 exhibitors** spread out across the entire fair presented themselves in this sector at **bauma 2013**. Of them, **87 percent\*** were **extremely satisfied** with how the mining sector was integrated into the fair.

\*Rating of good, very good or excellent

## Comprehensive and clearly structured: bauma's four sectors



### All around construction sites

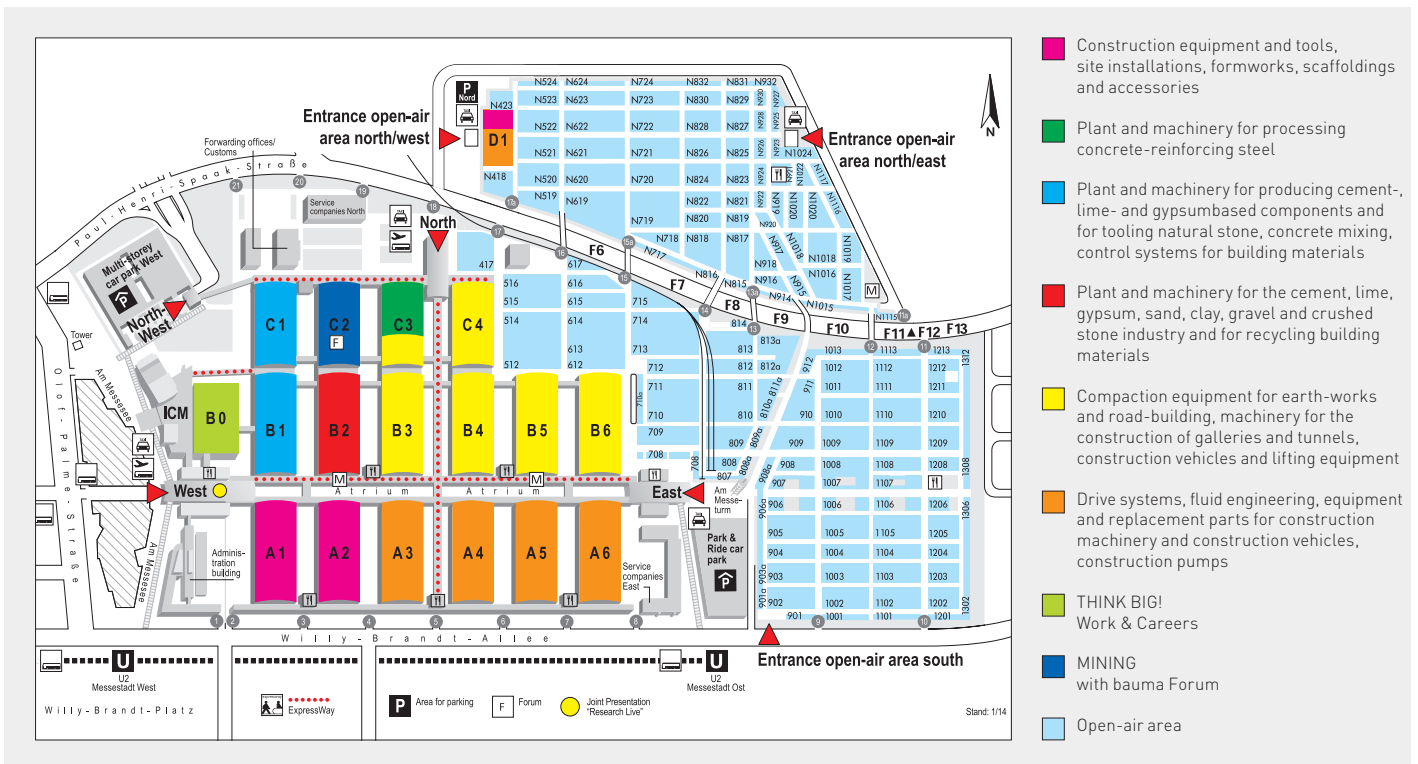
- ▶ Construction vehicles
- ▶ Construction machines
- ▶ Lifting appliances and conveyors
- ▶ Construction equipment, tools and special systems
- ▶ Handling and processing concrete and mortar at construction sites
- ▶ Formwork and scaffolding
- ▶ Site installations



### Mining, extraction and processing of raw materials

- ▶ Machines for extraction of raw materials and mining
- ▶ Handling of raw materials
- ▶ Mineral processing





### Machines and systems for producing building materials

- ▶ Cement, lime and gypsum compounds
- ▶ Concrete, concrete products and prefabricated components
- ▶ Asphalt
- ▶ Pre-mixed dry mortar, plaster, screed and building supply store products
- ▶ Lime sandstone and building products using power plant residue
- ▶ Other finishing elements
- ▶ Building material handling and packaging

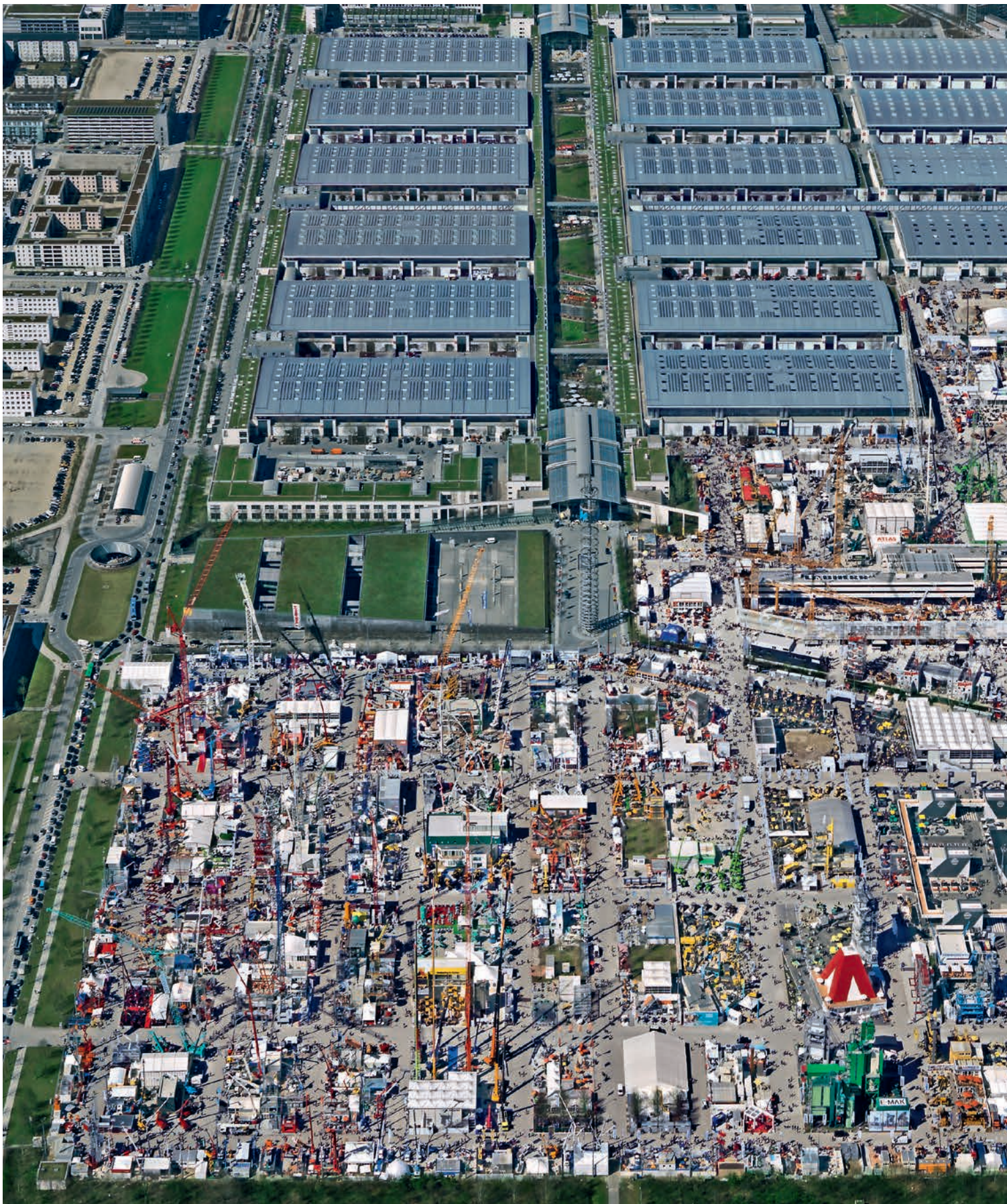


### Component and service suppliers

- ▶ Transmission engineering, fluid technology, power generation units
- ▶ Accessories and wear parts
- ▶ Services
- ▶ Test, measurement and process control engineering
- ▶ Communication and navigation
- ▶ Job safety



# The heartbeat of our industry







### **bauma 2013**

- ▶ 575,000 m<sup>2</sup> of exhibition space
- ▶ 3,421 exhibitors from 57 countries
- ▶ 535,062 visitors from more than 200 countries



# A platform without limits

## Present at bauma. Represented in the world.

As a driving force behind innovations and success for the global construction-machinery industry, every three years bauma attracts visitors from more than 200 countries around the world. In 2013, the share of international visitors was 40 percent—and it is still increasing. Many visitors came from countries outside of Europe that have a great deal of growth potential. That makes the leading trade fair the perfect place **to initiate new business and tap international markets.**

## Where things get done properly

bauma promotes the solution-oriented exchange with trade visitors who have a great deal of decision-making authority. 54 percent of them hold management positions, and 79 percent of trade visitors participate in decision-making processes that **initiate and result** in the conclusion of **concrete business transactions.**



Take advantage of the opportunity to exchange ideas and information with other exhibitors. Are you looking for a special supplier? Someone that has the know-how to make your latest product idea a reality? Tips on how to enter new target markets? You can meet all the experts at bauma in Munich. That is why it is the **perfect place for you to find future partners.**

## Greatly appreciated by visitors



\* Rating of good, very good or excellent

### Interest in the mining sector is high

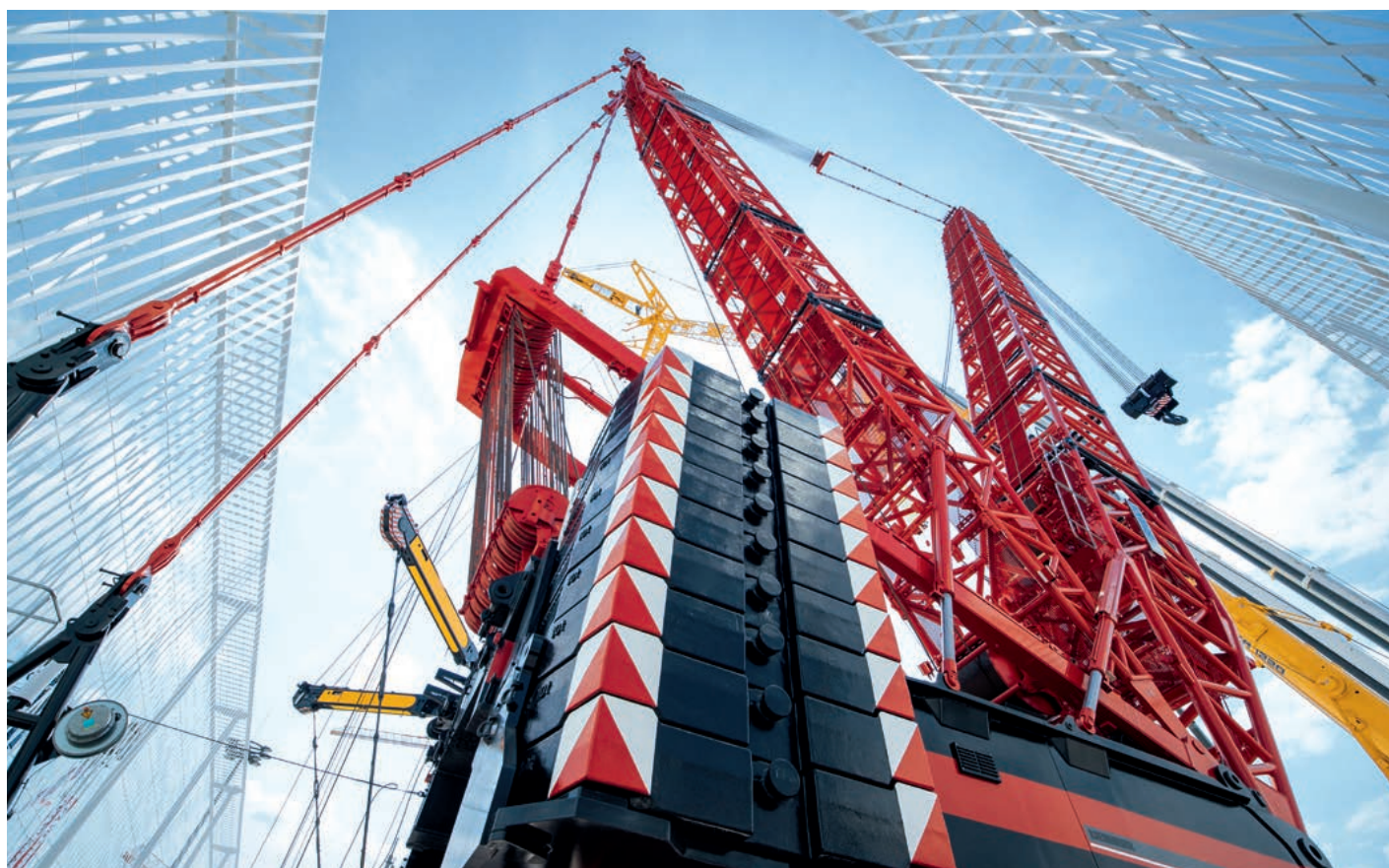
125,850 trade visitors, or one-fourth of all bauma visitors, were interested in products from the mining sector.

98 percent\* of them gave this sector top marks.

\* Rating of good, very good or excellent







## Top 30 visitor countries (excluding Germany)

1. Austria	35,374	16. Denmark incl. Greenland	3,728
2. Switzerland	22,976	17. Turkey	3,428
3. Italy	16,472	18. China, PR.	3,174
4. Russian Federation	11,108	19. India	2,896
5. France	10,260	20. Slovenia	2,765
6. Netherlands	7,826	21. Australia	2,697
7. Great Britain and Northern Ireland	5,661	22. Spain	2,558
8. Sweden	5,510	23. Japan	2,370
9. Poland	5,191	24. Israel	1,981
10. Czech Republic	4,978	25. Canada	1,745
11. USA	4,853	26. Hungary	1,717
12. Norway	4,382	27. Republic of Korea	1,700
13. Belgium	4,349	28. Rumania	1,677
14. Finland	3,915	29. Ukraine	1,445
15. Brazil	3,745	30. South Africa	1,362

# Professional services. Targeted exhibit. Clear success.

## Support across the line

We will provide you extensive support for your exhibit at bauma 2016: before, during and after the fair.

The "Your Key to Trade Fair Success" initiative will help you to make the most of the potential that participating in the fair has to offer with things like our trade-fair budget planner, training courses and lead-management systems for your exhibition stand.

We also have a diverse range of marketing services available such as customized advertising space at the trade-fair center, admission vouchers for your customers, ad insets and much more. We also create the best conditions for calling the media's attention to your exhibit. Our **bauma Media Dialog** before the fair is dedicated specifically to this purpose. **With bauma, you are the focus of some 1,500 press representatives from around the world.**

As always, the **bauma Innovation Award** for the most advanced developments will be presented on the evening prior to the 2016 fair. Experience has shown that it generates additional attention for nominated and award-winning companies and increased visitor traffic at their stands. Beginning of nomination process: Spring 2015.

## Three minutes that will increase your heart rate

Gigantic and breathtaking: That's bauma—and our new bauma movie does a spectacular job of capturing it.

Please feel free to forward the link to your business partners and share the fascination of bauma. Together we will get your heart beating faster. Guaranteed.



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## Dates and venue

April 11–17, 2016  
Messe München, Germany

## Opening hours

Monday–Friday 9:30–18:30  
Saturday 8:30–18:30  
Sunday 9:30–16:30

## Conceptual sponsors

Construction Equipment and Building  
Material Machinery Association  
Mining Equipment Association  
in the German Engineering  
Federation (VDMA)

Committee for European  
Construction Equipment – CECE

## Organizer

Messe München GmbH  
Messegelände  
81823 München  
Germany

## Information hotline

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**Application deadline**  
**March 6, 2015**

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[www.bauma.de](http://www.bauma.de)



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