

Munich, April 14, 2019

Final Report

Record bauma attracts more than 620,000 visitors

- **Around 3,700 exhibitors from 63 countries**
- **Sharp jump in overseas visitors**
- **Exhibitors: Good business and full order books**

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With more than 620,000 visitors from over 200 countries, bauma 2019, the world's leading trade fair for construction machinery, building material machines, mining machines, construction vehicles and construction equipment, generated the best results in the exhibition's 65-year history. The number of visitors rose by about 40,000 over the total produced during the previous event in 2016. More than 250,000 visitors came from countries outside Germany. The top 10 visitor countries after Germany were: Austria, Italy, Switzerland, France, the Netherlands, Russia, Sweden, the Czech Republic, Poland and Great Britain. The trade fair also experienced a strong increase in attendance from overseas visitors. Significant gains in this group were produced by China, Australia and Japan. More than 5,500 visitors came from China alone. The number of exhibitors totaled about 3,700 from 63 countries – likewise a record. With its unprecedented 614,000 square meters of space, the largest bauma ever held was once again a bauma filled with records.

During the 2019 edition, exhibitors unveiled a huge number of innovations and new products to the trade fair's global visitors. Zeppelin/Caterpillar, for instance, introduced more than 20 world premieres. Business conducted at the exhibition was correspondingly good. Many exhibitors spoke of a high willingness to invest. The record-setting bauma also had a strong impact on order books as exhibitors generated the highest sales in the history of their participation at the trade fair.

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Innovation platform and economic engine

Thanks to the smooth operation of the exhibition and the consistently positive feedback by exhibitors, Klaus Dittrich, Chairman and CEO of Messe München, was more than satisfied with the results of bauma 2019: “For the industry, bauma is by far the world’s most important innovation platform and economic engine, something that we clearly saw this year. Particularly in these times of sweeping technological change that is being triggered by digitalization, bauma provides the industry with security and confidence. Thanks to the momentum in demand generated by the fair’s seven days, companies will be able to calmly face economic slowdowns. bauma 2019 highlighted the opportunity and tremendous outlook of the industry as a whole.”

Franz-Josef Paus, Managing Director of Hermann Paus Maschinenfabrik and Chairman of the bauma Advisory Council, described the trade fair’s unique character this way: “With exhibitors from more than 60 countries and visitors from over 200 nations, bauma is an industry platform where technological variety, ingenuity and performance can be demonstrated to an immense international business audience.”

Exhibitors: “The most-successful bauma of all times”

For exhibitors, bauma 2019 was a complete success, as occasionally euphoric statements about it showed. Masa Managing Director Frank W. Reschke described it as “the most successful bauma of all times.” Martin Herrenknecht agreed: “Every bauma is something special. But 2019 topped everything for Herrenknecht.” Domenic G. Ruccolo, CEO of the Wirtgen Group, rated bauma 2019 as “the most successful in the history of the Wirtgen Group.” Many exhibitors of bauma’s partner country, Canada, were enthused as well. Melinda Zimmerman Smith of Serious Labs said bauma created “exciting opportunities that we didn’t even know existed.” What’s more, bauma was “simply a whole lot of fun,” she said.

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Excellent business platform

Once again, bauma proved itself to be an excellent business platform, many exhibitors noted. Andreas Böhm, a member of the Board of Directors of Liebherr-International AG, said: “We took orders from all parts of the world and made a whole lot of new contacts.”

PERI is also “taking many excellent orders home with it,” said Alexander Schwörer, Managing Director for Marketing and Sales. Zeppelin Baumaschinen also “closed a lot of business deals,” said Fred Cordes, Chairman of the Management Board. Joachim Schmid, Managing Director of the Construction Machinery and Building Material Association of the German Engineering Federation, said he learned one thing in his conversations with exhibitors: “Many trade fair exhibitors had a specific interest in buying when they dropped by company booths, something that fuels hopes for continuing economic stability.”

Professional industry visitors act as the foundation of success

bauma 2019 was impressive not just because of the internationality of the visitors who journeyed from all parts of the world to Munich. “The quality and quantity of decision makers from our target groups were exceptional,” Martin Herrenknecht said. Gernot Hein, Director of Communications and Public Affairs at ZF Friedrichshafen, said: “The number and quality of professional conversations were very high.” And Riccardo Magni, the President of Magni Telescopic Handlers, had an explanation for the trade fair’s tremendous performance: “The experienced and professional visitors and the careful organization were the foundation of bauma’s success.”

Megatrend digitalization

The clear focal point of this year’s bauma was sustainable and digital solutions. All exhibitors agreed that digitalization is a “megatrend” in the construction machinery industry, said Andreas Klauser, the CEO of PALFINGER AG. Sensors and communication interfaces that collect and analyze data have become standard equipment. Overall, machines and vehicles are becoming cleaner, quieter and more efficient. Many now have electric and hybrid drive systems. “Customers’ interest in electric drive systems has never been so high

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as it was this year,” said Dr. Frank Hiller, Chairman of the Board of Management at DEUTZ AG. “It was a dominant issue at bauma 2019.” Some of the most interesting innovations were honored with the bauma Innovation Award on the evening before the trade fair opened.

Political leaders: “bauma is a showcase for Germany”

The visit by many high-ranking political leaders underscored bauma’s exceptional importance, a reputation that extends far beyond the industry itself. “This trade fair is a showcase for Germany,” Peter Altmaier, the German Minister for Economic Affairs and Energy, said at the opening of bauma. The Bavarian Minister President, Dr. Markus Söder, said, “For me as a private individual, a visit to bauma has always been a highlight in my life.” Hubert Aiwanger, Bavarian State Minister for Economic Affairs, State Development and Energy, Deputy Minister President, also took an extended tour of the trade fair. bauma’s partner country, Canada, was represented in part by Stéphane Dion, the Ambassador and former Minister of Foreign Affairs, and Jonatan Julien, the Minister of Energy and Natural Resources of the Bavarian partner province Quebec. The Chinese delegation was led by Wang Bingnan, Vice Minister of Commerce of the People’s Republic of China.

“The place to be” for seven days

bauma’s visitors added a strong new accent to Munich during the seven-day trade fair. There were people from all parts of the world everywhere you looked – this was the defining feature of the fairgrounds in Riem, both in the halls and on the outdoor exhibition area. Visitors massed at the trade fair’s hot spots, the impressive vehicle and machine displays set up by major exhibitors. In addition to its industrial focus, bauma was also a huge world of experience and adventure with a selfie tower and Ferris wheel. Jorge Cuartero, Managing Director of the Spanish manufacturer association Anmopyc, summed things up this way: for a full week, bauma was “the place to be.”

The next bauma will be held from April 4 to 10, 2022, at the Messe München Exhibition Center.

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Service

You will find more details and background information about the seven days of the trade fair and other industry news at bauma.de. The [media database](#) offers photo material. All bauma TV reports are available in our [media library](#).

About bauma

bauma is the world's leading sector event for construction machinery, building material machines, mining machines, construction vehicles and construction machinery. With a total exhibition area of 614,000 square meters, it is the largest trade fair in the world. In 2019, it broke all records with about 3,700 exhibitors from 63 countries and more than 620,000 visitors from over 200 countries. bauma is held every three years. The next event will be held in Munich from April 4 to 10, 2022.

bauma NETWORK: Six construction machinery trade fairs of Messe München

In addition to the world's leading trade fair bauma, Messe München has extensive skill in organizing additional international construction machinery trade fairs. For example, Messe München organizes bauma China in Shanghai and bauma CONEXPO INDIA in Gurgaon/Delhi together with the Association of Equipment Manufacturers (AEM) as well as the bauma CONEXPO Africa in Johannesburg. In December 2015, Messe München successfully expanded its portfolio further with the purchase of the leading Russian construction machinery trade fair CTT, now renamed bauma CTT RUSSIA. In March 2017, the bauma NETWORK was again expanded with M&T EXPO in the form of a license agreement with SOBRATEMA (Brazilian Association of Association of Technology for Construction and Mining).

Messe München

Messe München is one of the leading exhibition organizers worldwide with more than 50 of its own trade shows for capital goods, consumer goods and new technologies. Every year, a total of over 50,000 exhibitors and around three million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München and the MOC Veranstaltungscener München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. With a network of associated companies in Europe, Asia, Africa and South America as well as around 70 representations abroad for over 100 countries, Messe München has a global presence.