
www.bauma.de

Exhibit and profit.

THE HEARTBEAT OF OUR INDUSTRY

bauma 2016
April 11–17, Munich
Market presence in its most effective form

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.

Please apply for bauma 2016 here:
bauma.de/application

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 m² 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
bauma’s leading role: 96%*
Establish new business ties: 87%*
Probability of participating again: 99%**
* 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
Construction equipment and tools, site installations, formworks, scaffoldings and accessories.

Plant and machinery for processing concrete-reinforcing steel.

Plant and machinery for producing cement, lime- and gypsum-based components and for tooling natural stone, concrete mixing, control systems for building materials.

Plant and machinery for the cement, lime, gypsum, sand, clay, gravel and crushed stone industry and for recycling building materials.

Compaction equipment for earth-works and road-building, machinery for the construction of galleries and tunnels, construction vehicles and lifting equipment.

Drive systems, fluid engineering, equipment and replacement parts for construction machinery and construction vehicles, construction pumps.

THINK BIG!
Work & Careers

MINING
with bauma Forum

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

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
The heartbeat of our industry
bauma 2013

- 575,000 m² 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

| Information about new developments/innovations | 96%* |
| Prepare for investments | 95%* |
| Make concrete investments | 92%* |

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

Application deadline
March 6, 2015

Conceptual sponsors
Construction Equipment and Building Material Machinery Association
Mining Equipment Association in the German Engineering Federation (VDMA)
Committee for European Construction Equipment – CECE

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