

Innovation shown at bauma China

By Eugen Egetenmeir

Welcome to bauma China 2014, the 7th International Trade Fair for Construction Machinery, Building Material Machines, Construction Vehicles and Equipment! As the biggest and most important trade fair for the construction industry in Asia, bauma China 2014 will showcase the latest development and innovations of the international and Chinese construction machinery and building material machinery industry.

The trade fair will once again take the entire site at the Shanghai New International Expo Centre, with the exhibition area totaling 300,000 square meters. More than 3,000 exhibitors from over 40 countries will bring their brand new competitive products, which are designed suitably for the future market.

China is still the market with tremendous potential as many new projects continue to demand the implementation of the latest technology and the right products for the Chinese users. The fair presents the promising platform for the communication and cooperation between exhibitors and visitors. With 12 years of steady growth, the show simply is the most important business-to-business platform in Asia.

We are certain that bauma China 2014 will be an outstanding opportunity



Eugen Egetenmeir, Managing Director of Messe München International

to network, meet business partners, strengthen existing contacts and establish new ones. It is more than a show but also a grand industry party for all the participants with the common developing goal.

On behalf of Messe München International, I wish all of you a successful trade fair and a joyful time here in Shanghai.

Building sustainable success at bauma China

By ZHUAN TI
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Shanghai will host bauma China, a construction machinery exhibition, at Shanghai New International Expo Centre on November 25 to showcase the latest construction equipment and technologies to customers from home and abroad.

The four-day exhibition themed "Building sustainable success," which is organized by Messe München International, is an extension of bauma, the world's largest construction machinery exhibition which is held in Germany. The China event takes advantage of the global sources shared with bauma, bC India and BAUMA CONEXPO AFRICA.

More than 3,000 exhibitors plan to display their products at bauma China and visitors from 107 countries and regions have registered themselves at bauma-china.cn, doubling the number of pre-registers from the last show in the same period.

Most international visitors will come from India, Malaysia, Russia, South Korea, Singapore, Germany, Thailand, Australia, the United States and Hong Kong.

"As China's construction machinery products have become international in recent years, they have received great recognition from overseas professional

visitors, creating a good opportunity for bauma China," says Xu Jia, chief operating officer of MMI (Shanghai) Co Ltd.

She says more foreign brands will be displayed at the exhibition, indicating that the global construction machinery market is showing strong interest in China, which is considered as a future growth point.

The exhibition has been held in China for 12 years running. Its success depends on the organizers' persistence as well as the support and care from numerous domestic and foreign exhibitors, visitors, media, associations and service providers.

"As the show organizer, I am very grateful for everyone's support and contribution," Xu says.

As it did in 2012, the exhibition will be open to young people who are interested in the construction machinery industry as education session, Xu says.

"We will, as always, uphold the concept of service for exhibitors and

visitors and strengthen communication with the industry through a variety of ways to meet the growing needs from different exhibitors," she says.

"Meanwhile, we will make further efforts to develop the future exhibition into a more intelligent and convenient event, pushing forward the development of the construction machinery together with so many construction machinery professionals."



Xu Jia
Chief Operating Officer
MMI (Shanghai) Co Ltd

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bauma China 2014 APP
for exhibitor details



Construction machinery and vehicles
E1, E2, E4, W2, W5

Extraction and processing of raw materials
E6

Equipment and spare parts, Transmission engineering and fluid technology
N1-N5, E3, E5, W1, W3-W5

Building material machines
E7

Building equipment and tools
E5

Formwork & scaffolding
W4

Outdoor Exhibition Area