



Messe München
International

bauma China 2012

27–30 November, Shanghai

SHANGHAI
NEW INTERNATIONAL
EXPO CENTRE

BUILDING
SUSTAINABLE SUCCESS

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

www.bauma-china.com



How to profit from the rapidly growing Asian market? Exhibit at bauma China!

Impressive growth

The world market in Asia is growing steadily. And so is demand for construction machinery, building-material machines, construction vehicles and equipment, something that has been apparent at bauma China for years. It is the leading platform for tapping this important growth market: Companies that participate in bauma China secure themselves the best chances for a high return on their investment and sustainable success!

Unique opportunities

In 2012, bauma China will be equipped for dynamic growth in global demand: up to 300,000 m² of exhibition space will be available—an increase of more than 30% compared to 2010! For exhibitors, that means even more opportunities to present your products and services.

**Your
mandatory
event for sustain-
able success:**

**bauma China
2012.**

“The opportunity for growth in the Chinese marketplace is exciting. The audience and venue that bauma China provides for Besser to increase our equipment sales in China and the rest of the world is essential to our ongoing marketing efforts.”

Kevin L. Curtis, CEO & President,
Besser Company,
USA



Put your money on growth in Asia.
At bauma China 2012.
www.bauma-china.com/application







What makes a fair a leading fair? The quality of its participants.

Exciting numbers

1,892 exhibitors from 37 countries and 155,615 trade visitors from 171 countries: bauma China set new records again in 2010. But the international industry gathering is not just convincing because of its remarkable numbers across the board. The quality of its exhibitors and visitors is also impressive.

Impressive quality

All the international key players present their machines and products at bauma China. After all, major corporations know that 93 percent of all visitors here are decision-makers who are looking specifically for new solutions: CEOs, managers, investors and buyers from around the world—and of course from Asia's major growth markets in particular.

The full attention of the construction industry's decision-makers: Your optimum access to the markets of the future.

Dynamic development

Constantly growing number of visitors



Source: Visitor registration for bauma China

"This year's bauma China exceeded our high expectations regarding visitor numbers and visitor quality. There were not only many more visitors but also many more key players from all parts of Asia."

Hermann Moll, Managing Director,
Liebherr-EMTec, Germany

Strengthen your business ties.
www.bauma-china.com/application







The secret of an industry magnet? It sets standards.

Clear structure

In 17 halls and with a total of 300,000 m² of available exhibition space, bauma China presents all the important solutions in the sector for construction machinery, building-material machines, construction vehicles and equipment. To ensure optimum transparency, it is broken down into four large exhibition sectors. Find out more: www.bauma-china.com/range

Modern trade-fair centre

bauma China 2012 is held at the Shanghai New International Expo Centre (SNIEC), the largest and most modern trade-fair centre in China. It takes just seven minutes to get to the airport by train.

Central location

Shanghai is not called "the gateway to the world" for a reason. As one of the most important hubs in Asia, the economic metropolis is quick and easy to reach from around the world. After the fair, the breathtaking city offers its guests some impressive buildings as well as a look at the fascinating Chinese culture and its lively nightlife.

Comprehensive services

As an exhibitor at bauma China, you can count on the outstanding services of an experienced organiser, i.e. Messe München International. Worldwide representatives make effective international visitor marketing possible.

**A
modern
trade-fair centre,
comprehensive services
and Shanghai's dynamic
nature: perfect conditions
for your trade-fair
success.**

**"[...]
The main
difference between bauma
China and other trade shows is
the efficient organizing and considerate
service. The marketing efforts
especially are efficient in helping the
exhibitors to promote their brands and
products. Our staff is overwhelmed by
such a huge visitor flow, and that is also a
result of a successful visitor marketing."**

Qiu Debo, Executive Director, CEO &
President, Lonking Holdings
Limited, China

Take advantage of the potential that Asia's
leading trade fair has to offer.
www.bauma-china.com/application





bauma China 2012

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

Dates

27–30 November 2012

Opening hours

Tuesday to Thursday: 9 a.m.–5 p.m.

Friday: 9 a.m.–3 p.m.

Venue

Shanghai New International Expo Centre (SNIEC), Shanghai

Organizers

Messe München International

MMI (Shanghai) Co., Ltd.

CCMA—China Construction Machinery Association

CCPIT-MSA—China Council for the Promotion of International Trade—Machinery Sub-Council

CNCCM—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

Chinese Supporters

China Machinery Industry Federation

China Water Enterprises Confederation

China Association of Construction Enterprise Management

China Building Material Construction Society

CCIA—China Construction Industry Association—Machinery

Management and Rental Branch

China Highway Construction Association—Road Building &

Maintenance Machinery Branch

China National New Building Material Group Corporation

China Huadian Engineering Corporation

China Railway Engineering General Corporation

China Railway Construction General Corporation

China National Supervision & Inspection Center for Quality of Construction Machinery Products

China International Contractors Association

China Electric Power Construction Association

CCMA—China Construction Machinery Association—

Construction Machinery Rental Branch

Contact

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