



Messe München
International

bauma China 2010

23 – 26 November, Shanghai

SHANGHAI
NEW INTERNATIONAL
EXPO CENTRE

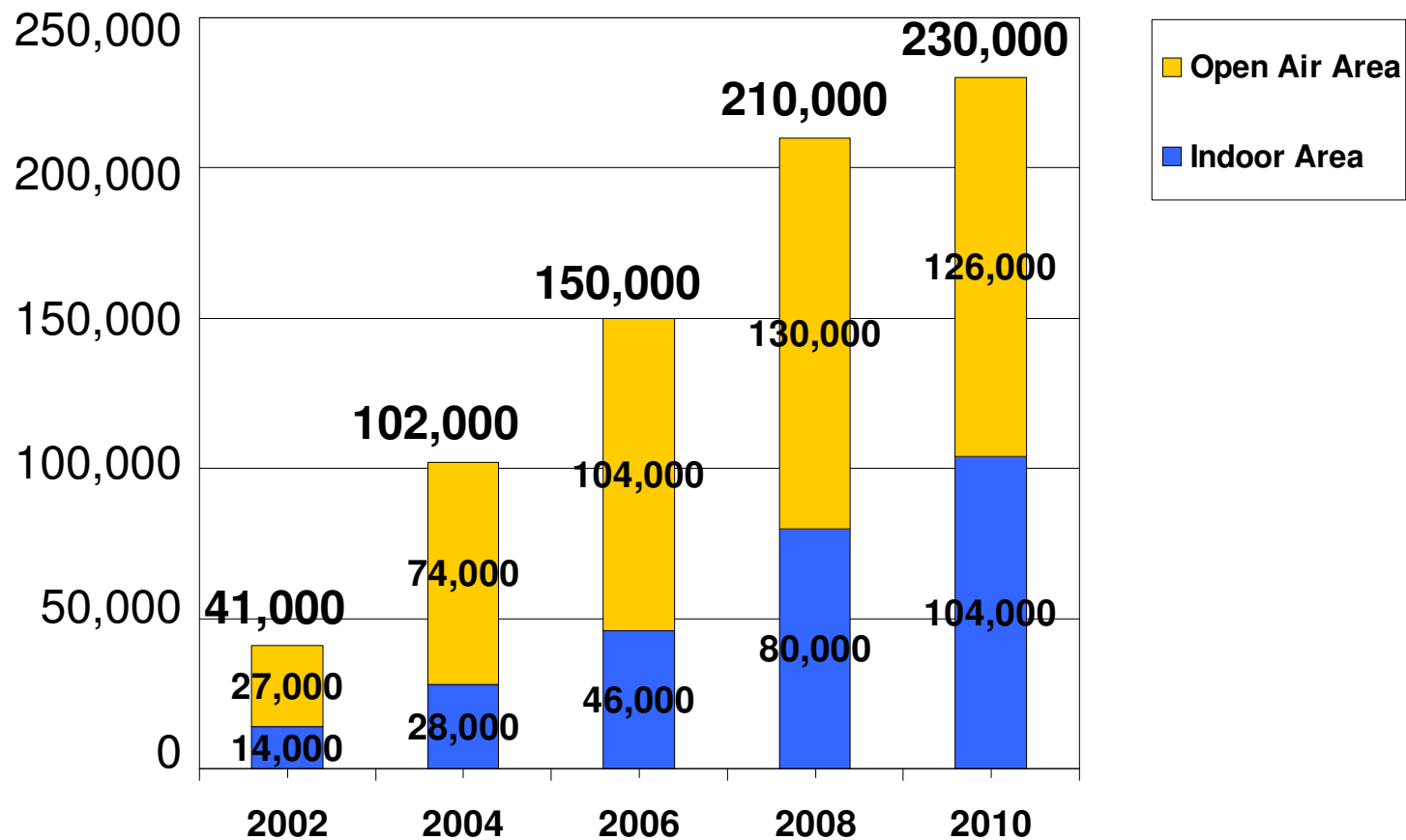
BUILD ON GROWTH

Background information on bauma China 2010

1. Development of bauma China (2002 – 2010)
2. Exhibitor and Visitor Survey bauma China 2010
3. bauma China 2010 – Impressions
4. bauma China 2012 – Plan of the halls

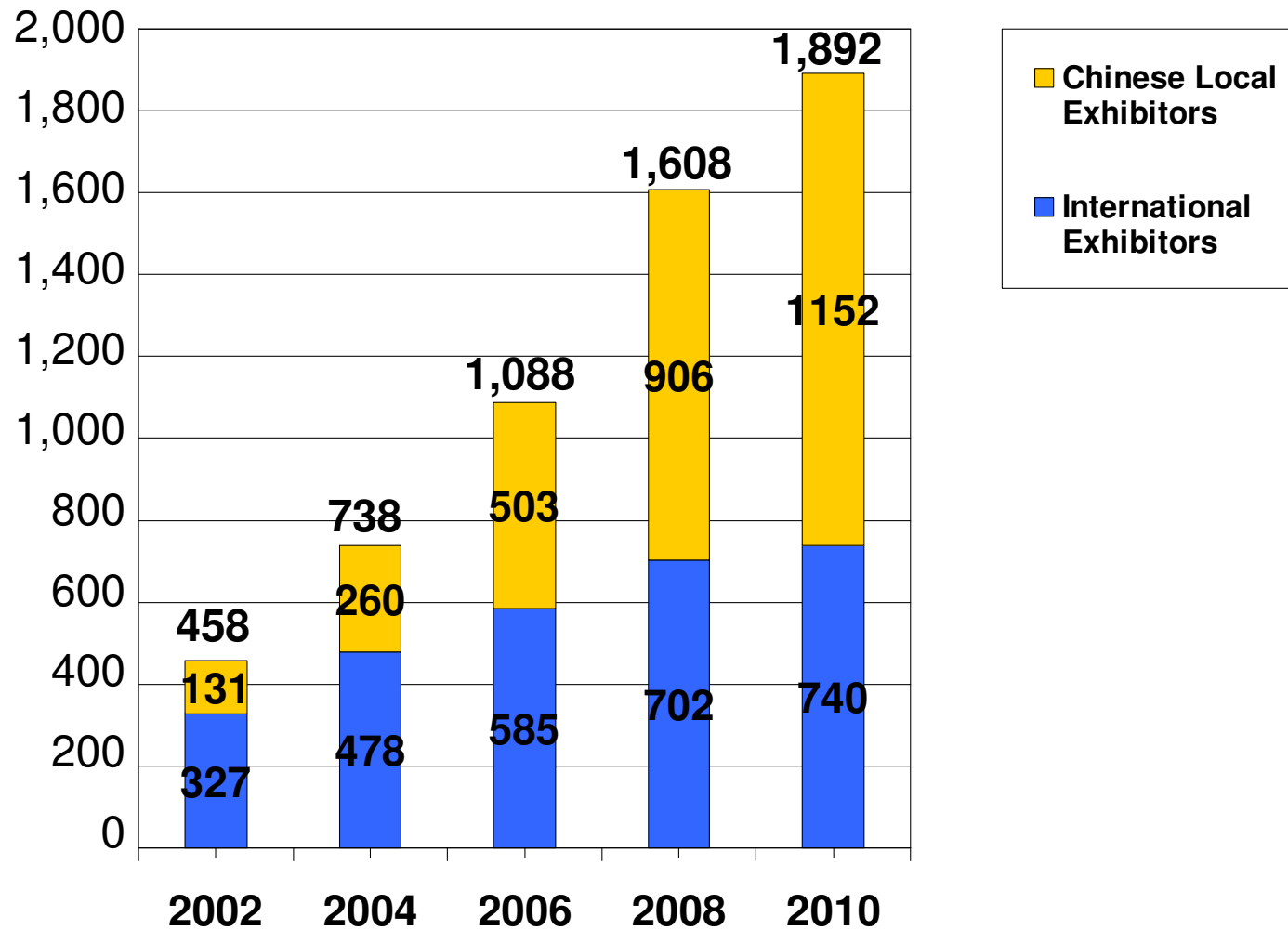
1. Development of bauma China (2002 – 2010)

- Growth of exhibition space



1. Development of bauma China (2002 – 2010)

■ Growth of exhibitor numbers

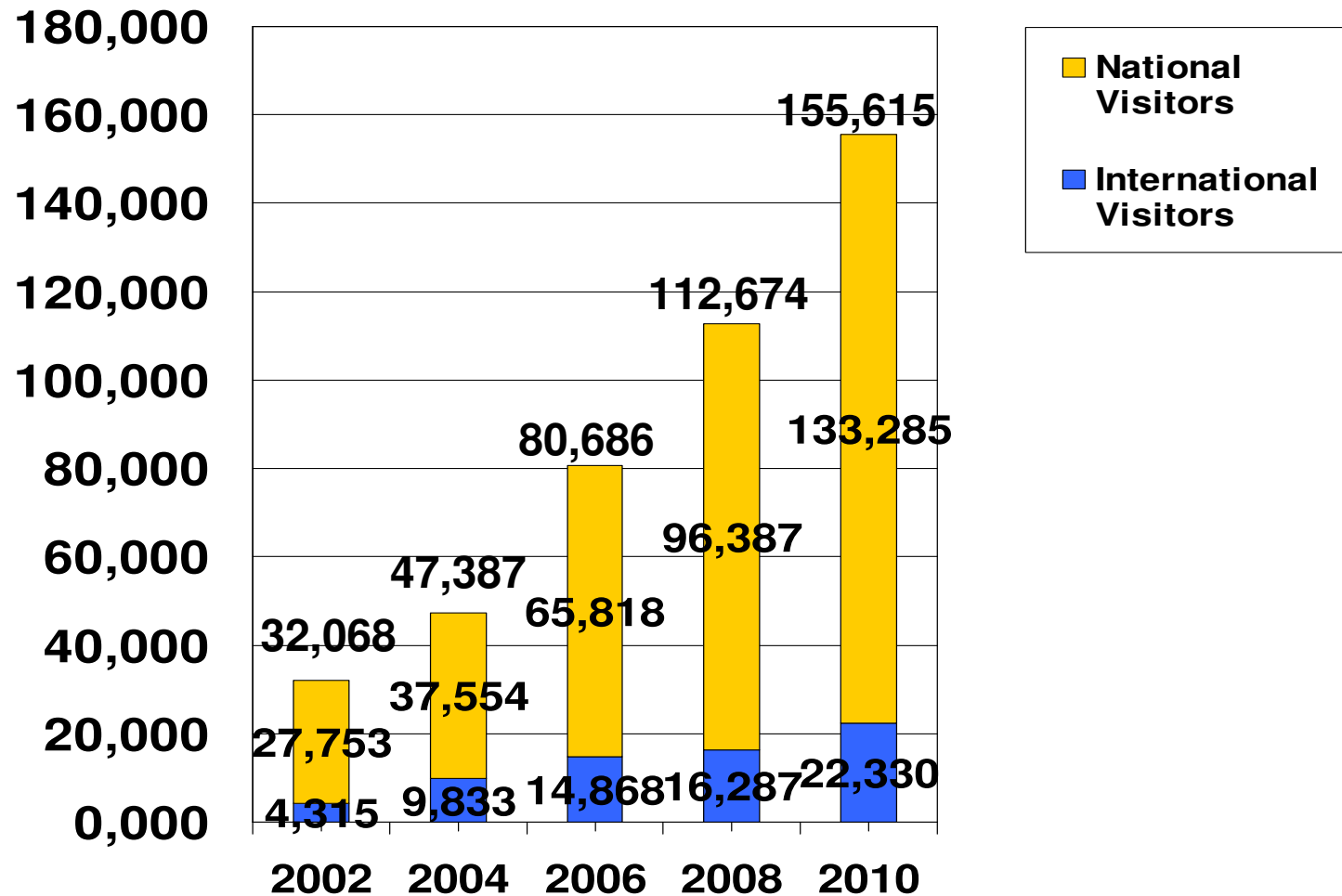


1. Development of bauma China (2002 – 2010)

- Top 10 exhibitor countries
 - China
 - Germany
 - Italy
 - USA
 - Korea
 - Japan
 - UK
 - Hongkong
 - Taiwan
 - Singapore
 - France

1. Development of bauma China (2002 – 2010)

- Growth of visitor numbers



1. Development of bauma China (2002 – 2010)

- Top 10 visitor countries
 - China
 - Korea
 - Japan
 - India
 - Russian Federation
 - Malaysia
 - Brazil
 - Singapore
 - Thailand
 - Indonesia

1. Development of bauma China (2002 – 2010)

- Top 10 Chinese visitor provinces
 - 上海 (Shanghai)
 - 江苏 (Jiangsu)
 - 山东 (Shandong)
 - 北京 (Beijing)
 - 浙江 (Zhejiang)
 - 湖南 (Hunan)
 - 河南 (Henan)
 - 广东 (Guangdong)
 - 辽宁 (Liaoning)
 - 福建 (Fujian)

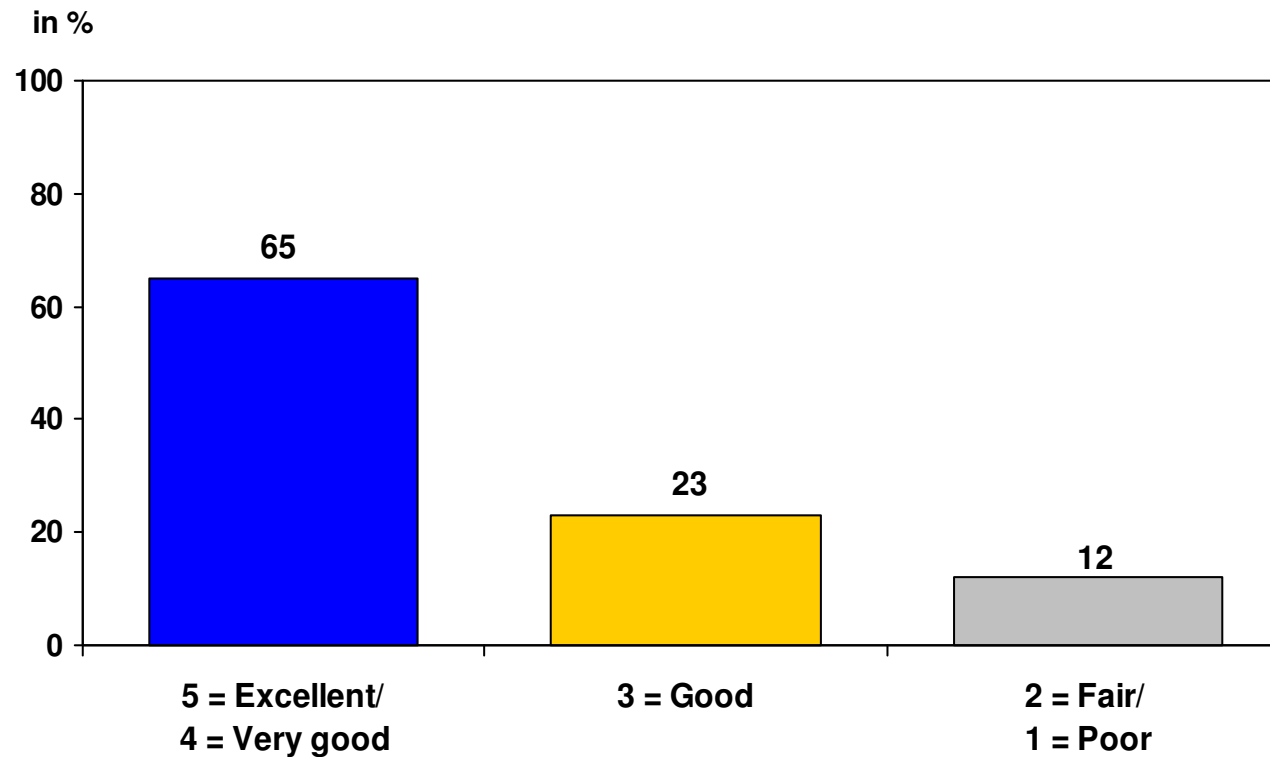
2. Exhibitor and Visitor Survey bauma China 2010

- Exhibitor Survey
 - 1691 exhibitors participating
- Visitor Survey
 - 903 visitor participating
- Both surveys had been conducted by MMG-Market Research and CBC Marketing Research Shanghai

2. Exhibitor and Visitor Survey bauma China 2010

Exhibitor survey – overall assessment

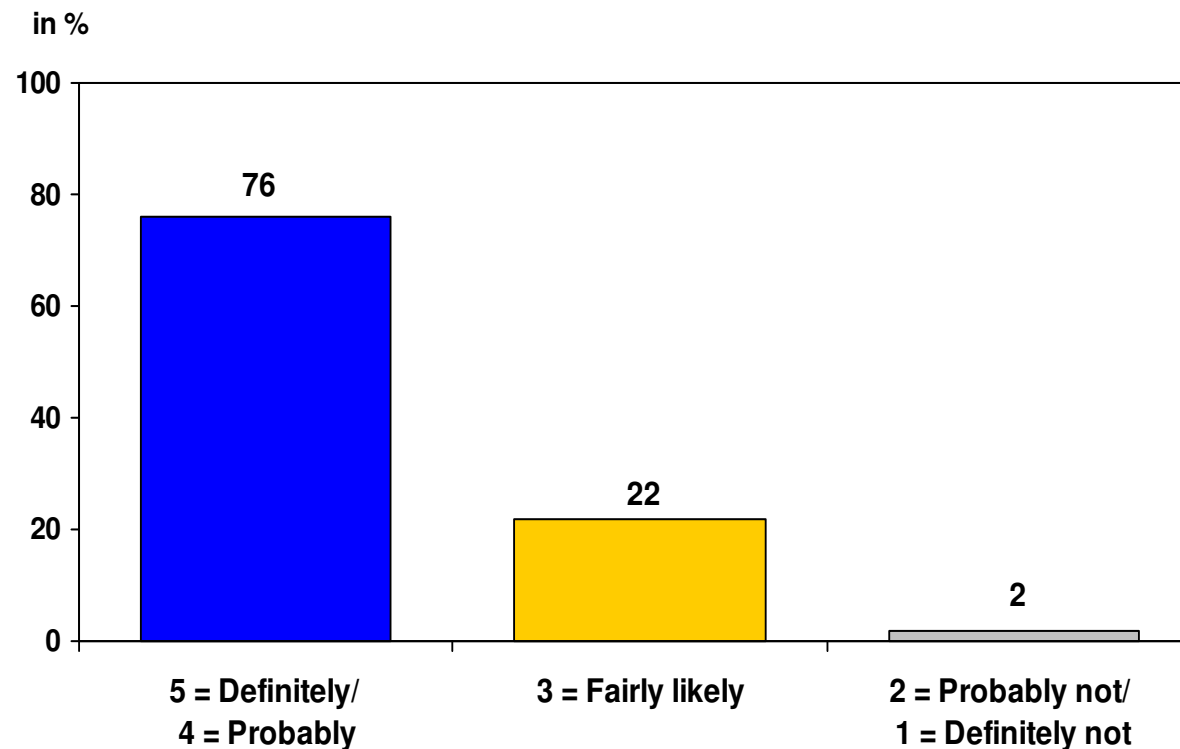
- 88% of the exhibitors assessed the exhibition as “excellent/ very good/ good”.



2. Exhibitor and Visitor Survey bauma China 2010

Recommendation

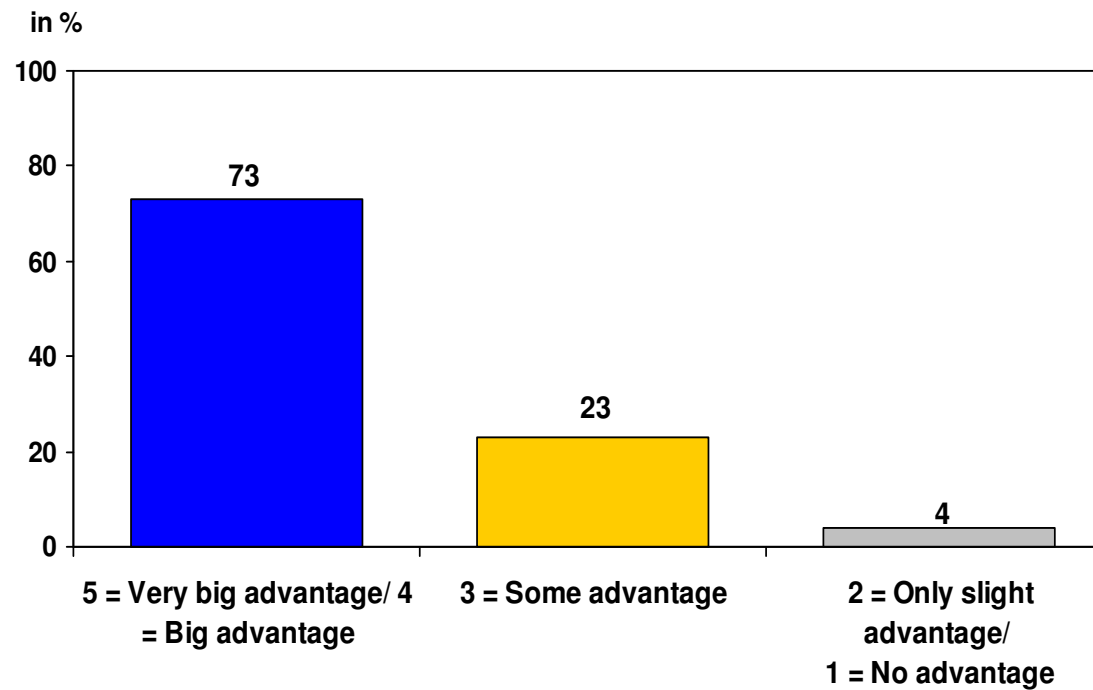
- 98% of exhibitors recommend “definitely/ probably/ fairly likely” bauma China to their partners and friends.



2. Exhibitor and Visitor Survey bauma China 2010

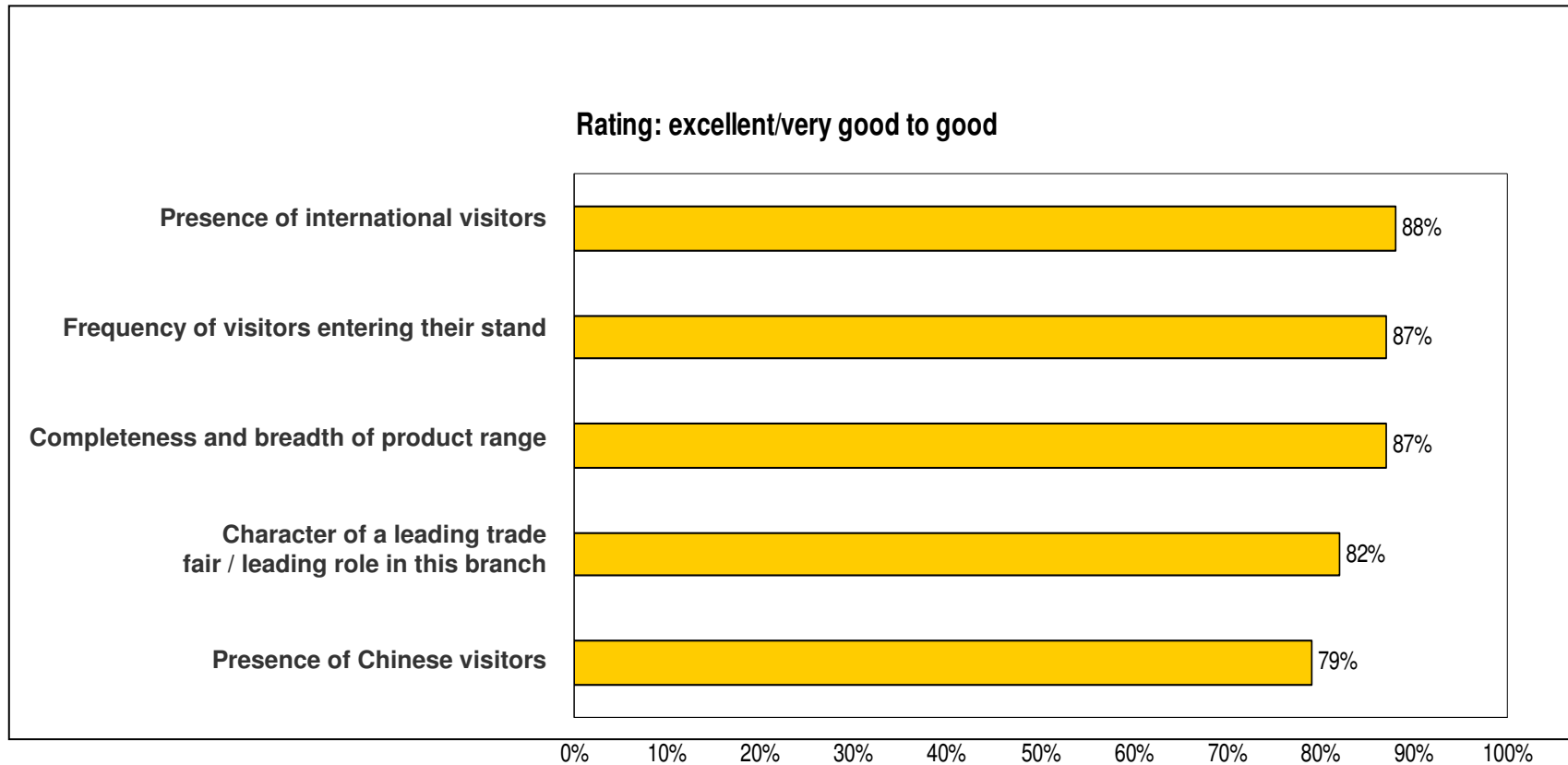
Competitive advantage

- 96% of the exhibitors think that it was a “very big/ big /some advantage” for one to be exhibiting at bauma China compared to other trade fairs on the same theme in Asia.



2. Exhibitor and Visitor Survey bauma China 2010

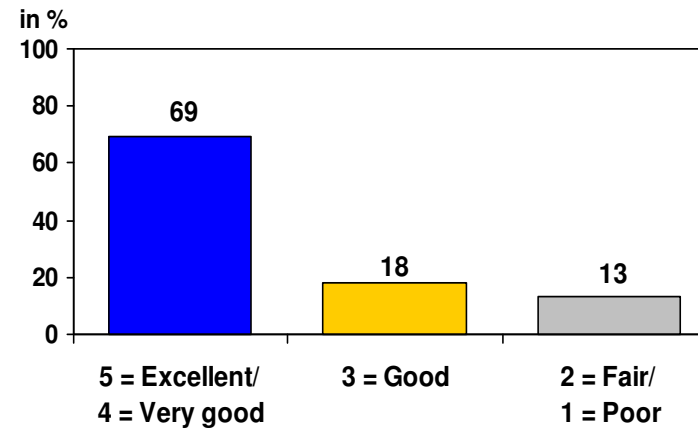
Exhibitors were satisfied by



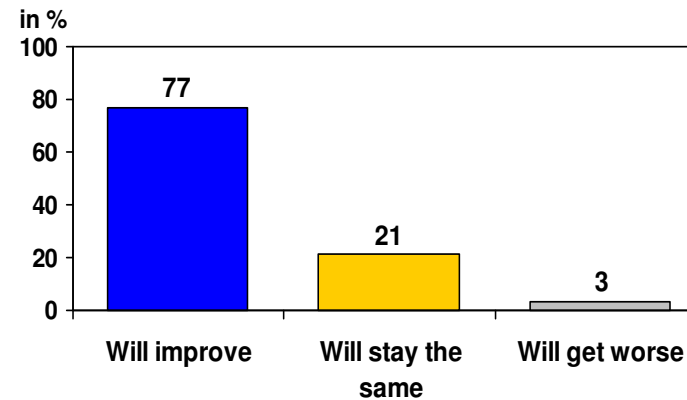
2. Exhibitor and Visitor Survey bauma China 2010

Economic situation rated by the exhibitors

Present Economic Situation:

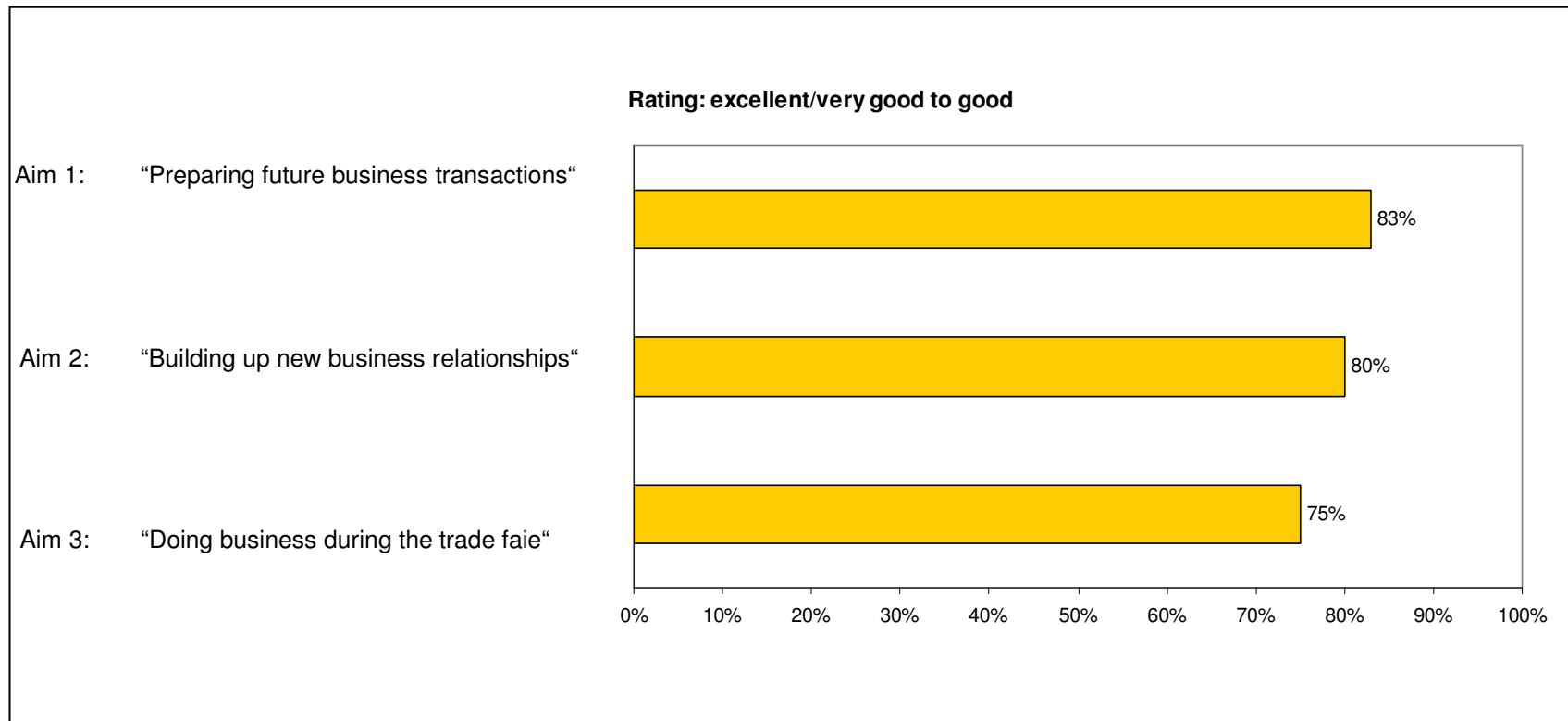


Future Economic Situation:



2. Exhibitor and Visitor Survey bauma China 2010

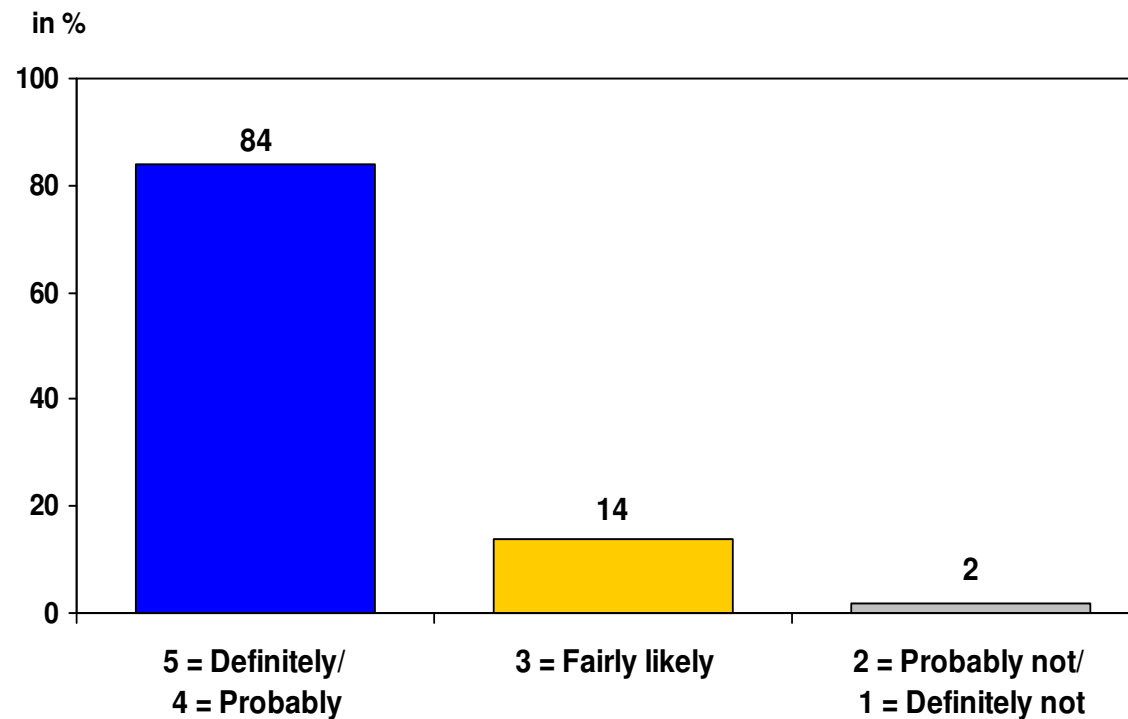
Aims and achievements of the exhibitors



2. Exhibitor and Visitor Survey bauma China 2010

Participation at the next edition of bauma China in 2012

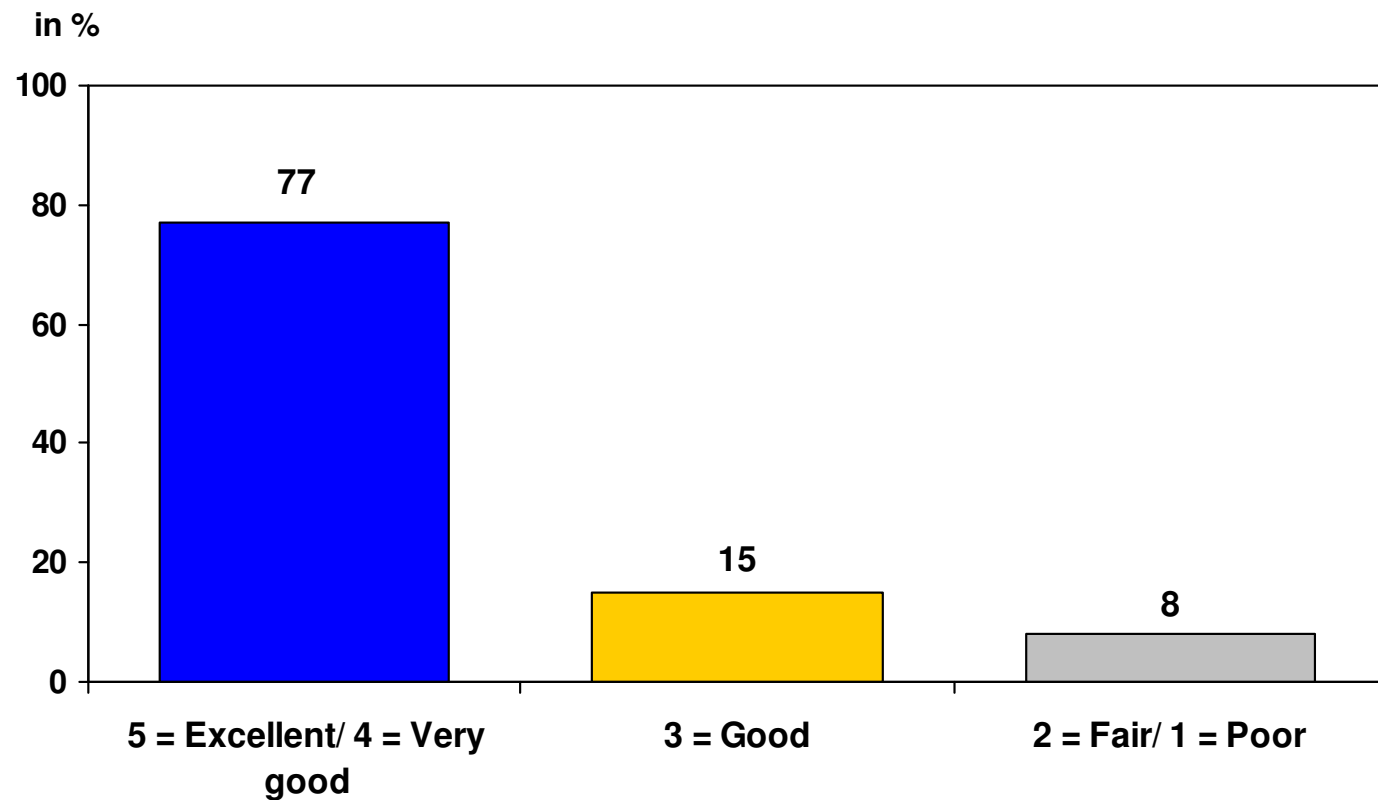
- 98% of exhibitors announced that they will “definitely / probably / fairly likely” participate in the next edition of bauma China in 2012



2. Exhibitor and Visitor Survey bauma China 2010

Visitor survey – overall assessment

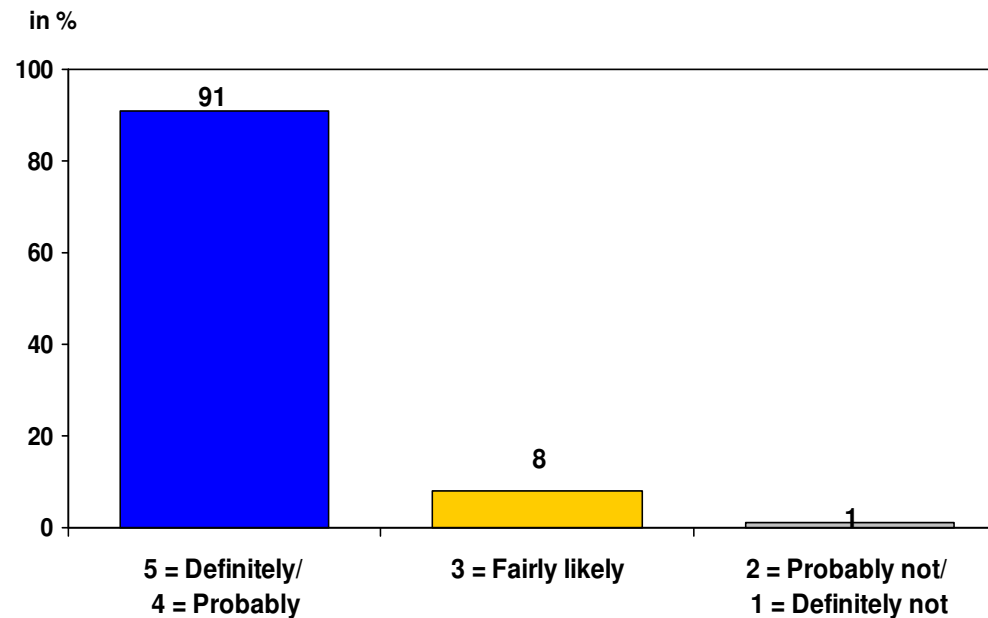
- 92% of the visitors assessed the exhibition as “excellent/ very good/ good”.



2. Exhibitor and Visitor Survey bauma China 2010

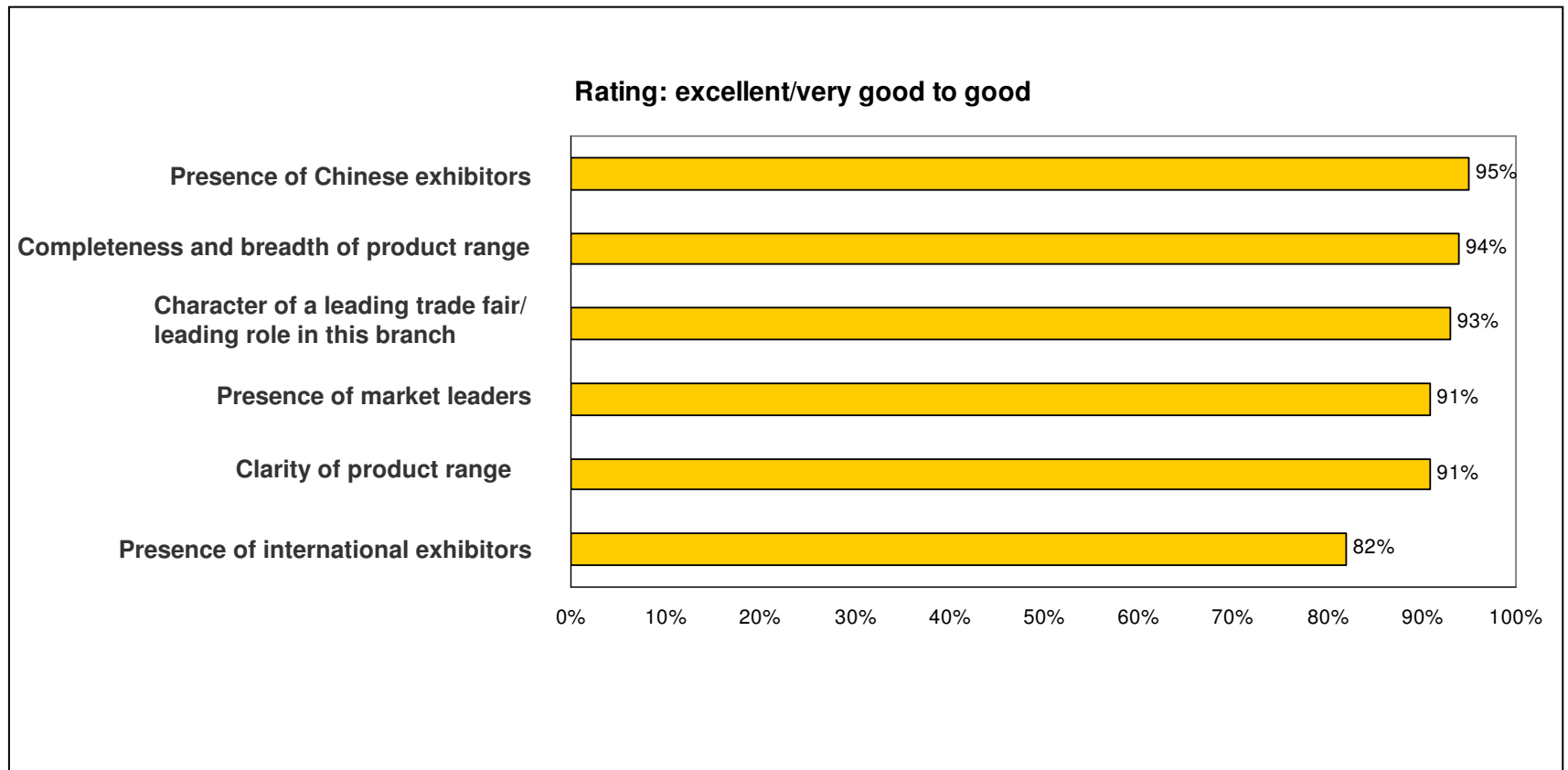
Recommendation

- 99% of the visitors announced that they would recommend „definitely / probably / fairly likely bauma China to their partners and friends.



2. Exhibitor and Visitor Survey bauma China 2010

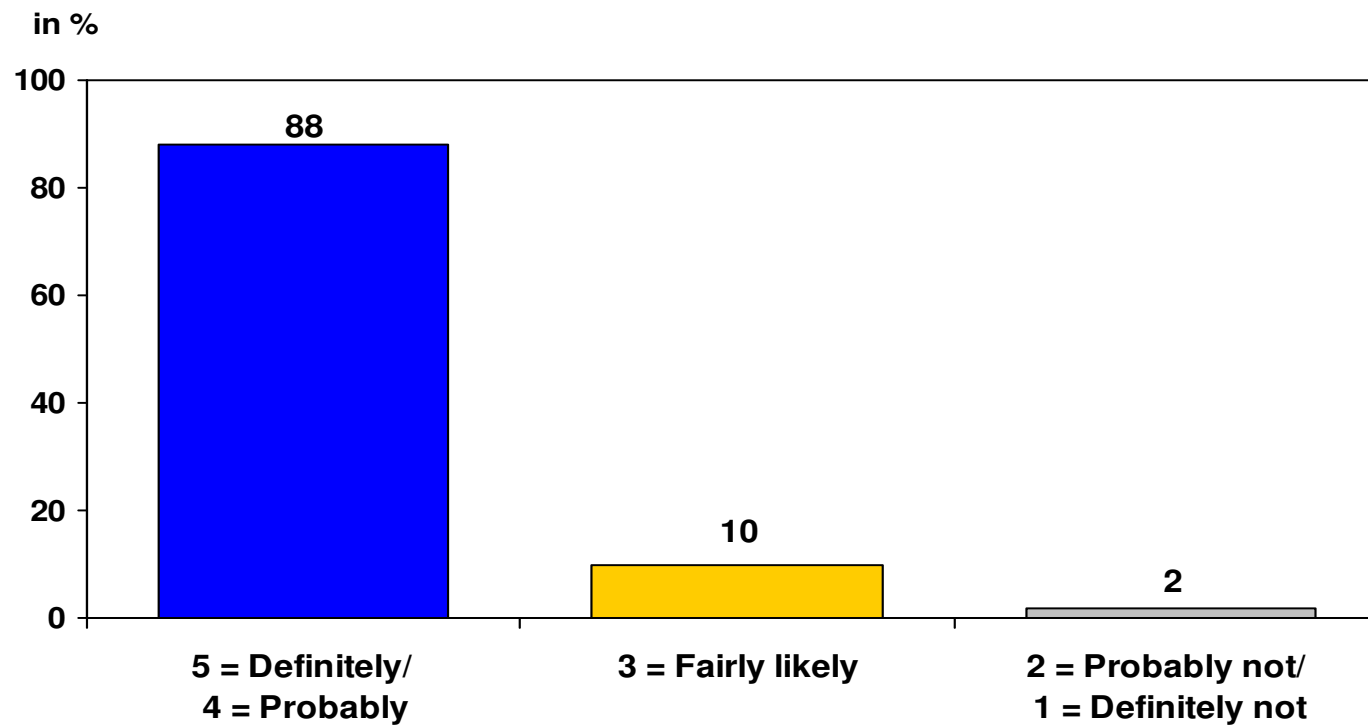
Visitors were satisfied by



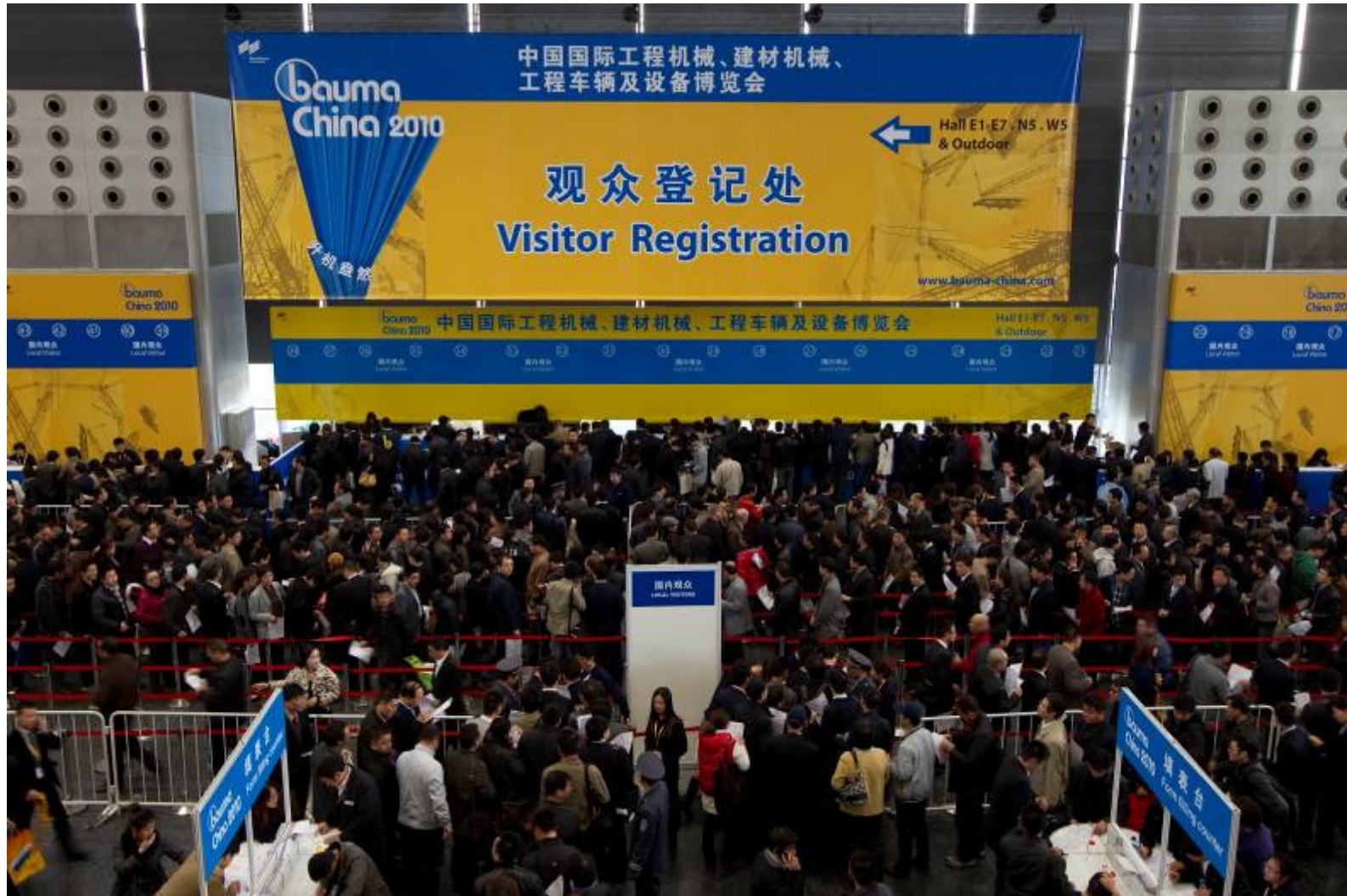
2. Exhibitor and Visitor Survey bauma China 2010

Possibility to visit bauma China 2012

- 98% of the visitors announced that they will “definitely / probably / fairly likely” participate in the next edition of bauma China in 2012



3. bauma China 2010 - Impressions



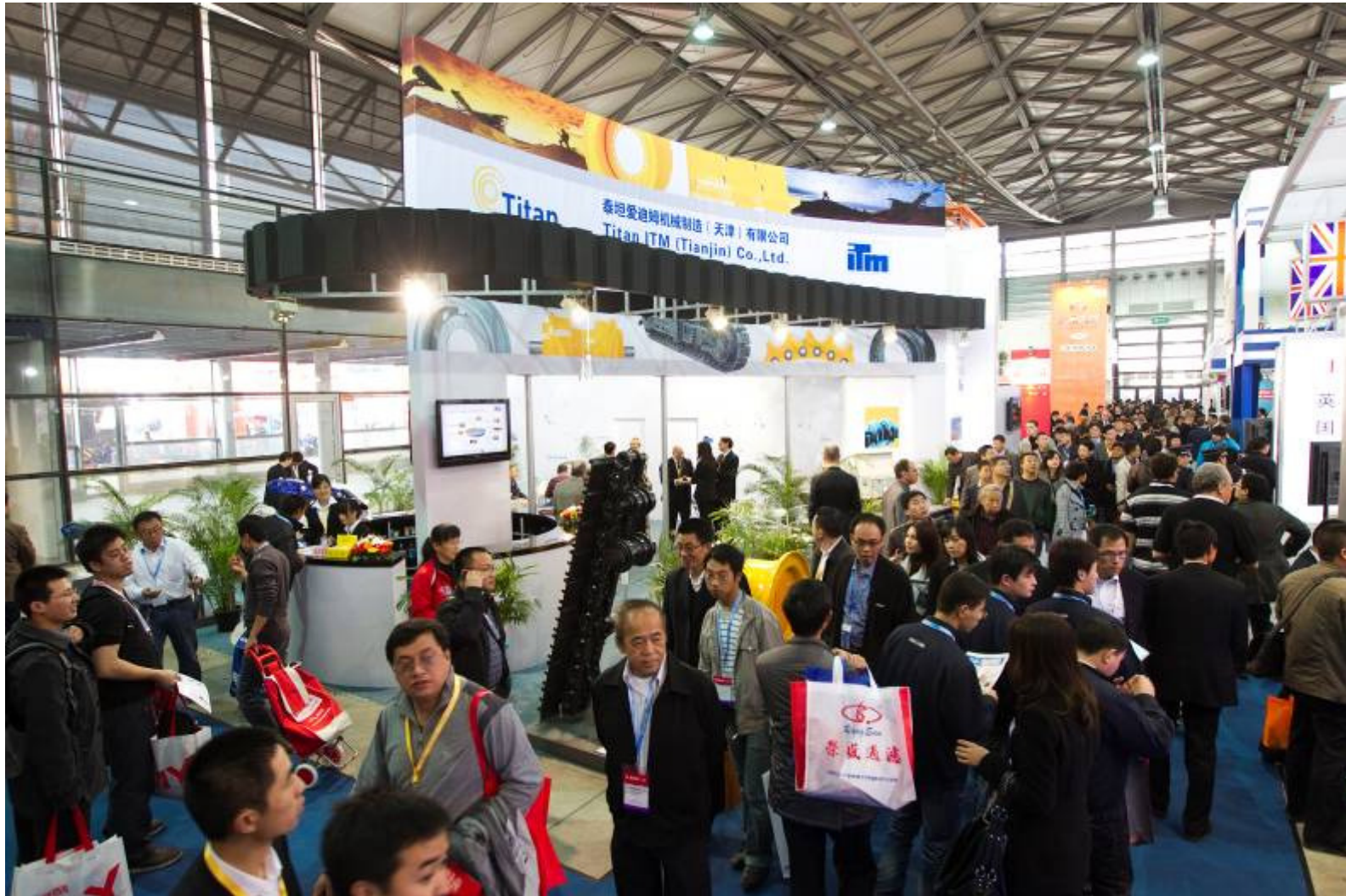
3. bauma China 2010 - Impressions



3. bauma China 2010 - Impressions



3. bauma China 2010 - Impressions



4. bauma China 2012 – Plan of the halls

