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**Press release**

## **Ready for a huge influx of visitors Messe München expects the biggest bauma of all time**

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The 30th bauma is ready for the start: Between April 15 and 21, 2013, Messe München will be opening the gates on the world's biggest trade show – the "International Trade Fair for Construction Machinery, Building Material Machines, Mining Machines, Construction Vehicles and Construction Equipment". More than **3,400 exhibitors** and over **450,000 visitors** are expected to participate. Here's a rundown of the key facts and figures about the upcoming show:

### **Exhibitor statistics**

This year's show is even bigger than the last event in 2010: bauma 2013 is taking up a total of **570,000 m2** of exhibition space, spread between 16 halls, accounting for 180,000 m2, and the outdoor exhibition area, offering 390,000 m2. Over 3,400 exhibitors from 57 countries will be showcasing their innovations here. The Top Ten exhibiting countries are:

- Germany (1,366 exhibitors)
- Italy (481 exhibitors)
- China (323 exhibitors)
- USA (132 exhibitors)
- Turkey (124 exhibitors)
- UK (123 exhibitors)
- Netherlands (122 exhibitors)
- France (90 exhibitors)
- Spain (80 exhibitors)
- Austria (70 exhibitors)

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During the set-up phase, more than **600 HGVs** arrived at the venue, to deliver the exhibits for the show. In one day alone, one major exhibitor maneuvered as many as 23 trucks to his presentation space.

### **Importance of bauma to Messe München**

bauma is a real heavyweight in the event portfolio of Messe München. Outlining the economic importance of bauma to Messe München, the company's Chairman and CEO, Klaus Dittrich, commented: "For 2013, a year in which no less than eight of our large-scale leading trade fairs take place, we are expecting a turnover of almost **300 million euros**. bauma accounts for about a quarter of that figure."

### **Advance registration and expected visitor numbers**

Already, the number of visitors registering their attendance in advance has risen as compared to the same stage in preparations for 2010. Messe München is now expecting over 450,000 visitors from 200 countries to come to the show. In the past an average of 51 percent of the participants traveled by public transportation to the venue. It is important to remember in this context that the entrance tickets to bauma no longer include free travel on public transportation.

### **Opening times**

Monday to Friday: 9:30 to 18:30

Saturday: 8:30 to 18:30

Sunday: 9:30 to 16:30

### **Traffic concept**

Anyone who knows bauma, will know it gets pretty full around here on the roads and on public transportation. Over 2,800 coaches and around 110,000 cars are expected to arrive at the center. To help exhibitors and visitors get to and from the world's biggest trade exhibition, Messe München has developed a new traffic concept, which includes remote parking locations. For further information, go to: [http://www.bauma.de/de/anreise/anreise\\_1.php](http://www.bauma.de/de/anreise/anreise_1.php)

### **Tickets**

Visitors can save time and money by buying their ticket to the show in advance, online. For further information, go to: [www.bauma.de/Tickets](http://www.bauma.de/Tickets).

### **Reaching out to the next generation: THINK BIG**

bauma 2013 will also be turning the spotlight on the next generation of mechanical engineers. On a 3,000-m<sup>2</sup> event space the VDMA Construction Equipment and Building Material Machinery Association, Messe München GmbH and the LandBauTechnik Bundesverband are putting on – for the first time – an extensive program targeted at young people. The aim of the initiative is to fill young people with enthusiasm for technology and the construction and building material machinery sector in particular. So far over 9,000 schoolchildren from more than 175 schools have registered to come along.

### **Research live**

At the West Entrance, there will be an "International Information Center Research Live". At this display, the ninth of its kind, 20 universities from Germany and abroad will be presenting the latest results from research and development projects. The event is being organized by the Technical University of Dresden.

### **Important media dates**

The opening of bauma 2013 takes place on April 14, 2013, at 19:00 in the Cuvilliés Theater in the Residence Palace in Munich. Among those scheduled to take part in the ceremony are Dieter Reiter, Head of the Department of Labor and Economic Development of the City of Munich, Ir. M. Hatta Rajasa, Coordinating Minister for Economic Affairs, Republic of Indonesia – the partner country of bauma 2013 – and Dr. Guido Westerwelle, Germany's Foreign Minister. After the ceremony, Martin Zeil, Deputy Minister-President of Bavaria, will be hosting a state reception in the Munich Residence.

The official tour of the exhibition halls at bauma 2013 starts on April 15, at 10:00 at the East Entrance at Messe München. Taking part are Dr. Peter Ramsauer, Germany's Federal Minister for Transport, Building and Urban Development, Ir. M. Hatta Rajasa, Coordinating Minister for Economic Affairs, Republic of Indonesia, and Djoko Kirmanto, Minister of Public Works, Republic of Indonesia.

### **Further information [www.bauma.de](http://www.bauma.de)**

#### **About bauma**

bauma, the International Trade Fair for Construction Machinery, Building Material Machines, Mining Machines, Construction Vehicles and Construction Equipment, takes place from April 15 to 21, 2013 at the Messe München exhibition center. The last bauma, in 2010, attracted 3,256 exhibitors from 53 countries, and over 420,000 visitors from more than 200 nations. Covering a total of 570,000 square meters of exhibition space, bauma is the largest trade show in the world. The statistics for the fair are independently audited by Ernst & Young AG on behalf of the Gesellschaft zur Freiwilligen Kontrolle von Messe- und Ausstellungszahlen (FKM), a society for the voluntary control of fair and exhibition statistics.

#### **Construction machinery trade shows of Messe München International**

Organizing trade shows for the international construction machinery sector is a core competence of Messe München International. In addition to the world's leading trade show, bauma in Munich, Messe München International also organizes the brand events bauma China in Shanghai, bC India in Mumbai and bauma Africa in Johannesburg. Outside Germany, the Group engages in activities via its subsidiaries MMI Asia and IMAG, or as a cooperation partner in regional events for the sector.

#### **Messe München International**

Messe München International is one of the world's leading trade show companies. In Munich alone it organizes around 40 trade shows for capital and consumer goods, and

key high tech industries. Each year more than 30,000 exhibitors and around two million visitors take part in the events held in the New Munich Trade Fair Center, the ICM – International Congress Center Munich, and in the MOC Event and Order Center. The leading international trade fairs of Messe München International are all FKM-certified, i.e. exhibitor and visitor numbers and the figures for exhibition space are collected in line with agreed standards and independently audited on behalf of the FKM (Gesellschaft zur Freiwilligen Kontrolle von Messe- und Ausstellungszahlen), a society for the voluntary monitoring of fair and exhibition statistics.

In addition, Messe München International organizes trade shows in Asia, Russia, the Middle East and South America. With six subsidiaries in Europe and Asia and more than 60 foreign representatives actively serving over 90 countries, Messe München International has a worldwide business network. The Group also takes a pioneering role as regards sustainability: It is the first trade show company to be awarded energy efficiency certification from the technical inspection authorities TÜV SÜD.