

Munich, 10-Sep-2013

**Press release**

## **Messe München International enters a new continent**

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- **From the start, bauma Africa in Johannesburg will be one of the largest trade fairs in all of Africa**
- **Some 700 exhibiting companies want to participate in southern Africa's dynamic economic growth**

For the first time in the company's history, Messe München International is entering the African continent with a large trade fair that it is organizing itself. bauma Africa will have approximately 700 exhibitors and some 60,000 square meters of exhibition space, making it one of the largest trade fairs in Africa from the start. bauma Africa is an addition to Messe München International's international network for the building-machine sector in a very promising growth market. Klaus Dittrich, Chairman/CEO of Messe München: "Overwhelming demand shows that our decision in favor of South Africa was spot on. Our customers want to tap this market. We are proud to be able to give them a customized platform for their products in the sectors for construction machinery, building-material machines, mining machines and construction vehicles."

As far as visitors are concerned, bauma Africa addresses customers throughout southern Africa and the Sub-Saharan region. For several countries in the region (such as Angola, Zambia, Mozambique), the "Africa Economic Outlook 2013" of the OECD and the African Development Bank is forecasting high growth rates in the years to come. According to the study, the mining, raw materials and energy sectors in particular will contribute to that growth. In addition, in 2012, the South African government launched an infrastructure plan that calls for 827 billion Rand (some EUR 61 billion) of investments in roads, harbors, power plants and other public infrastructure projects over the next few years. Eugen Egetenmeir, Managing Director of Messe München: "So the fair comes at exactly the right time. We are bringing important target groups in all relevant sectors to Johannesburg."

bauma Africa is an example of how Messe München International is consistently expanding its portfolio of events in the construction machinery sector. Besides the world's leading trade fair bauma, which takes place in Munich every three years, the company already has regional spinoffs – bauma China (Shanghai) and bc India (Delhi) – that are quite successful. bauma China has experienced constant growth and is now the second-largest event in the Messe München International portfolio. Messe München has also successfully positioned a number of other well-know trade fairs in new markets such as the environmental trade fair IFAT, ISPO Munich,

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and electronica. Its strategic target regions are China, India, Turkey, South Africa and Brazil.

### **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.