

Munich, 05-Dec-2011

Press release

Messe München International launches a new trade show: bauma Africa

Sabine Wagner
Trade Fair PR Manager,
Central Division Marketing
& Communication
Phone: +49 89 / 9 49
21478, Fax: +49 89 / 9 49
21489
sabine.wagner@messe-
muenchen.de

- **New construction machinery trade show for southern Africa**
- **The first bauma Africa takes place in September 2013 in Johannesburg**

Messe München International is expanding its international network for the construction machinery sector with the launch of a new event in South Africa. The first bauma Africa takes place in September 2013 in Johannesburg. Messe München will set up a subsidiary in South Africa to implement this event.

Messe München expects the first edition of this International Trade Fair for Construction Machinery, Building Material Machines, Mining Machines and Construction Vehicles to attract around 200 exhibitors and to take up around 20,000 square meters of exhibition space. In terms of attendees, the show is directed primarily at customers from Sub-Saharan Africa.

"South Africa is a market with a future which offers great potential for the construction machinery industry. Messe München has demonstrated a high level of expertise in the sector, through the organization of construction machinery trade fairs not only at its base in Munich but also abroad. Now, building upon bauma China and the trade-fair cooperation bC India, one more professional, international platform is being created: bauma Africa. For this reason, too, the feedback from the industry regarding such a sector event has been very positive," said Eugen Egetenmeir, Managing Director of Messe München GmbH.

The U.S.-based Association of Equipment Manufacturers (AEM), organizing jointly with Messe München the construction machinery trade show bC India, will be an official supporter of the first bauma Africa. "AEM fully supports Messe München in its launch of bauma Africa. As part of AEM's strategy to cooperate globally to drive the 'best of class' in trade shows on a regional basis for customers, we also partnered on bC India – A BAUMA CONEXPO SHOW. This show was very successfully held in February, to create a singular regional industry-run show, and AEM supports bauma Africa for this same purpose in bringing a regional show to Sub-Saharan Africa. We have strengthened our efforts and have a global trade show memorandum of understanding for continued cooperation, and part of that is a possible joint venture with Messe München in Africa. We know Messe München will bring its superior skills to the organization of bauma Africa to offer participants access to a premier event in a very promising market," states Dennis Slater, president of AEM.

Messe München GmbH
Messegelände
81823 Munich
Germany
www.messe-muenchen.de

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.